



## **RESUME & COVER LETTER GUIDE**

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## HOW TO ANALYZE A JOB POSTING:

A job posting is an employer's way of saying "I have a business need for someone to do this specific work, have these specific skills and experience." An effective résumé is one that is targeted to the employer's needs and expectations, as outlined in the posting. To create a targeted résumé:

- find a job or internship posting for which you wish to apply
- create a template with the components cited below
- cut and paste the posting text into the appropriate areas
- analyze the components of the job and rearrange them with your best match at top
- in the right column, identify experiences you have that meet the employers needs
- use this information to design your résumé

<b>Job title and employer:</b>
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<b>The duties of this job are:</b>	<b>My experience doing similar tasks:</b>

<b>The skill sets and education required are:</b>	<b>My education and skill match:</b>

<b>The experience and/or training sought are:</b>	<b>Relevant experience/certifications, etc.:</b>

<b>The personal characteristics sought are:</b>	<b>Words that describe my attitude and strengths:</b>

**List other aspects of the job to consider: (e.g., future relocation required, travel required, weekend or evening hours required, etc.)**

## CONTENT COMMON TO ALL RÉSUMÉS

All résumés contain the same basic information; it is how the writer presents job-related information that makes the résumé an effective marketing tool.

**Contact information:** Name, street address (optional), email address, and ONE phone number.

**Objective & Qualifications / Professional Summary:** A brief statement that indicates the specific position you're seeking or the professional activities in which you want to engage, along with a short bulleted list of the knowledge, skills and experience that qualify you for that type of work.

### Education:

- List degree(s) (B.A., B.S., M.A., etc.) with correct title of your major & minor
- First list the degree in bold or capital letters, followed by Alverno College (see samples)
- Do not include high school information on a college-level résumé

### Experience – Academic:

Alverno students frequently find that their best qualifications for a position come from their academic projects. In this case, use headers indicating that relevant skills were demonstrated in an academic setting:

- Relevant Academic Projects (may replace “academic” with the name of the major or minor)
- Historical Research Projects
- Field Experience, Grades 3-5
- Nursing Clinical Rotations
- Business & Management Practicum

### Experience – Employment History, Internships, and Related Volunteer Work:

Design descriptive headers for your most relevant work experience. Some examples:

- Related Professional (or Teaching, Accounting, etc.) Experience
- Marketing Experience
- Healthcare Experience
- Lab Experience
- Graphic Design Work
- Employment History

Type the job title in bold or capital letters (the focus is on you, not your employer), then the company name in regular type, and then the year. Start each achievement statement with a bullet, asterisk or dash, followed by a descriptive verb in past tense, and then end with the result, scope or effect of the action.

### Time Frames:

Whether you lead with academic or work experience, you must account for the time you spent on the activities you cite. For academic projects, indicate the semester (Spring 20xx); for employment, indicate the years without months (20xx – 20xx). Here are samples of each:

STUDENT TEACHER, 4 <sup>th</sup> Grade, St. Joan of Arc Catholic School	Spring 20XX
MARKETING CONSULTANT, Happy Baby Daycare, Marketing Principles Course	Fall 20XX
SALES ASSOCIATE, Macy's - Mayfair Mall	20xx-Present

### Highlight Value-Added Activities:

Add headers to highlight other relevant activities that enhance your candidacy, such as:

- Community Service
- Student Leadership
- Professional Affiliations and Membership
- Awards and Recognition
- Performances, Art Shows, Publications

# BASIC REVERSE CHRONOLOGICAL OUTLINE FOR RÉSUMÉS

(This format is overwhelmingly preferred by recruiters hiring interns and new graduates.)

## JANE ADDAMS

Professional email | One telephone number

**OBJECTIVE:** Job title and employer name, or description of the position being sought

### QUALIFICATIONS:

- Highlight experience, knowledge or skills you have relevant to your objective
- Highlight experience, knowledge or skills you have relevant to your objective
- Highlight experience, knowledge or skills you have relevant to your objective

### EDUCATION

**B.A. Management Accounting (Senior Standing)**, Alverno College 20xx – Present

### RELEVANT ACCOUNTING EXPERIENCE

Under *each* header, present most recent activity, followed by others (reverse chronology). Under each activity, present bulleted achievement statements that begin with an action you took (verb in past tense), followed by result/scope/significance of the action. These should be related to the job you seek. There are no required number of bullets per header. Ex:

**Accounting Intern**, R.W. Baird Co. – Milwaukee, WI Fall 20xx

- Created GAAP based questions to correct and revise financial statements...

**Accounting Manager** (Senior Accounting Course Simulation) Spring 20xx

- Analyzed cash flow records to determine . . .

### WORK HISTORY

List job title, employer and dates of employment.

**Accounts Receivable Assistant**, Acme Engineering – Waukesha, WI 20xx – Present

- Created Excel spreadsheets to monitor . . .

### ORGANIZATIONS, MEMBERSHIPS, AFFILIATIONS, VOLUNTEER ACTIVITIES, ETC.

Give the title of your position or role, name of organization, and dates. Include bulleted achievement statements only if they are relevant to the position you seek.

**President (20XX)/Member**, Management Accountants Institute-Alverno Chapter 20xx – 20xx

**Treasurer**, Good Luck School Athletic Boosters 20xx – 20xx

### AWARDS AND RECOGNITION

List academic, civic, corporate, and club awards or recognitions in the same format as items above:

**Recipient**, \$20,000 Merit Scholarship, Alverno College 20XX-Present

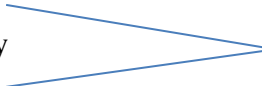
**Student Panelist**, Alverno College Open House Event 20XX

**Accounting Tutor (at faculty nomination)**, Alverno College School of Business 20XX

**\*\*Note:** "References provided upon request" is passé: do NOT include it on your résumé.\*\*

1. References are not part of your résumé; they are listed on a separate sheet.
2. References are not included with cover letter/résumé, unless specifically requested.
3. Reference lists must use the same header and typeface as the résumé.
4. Always ask permission to use someone as a reference. Never assume agreement.

## RÉSUMÉ STYLE TIPS:

- **Do not use templates!**
  - They do not give you flexibility
  - They often have too much white space, generic headers, and include irrelevant topics
  - They do not “travel well” to other computers
  - They often contain elements (columns, tables, text boxes, images, etc.) that can be difficult for resume scanning software to read
- The first 20-25 lines are most important: your most relevant information must be there.
- Use readable fonts such as Arial or Calibri, in 10-12 Pt.
- Avoid serif fonts for body of text. With small type, the serifs can appear to touch each other and a scanner will not recognize the shape, or the word. These are also hard for human eyes to read. Examples:
  - Andalus - every
  - Times New Roman – every
  - Centaur - every

These are set in 12 pt. font and are hard to read on screens
- For aesthetic appeal, there should be no more than a 4 pt. difference between largest/smallest font sizes. Avoid putting your name in 28 pt. bold type – it appears that you are shouting and it takes up a lot of room.
- Avoid using paragraphs on résumés, if possible – reviewers want to quickly find the information they seek and paragraphs slow the process.
- For paper résumés:
  - White or lightly-shaded paper is preferred
  - Slight texture (e.g. linen finish) is acceptable
  - Do not include your photo (note: government agencies will immediately discard your résumé packet if it has a photo)
  - Do not include graphics, unless you are seeking a job as a graphic designer
  - Include white space (to separate sections) and 0.5” to 1” margins
- For online résumé submissions
  - Avoid bullets, boxes, columns and graphics: these often become unreadable
  - Use symbols that are on a typewriter keyboard such as \*, -, and + to start lines or separate areas.
  - Use MS Word: it is the most-commonly used word processing software
  - Do a trial run: send copies of your résumé to yourself and friends to make certain that the alignment does not change.
- **Follow each employer’s submission instructions carefully!**

Do not assume all organizations follow the same process; some may want you to attach your résumé to an email, while others may want your résumé in the body of an email. Carefully read and follow application directions.

## WRITING ACHIEVEMENT STATEMENTS

### The most common résumé mistake: listing job duties instead of accomplishments

Interviewers look for accomplishments, not past job tasks; therefore, each line on your résumé must present you as effective at doing something that is similar to a task required by the targeted job. You will most successfully demonstrate your readiness for your targeted profession through experience and achievements garnered from upper-level courses, projects, volunteer roles, internships, field placements, clinical rotations, and previous jobs.

### Action ⇒ Result or scope of the action (achievement)

Start each line with a descriptive verb in past tense; end with an accomplishment (why it matters).

For every line you write, ask yourself:

- Why is this important to the reader, given the job I seek?
- What were the results of my action?
- Did I demonstrate a positive effect or result?
- Can I quantify: How many? How much? How often?
- Does it show skill using a specific computer program?
- Does it demonstrate skill in tasks required by the internship or job?

So what?  
Why does the reader need to know this?

Here are some before and after examples that demonstrate how asking “so what?” can improve your presentation.

Original:      *Have working knowledge of Dreamweaver and Photoshop*

Revision 1:      Created 5 business websites for area start-ups, using Adobe Dreamweaver

Revision 2:      Customized and enhanced athletic team photos for marketing materials, using Adobe Photoshop

Original:      *Assisted cooperating teacher*

Revision 1:      Reviewed student math homework, daily, to identify problem areas and adapt future lesson plans

Revision 2:      Designed and delivered 3 lesson plans involving kinesthetic, reflective, and cognitive strategies to address the diverse learning styles of each child

***See the following page for samples of strong, descriptive verbs.***

### WHAT SHOULD I OMIT?

- Photos, graphic design, and clip art (these will often be converted to code by the ATS)
- Personal information: hobbies, interests, age, gender, weight, marital status, etc.
- In *electronic* submissions: horizontal lines, headers/footers (other than page numbers), tables, text boxes, fields

## DESCRIPTIVE VERBS:

What Did You Actually *Do*?

Each line of your résumé will begin with a descriptive verb in **past tense** (the action you took) followed by phrase that indicates why it matters (the result/significance of that action).

Do not begin lines with adverbs, nouns, or adjectives. Whenever possible, incorporate the verbs and noun phrases that appear in the job posting:

### When using data,

#### I have:

Administered  
Analyzed  
Calculated  
Compared  
Composed  
Computed  
Compiled  
Conducted  
Consolidated  
Controlled  
Coordinated  
Determined  
Developed  
Devised  
Directed  
Figured  
Implemented  
Innovated  
Logged  
Operated  
Organized  
Planned  
Recorded  
Reported  
Researched  
Synthesized  
Theorized  
Wrote

### When interacting with

#### people, I have:

Advised  
Assessed  
Coordinated  
Corresponded  
Consulted  
Counseled  
Created  
Diagnosed  
Directed  
Entertained  
Evaluated  
Initiated  
Instructed  
Interviewed  
Led  
Managed  
Motivated  
Negotiated  
Organized  
Persuaded  
Planned  
Processed  
Promoted  
Referred  
Shared  
Supervised  
Taught  
Trained

### When dealing with

#### things, I have:

Adjusted  
Altered  
Assembled  
Balanced  
Built  
Constructed  
Created  
Delivered  
Designed  
Distributed  
Driven  
Fabricated  
Guided  
Inspected  
Lifted  
Mixed  
Moved  
Operated  
Ordered  
Performed  
Protected  
Repaired  
Restored  
Set up  
Shaped  
Tended  
Tested  
Translated

Avoid weak verbs such as: assisted, aided, collaborated, helped, handled, responsible for, used, worked with, oversaw, provided, etc. Select verbs that create a “picture” of you in action; ask yourself “**What did I actually do?**” Follow the verb with the success or result of that action.

**Weak:** Helped with New Student Orientation program (What did you actually do?)

**Strong:** Designed New Student Orientation logo using Adobe Photoshop and created event agenda  
Wrote and delivered welcoming speech to 250 entering students

**Alice Krusinska**

krusinxx@alverno.edu

(414) 987-6543

**OBJECTIVE:** Communications Intern, Milwaukee Wave

**QUALIFICATIONS:**

- 2 years of website design and graphic design experience
- Proficient in Adobe design software, including Illustrator, InDesign, Photoshop, and Dreamweaver
- Prior experience creating and editing websites using HTML, CSS and Java
- 3+ years of collegiate athletic experience with strong interest in marketing professional sports team

**EDUCATION:**

**B.A. Communication, Global Studies Minor, Alverno College** **20xx-present**  
(Anticipated Graduation: Fall 20xx)

**WEB DESIGN PROJECTS (ACADEMIC)**

**Web Design Consultant for Professor Dorothy Dancer (Alverno College)** **Fall 20xx**

- Constructed a 7-page website, using Adobe Dreamweaver, to market faculty-selected research sites to students in advanced Global Studies courses (in process)
- Integrated photos customized and enhanced in Adobe Photoshop

**Web Designer, Computer & Information Technology courses** **Fall 20xx**

- Created web pages using HTML, CSS and JAVA coding
- Developed web forms to collect consumer information and survey data

**ADDITIONAL VISUAL/DESIGN EXPERIENCE:**

**Marketing Assistant, Alverno Athletic Department** **Spring 20xx**

- Cropped and edited game, individual and team photos for use in web and print marketing
- Created brochure for the Alverno Athletic Department using Adobe InDesign; distributed to 500+ fans to promote upcoming Alverno sporting events, resulting in a 5% attendance increase

**Graphic Designer, Visual Communication Lab** **Spring 20xx**

- Designed new logos for a start-up company to use on business cards and for other marketing purposes, through a business simulation
- Created and integrated logos into marketing materials using Adobe Illustrator

**ATHLETIC EXPERIENCE**

**Captain, Alverno Basketball Team** **20xx-20xx**

- Collaborated with coaches on scheduling and communicating responsibilities to teammates
- Organized team fundraising activities, raising \$3,000 for local food pantries

**J.V. Volleyball Coach (Seasonal), South Milwaukee High school** **2009-present**

**WORK HISTORY**

Server, Old West Saloon **20xx-present**  
Usher, Summerfest **20xx-20xx**



**Michelle James**

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jamesmi@alverno.edu

OBJECTIVE

Senior-level Biology student seeking Spring 20xx internship in a Molecular & Cellular Biology research lab

QUALIFICATIONS

- Served as a Research Assistant for the Genomics Project and a Lab Assistant for Biochemistry faculty
- 2+ years of student research experience through both independent and collaborative academic projects
- Strong leadership skills and knowledge of biomedical research trends developed as Vice-President of the Pre-Professional Women of Alverno academic group

EDUCATION**B.S., Biology, Chemistry Minor — Alverno College****Expected Graduation: May 20xx**

*Related Coursework:* Genetics, Molecular and Cellular Biology, Organic Chemistry, Biochemistry, and Physical Chemistry I and II

LABORATORY SKILLS

- Primer creation
- Gel electrophoresis
- SDS-page gel
- Cell culture and plate development
- Protein extraction and transposon work
- Bioinformatics (ORF finder programs, BLAST, and Mfold)

RELEVANT EXPERIENCE**Summer Research Assistant, Genomics Project — Research Institute of Wisconsin Summer 20xx**

- Constructed a partial genetic map for the genome of nitrogen fixing *A. vinelandii*, determined role of several enzymes in the metabolism of the soil bacterium and plant pathogen *A. tumefaciens*
- Developed the mutants for two malate dehydrogenase genes in *A. tumefaciens*
- Performed growth curves to determine the purpose of four mutants in *A. tumefaciens* for malate dehydrogenase

**Biochemistry Lab Assistant (Faculty Recommendation), Alverno College****20xx-Present**

- Taught laboratory techniques to students in 3-4 lab sections, per semester
- Monitored laboratory activities to ensure student safety and appropriate disposal of hazardous waste materials
- Examined lab notebooks for proper scientific format
- Provided out-of-class tutoring to students having difficulty with course content

**Student Researcher, Molecular & Cellular Biology Course, Alverno College****Spring 20xx**

- Generated gene disruption mutations in *agrobacterium tumefaciens* and examined phenol-type
- Examined biochemical pathways of *agrobacterium tumefaciens* using bioinformatics tools

CAMPUS INVOLVEMENT**Vice President, Pre-Professional Women of Alverno****20xx-Present**

- Secured scientists to speak about their research on campus, monthly
- Organized senior presentation event for biology and chemistry majors

HONORS & RECOGNITION

Biology &amp; Chemistry Tutor Nominee (Faculty Recommendation), Alverno College

20xx-Present

Recipient, 4-year Academic Scholarship, Alverno College

20xx-Present

## Mary Yang

321 W. 2nd St. • Milwaukee, WI 53888 • (414) 341-1989 • yangm@alverno.edu

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OBJECTIVE: Nurse Extern, Froedtert Hospital

SUMMARY OF QUALIFICATIONS

- 3+ years of CNA work; clinical experience in a Medical-Surgical Unit
- Recognized by instructors for strong communication and patient care skills
- Bilingual in Hmong and English, with experience translating in healthcare settings
- Strong cultural competence; excel in working with patients and families from diverse backgrounds

EDUCATION

**B.S. Nursing**, Alverno College (Senior standing) 20XX-Present

CERTIFICATIONS

**Certified Nursing Aide**, State of Wisconsin (#XXXXXX) 20XX-Present  
**CPR Certified**, American Heart Association 20XX-Present

CLINICAL EXPERIENCE

**Medical-Surgical Clinical**, St. Luke's Hospital Spring 20XX

- Conducted intake interviews, health histories, and physical examinations on one patient, weekly; implemented nursing care plans
- Notified Registered Nurse of any abnormalities in patient condition for further intervention
- Charted patient information in Epic software
- Floated to ICU, Respiratory, and Radiology departments; completed a rotation with the House Manager to learn how to assess staffing needs

**Community Health Clinical**, The Village of Manor Park & Vincent Elementary School Fall 20XX

- Conducted weekly Blood Pressure Clinics, in collaboration with peers, to help clients in the management of hypertension
- Performed head-to-toe physical assessment for in-depth knowledge of normal/abnormal findings
- Developed and presented 10 wellness programs for geriatric and pediatric populations; topics included blood pressure, exercise, nutrition, reminiscence therapy, and safe use of over-the-counter medications

EMPLOYMENT HISTORY

**Patient Care Associate**, Cardio/Oncology & Critical Care, St. Michael's Hospital 20XX – Present

- Provided nursing assistance for acute and non-acute patients
- Documented vital signs, weight, intake and output on chart for possible out-of-range numbers
- Collected patient specimens as requested to detect for bacteria growth
- Discontinued and performed Foley catheter, intravenous, and nasogastric tube insertions
- Performed glucose meter check and Electrocardiogram to decrease the chances of distress
- Performed sterile technique on wound care and tracheostomy care to prevent infection

**Team Lead/Sales Associate**, The Gap – Mayfair Mall 20XX – 20XX

AWARDS & AFFILIATION

**Member** of Alverno College Student Nurse Association (ACSNA) 20XX – Present  
**Recipient** of \$20,000, 4-year Alverno Merit Scholarship 20XX  
**Recipient** of \$12,000, 4-year Milwaukee Metro Association of Commerce (MMAC) Scholarship 20XX

**Pauline Anne Hornung**  
**pah@yippee.com**

Education Senior: Focus on  
Field/Teaching Experience

OBJECTIVE: Teacher, Mathematics specialty, K5-5<sup>th</sup> grade

EDUCATION:

**B.S. Elementary Education, Mathematics Minor**, Alverno College (20xx)

LICENSE (APPLIED FOR):

**71-777 Early Childhood/Middle Childhood-General**, State of Wisconsin (20xx)

STUDENT TEACHING EXPERIENCE:

**5th Grade**, General Mitchell Elementary (Spring 20xx)

- Designed differentiated instruction based on students' strengths, needs, learning styles, and learning differences to engage all students in learning
- Planned and implemented 4-week social studies research unit on Civil War
- Guided students through research process using online resources such as databases, encyclopedias, and journals

**Kindergarten**, Bay View Elementary (Spring 20xx)

- Assessed students' math knowledge through observation, open-ended questions, and student performance to form next step in lesson planning
- Analyzed students' needs through assessment tools; adapted lessons and created targeted lesson plans on teen numbers
- Designed lesson plans involving kinesthetic, reflective, and cognitive strategies to address the diverse learning styles of each child

FIELD PLACEMENT EXPERIENCE:

**3<sup>rd</sup> Grade**, Lovell Elementary (Spring 20xx)

- Developed classroom assessments including rubrics, self-evaluation, peer feedback, and one-on-one conferences to measure student performance

**K5**, Llewellyn Elementary (Fall 20xx)

- Created and implemented guided reading and read aloud lessons focused on enhancing literacy skills and strategies for students

**K4 & K4-Exceptional Learners**, New Wales Elementary (Fall 20xx)

- Designed and executed developmentally appropriate teaching strategies for children with a variety of learning needs and styles

TUTORING EXPERIENCE (ALVERNO COLLEGE)

**Math Resource Center Assistant**, College Algebra and Trigonometry (20xx-20xx)

**Peer Tutor**, College Algebra and Trigonometry (20xx-20xx)

COMMUNITY SERVICE

**Programming Assistant**, Girl Scouts of Southeast Wisconsin, Troop 3493 (20xx-Present)

SCHOLARSHIPS

**Recipient, \$18,000 Academic Merit Scholarship**, Alverno College (20xx-2xx)

PROFESSIONAL MEMBERSHIPS

**Vice-President/Member**, Alverno Student Education Organization (20xx-20xx)

**Student Member**, National Education Association (20xx-Present)

Graduating Senior

## JENNIFER SCHULTZ

1123 East 29<sup>th</sup> Street  
South Milwaukee, WI 53000  
(414) 123-4567  
schultzjl@yippee.net

**OBJECTIVE:** Accountant I, Milwaukee County

### **QUALIFICATIONS:**

- 3+ years of experience in the accounting field
- Exceptional skills in analyzing and problem-solving accounts
- Experienced in using Microsoft Excel and Microsoft Access for business applications

### **EDUCATION:**

B.A. MANAGEMENT ACCOUNTING, Alverno College 20xx – Present  
(Anticipated graduation: May 20xx)

### **ACCOUNTING COURSE PROJECTS:**

GROWTH AND EXPANSION ACCOUNTING ISSUES Spring 20xx

- Created GAAP based questions to correct and revise financial statements
- Prepared error-free adjusted journal entries, general ledgers and trial balance
- Prepared a final corporate financial report (simulations) and presented it to seven peers

ADVANCED SOFTWARE APPLICATION Spring 20xx

- Created an Access database solution for an information-processing problem

### **RELEVANT WORK EXPERIENCE:**

CHARGE ENTRY SPECIALIST, Madison Health Funds, Inc. 20xx – Present

- Posted medical procedures and diagnoses to patient financial accounts
- Completed follow up on missing fee tickets, employer invoices and payment plans resulting in 10% increase in payments received on time
- Posted insurance and patient payments to 1,000+ patient accounts
- Set up customized patient payment agreements, reducing past due accounts by 5%

PAYMENT POSTER, Southeastern Medical Management 20xx – 20xx

- Created bank deposit slips for daily deposits
- Posted insurance and patient payments to patients' accounts without errors
- Posted insurance denials to patients accounts for accurate accounting
- Processed checks to ensure they balanced with the system
- Created Excel spreadsheet to input amount of money posted each day

### **ADDITIONAL WORK EXPERIENCE:**

YOUTH CARE PROVIDER, Presbyterian Social Services 20xx – Present  
OFFICE ASSISTANT, South Milwaukee Family Services 20xx – 20xx

### **AFFILIATION:**

MEMBER, Alverno Institute of Management Accountants (AIMASC) 20xx – Present

## Laila Alexander

6543 W. McIntosh Ave., Apt.5  
Milwaukee, WI 53218  
414-987-6543  
laila.alexander@gmail.com

Graduating Senior

### JOB OBJECTIVE

Case Manager (574-983), United Way of Greater Milwaukee

### EDUCATION

**B.A. Psychology, History and Philosophy minors**, Alverno College (Milwaukee, WI) May 20xx

### YOUTH SERVICES EXPERIENCE

**Teen Parent Program Intern**, Glenfield School District (Glenfield, WI) Fall 20xx

- Delivered individual and group instruction to 20+ teen parents (ages 14-21) in job search skills, college application process, pre-natal care, and early child development
- Applied motivational interviewing techniques to build rapport with program participants
- Conferred with program manager and social worker, weekly, regarding specific participants' cases and community resource referral

**Program Assistant (Volunteer Position)**, Avery Alternative High School (Brown Leaf, WI) Spring 20xx

- Facilitated a support group for 12 teen parents (ages 14-20), in collaboration with a case worker; taught coping skills and other strategies to help participants better manage the stresses of parenting
- Advised students in the creation of a 5-minute PSA video regarding how to make healthier decisions in high school; video was used in programming for first-year high school students

**Assistant Youth Advocate/Intern**, We Care Youth Shelter (Milwaukee, WI) Fall 20xx

- Supervised 15-20 at-risk teens (ages 12-18) at an emergency youth shelter and served as a positive adult role model
- Coordinated recreational activities to help build rapport; took an active role in helping residents discuss and address personal issues

### WORK HISTORY

**Driver's Helper (seasonal position)**, Ms. Suzie's Place (Milwaukee, WI) Summer 20xx

- Packed and distributed meals for Summer Meal Service Program, a Department of Public Instruction (DPI) program that ensures low-income children receive meals during the summer months
- Managed all paperwork for 4 participating sites to document and track meals for DPI reporting

**Academic Assistant**, Clark Community Learning Center (Milwaukee, WI) 20xx-20xx

- Supervised after-school activities for at-risk students (ages 6-12) to help develop social and cognitive skills
- Taught conflict management skills to students who had behavior issues or conflict with other students

### RELATED COURSEWORK

**Case Management**, Alverno College (Milwaukee, WI) Spring 20xx

- Through case studies and simulations, identified Milwaukee area referrals appropriate for different mental health disorders, integrating knowledge of community/organizational resources with diagnosis

### AWARDS

**Recipient of \$28,000, 4-year Merit Scholarship**, Alverno College (Milwaukee, WI) 20xx-xx

## CASSIE VEGA

Cassie.Vega@hotmail.com  
(414) 987-6543

### PROFESSIONAL SUMMARY

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- Business and Marketing professional with 4 years of client services and project management experience seeking Account Manager position
- Served as marketing consultant for start-up companies, through Wisconsin Women's Business Initiative Corporation (WWBIC)
- Proficient in Adobe Creative Suite and social media platforms
- Possess special expertise in e-marketing and social media campaigns

### EDUCATION

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**B.S. Business & Management (Marketing Concentration)**, Alverno College 20xx-Present  
Expected Graduation: May 20XX

- Completed 12 credits of Marketing coursework, including: Marketing Research, Integrated Marketing Communications, and Social Media Marketing
- Participated as a Division III athlete in Soccer from 20XX-XX

### MARKETING EXPERIENCE

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**Marketing Consultant**, Wisconsin Women's Business Initiative Corporation (WWBIC) Spring 20xx

- Developed complete marketing plan for a start-up e-commerce business, in collaboration with a peer, which will be implemented in 20XX-XX
- Researched target market, developed web-based advertising campaign, and prepared 12-month budget with revenue projections
- Successfully pitched marketing plan to business owners, faculty and peers

### ADDITIONAL WORK HISTORY

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**Business Operations Coordinator**, Maple Tree Terrace (Long-term Care Facility) 20xx-Present

- Oversaw business operations of the facility, including admission decisions.
- Collaborated with Marketing Coordinator on outreach to local hospital administrators, social workers and prospective clients, resulting in 20% increase in resident admissions for 2016.
- Managed recruiting, screening, hiring and evaluation for a team of 25 staff members.
- Created bi-weekly work schedule to ensure the facility met required staff to resident ratio.
- Ensured accuracy and currency of all personnel paperwork.
- Performed periodic review and coordination of Resident Service Plans.
- Ensured staff compliance with all emergency plans and procedures.

**Utility Clerk/Cashier**, Pick 'n Save 20xx- 20xx

### AWARDS & RECOGNITION

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**Academic Scholarship Recipient**, Alverno College 20xx-Present

**"Cans Across the Conference" Team Service Award**, Northern Athletics Collegiate Conference 20xx-Present

**Most Improved Player Award**, Alverno College Athletics 20xx

**OBJECTIVE**

Admission to the Master of Arts program in Indigenous Law at University of the Northwest

**EDUCATION**

**B.A. Community Leadership & Development**, Alverno College – Milwaukee, WI 20xx  
History and Women’s & Gender Studies Minors

**Working Effectively with Tribal Governments Certificate**, National Indian Justice Center 20xx

**RELATED RESEARCH EXPERIENCE**

**Research Fellow/Intern, American Civil Liberties Union (ACLU) - Wisconsin** Spring 20xx

- Created and maintained ongoing database of active civil litigations
- Researched, compiled, and organized database on police brutality in the City of Milwaukee
- Secured the distribution of research-based, anti-bullying booklet at 40 Milwaukee elementary schools

**Native American Experience Course**, Alverno College – Milwaukee, WI Fall 20xx

- Researched and analyzed American Indian treaties for 6 tribes; documented how language and cultural barriers contributed to loss of tribal land
- Conducted research on the missing and murdered indigenous women of Canada; identified root causes (e.g. colonization and government structures) that contributed to this social injustice

**Behavioral Science Research Methods Course**, Alverno College – Milwaukee, WI Fall 20xx

- Conducted a literature review on the effects of historical trauma on Indigenous peoples
- Used SPSS to analyze results from 3 separate studies
- Results found that culturally-based treatment is successful in alleviating historical trauma on Indigenous peoples

**ACADEMIC HONORS & RECOGNITION**

**Doherty Scholar (at faculty nomination)**, Center for Academic Excellence, Alverno College 20xx-20xx

- Recommended to participate in a program for high achieving students by 2 faculty members
- Attended 3 academic forums, per semester, to engage faculty in dialogue outside the classroom
- Advised faculty on future programming for students seeking more academic rigor

**Behavioral Science Peer Mentor (at faculty nomination)**, Alverno College 20xx-20xx

- Provided individual mentoring to 3 sophomore-level Behavioral Science students, in order to improve student retention
- Planned and facilitated monthly meetings for all 22 mentees on topics related to student success, such as researching scholarly articles, utilizing academic support services, and engaging in career development activities

## MONICA BLACKBURN (CONTINUED)

### ACADEMIC HONORS & RECOGNITION (CONTINUED)

- Facilitator (at faculty recommendation),** Alverno Human Trafficking Forum Spring 20xx
- Facilitated 3 table discussion among students, faculty members and community members
  - Researched human trafficking specific to the Greater Milwaukee area, in preparation for the event
  - Introduced starter questions and encouraged active participation from all attendees
- Academic Assistant Nominee, Probability & Statistics and Lifespan Development,** Alverno College 20xx & 20xx
- Recipient of a 4-year, \$28,000 Academic Merit Scholarship,** Alverno College 20xx-20xx

### WORK HISTORY

- Student Activities Assistant,** Student Activities & Leadership Office, Alverno College 20xx-Present
- Coordinated 5 *Alverno Talks* roundtable discussions, through which students and faculty engaged in dialogue on social justice topics
  - Secured student facilitators, topics, and meeting rooms, monthly
  - Briefed facilitators on *Alverno Talks* guidelines, to ensure respectful dialogue and presence of topic experts, as needed
  - Participated in the set-up of Alverno's Social Justice Museum; contributed a display on Indigenous women
  - Recruited student participants for 6 large-scale, campus events (e.g. Community Day, Alternative Spring Break, etc.) through tabling, student registration drives, and leafleting
  - Managed campus event advertisements (print and digital) and online event calendar
- Career Education Assistant,** Career & Professional Development Center, Alverno College 20xx-Present
- Provided walk-in resume and cover letter coaching to students and alumni
  - Directed students and alumnae to appropriate career and internship services, such as appointments with professional staff, preparation workshops, professional development events and online career resources
  - Processed and maintained internship files (applications, job description, and site mentor information) for 100+ students
  - Activated 50+ student accounts, employer accounts and job postings on Alverno Connects (an online job/internship board), daily
  - Prepared materials and set-up for career-related events (e.g. career fairs, workshops, etc.)



# RÉSUMÉ CHECKLIST

To assess the effectiveness of your résumé, use this checklist:

Layout and Formatting	Yes	No	N/A
The résumé is 1-page (preferred), 2-pages max			
The layout is attractive, with consistent formatting (bolding, underlining) and fonts			
Information is presented logically and is well organized			
There are NO spelling errors, typos, poor grammar, etc. on the Résumé			

Objective & Qualifications/Professional Summary	Yes	No	N/A
Job objective is clear (function, industry, etc.) and work-oriented			
Only RELATED knowledge, skills and experience are referenced			
Does not claim personal qualities (e.g. energetic, friendly, etc.) without supporting evidence			

Education	Yes	No	N/A
Includes Alverno degree, indicating major, minor, and graduation date			
Presents other degrees, relevant training, and study abroad experience			
Does not include transfer institutions or high school information			
Includes only related, intermediate-level or higher course work			
Includes certifications and licenses (e.g. CPR, CNA, teaching, etc.), if applicable			

Experience (Employment, volunteer work, extracurricular activities, class projects)	Yes	No	N/A
Most relevant experiences are positioned high on the résumé			
Résumé does not present a list of job duties, but highlights relevant achievements			
Specific results (stats, percentages, etc.) are presented whenever possible			
Includes only related course projects and assignments			
Unnecessary information (company address, supervisor's name, etc.) is not included			

Awards and Recognition	Yes	No	N/A
Presents special recognitions (e.g. scholarships, awards, tutor recommendations, etc.)			

# HOW TO WRITE A COVER LETTER

## Header:

Use the same header (e.g. name and contact information) that was used on your résumé, then skip a line.

## Date:

Type in the date (e.g., September 19, 2018), then skip down two lines.

## Internal Address:

Type the name and title of the person to whom the letter is addressed. Follow with the employer's name and address. If you know the division/department, add it:

Ms. Jane D. Boss, Director  
Publication Division  
Association of Historians of American Business  
123 Wall St.  
New York City, NY 00011

## Salutation:

- Skip down two lines from internal address
- Formal salutation is personal title and family name: Dear Ms. Jones, Dear Dr. Smith, etc. (*Do not use first name with the last name in the greeting!*)
- You may use the first name, but not a nickname, if you know the recipient: "Dear Jane"
- If you do not have the name of an individual, use: Dear Hiring Manager
- Salutations always end with a colon in business letters: Dear Mayor Rodriguez:

## Body of the Letter: The 3 Paragraph Model

The one-page cover letter is a *marketing* piece. Sell your commitment to the field and ways in which you can add value to the employer, so that the reader will look at your résumé.

1. **Purpose:** State the position for which you are applying, how you learned of it (if applicable), and what interests you about the position/employer. Show a connection between you as a candidate and the employer.
2. **Marketing/Creating Interest:** Write text that enables the reader to see you as qualified, enthusiastic, and a good fit for the job and the organization. This is where you market your experience and personal characteristics as a match to the employer's business need.
3. **Next Steps:** Express your interest in meeting to discuss how you can contribute to the organization and what you will do next (such as call for an appointment), or indicating how you may be contacted.

## Closing and Signature:

- "Sincerely," "Sincerely yours," "Respectfully," or "Respectfully yours," followed by a comma.
- Skip three lines (to create space for your signature)
- Type your name with middle initial. (Several applicants may be named Maria Gomez.)

**Enclosure:** Use because you will be sending your résumé, or other materials. Skip two lines and type either "Enclosure" or the abbreviation "Encl." (no parenthesis)

**Proofread carefully!**  
**A single typo can – and probably will – eliminate you from consideration!**

# SAMPLE COVER LETTER

**Laila Alexander**

6543 W. McIntosh Ave., Apt.5 • Milwaukee, WI 53218 • 414-987-6543 • [laila.alexander@gmail.com](mailto:laila.alexander@gmail.com)

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May 16, 20xx

United Way of Greater Milwaukee  
Attn: School Program Coordinator (574-983) Search Committee  
5001 N. Sherman Boulevard  
Milwaukee, WI 53211

Dear Search Committee:

Please accept my application for the School Program Coordinator (574-983) position at United Way of Greater Milwaukee that was recently advertised on the *Jobs that Serve* website. I have two years of experience working in Milwaukee area youth programs with children and teens ranging in age from 6-21, and am currently seeking full-time employment. Growing up in Milwaukee, I relied on programs, such as those offered by the United Way, to form positive relationships with adult role models and peers. Therefore, I was excited to learn about the School Program Coordinator opening, which would allow me to continue to work with urban youth.

I recently graduated with a B.A. in Psychology from Alverno College. Through my program, I've developed strong knowledge of child and adolescent development, as well as case management skills. In addition to my academic preparation, I've completed 2 internships with area youth programs: the Teen Parent Program through the Glenfield School District and We Care Youth Shelter in Milwaukee. At both organizations, I worked with at-risk teens, assisted them in identifying and accessing community resources, and instructed them in life skill areas. My experience also extends to elementary school aged children. I worked as an Academic Assistant at the Clark Community Learning Center, where I facilitated after-school activities with children ages 6-12 that promoted social and cognitive skill development. I'm confident that my experience working with at-risk children of all ages has provided me with the qualifications to be successful at United Way of Greater Milwaukee.

I am eager to speak with you at your earliest convenience regarding the School Program Coordinator position and can be reached at 414-987-6543 or [laila.alexander@gmail.com](mailto:laila.alexander@gmail.com). Thank you in advance for your consideration.

Sincerely,

*Laila Alexander*

Laila Alexander

Enclosure

# SAMPLE COVER LETTER

**Cheryl Hastings**  
414-987-6543  
crhastings@gmail.com

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August 16, 20xx

Mr. Ben Mahler  
Executive Director  
Urban YMCA  
2200 N. 21st Street  
Madison, WI 47631

Dear Mr. Mahler:

I am applying for the Y's newly created Adult Education Project Specialist position mentioned to me by your colleague, Lynn Reid. Since my relocation to Madison in April, I have become increasingly aware of the ongoing contribution of the Urban Y to our community. I am particularly impressed with the success of the Second Chance Achievers Programs and would love to join your team.

During my employment as Adult Education Coordinator with the Urban Education League I have contributed, from inception to implementation, to several key community projects including the citywide Smart Start Campaign. I have developed the knowledge base, skills, and experience which will enable me to make an immediate contribution in the role of Adult Education Project Specialist at the Madison Urban YMCA.

I am eager to speak with you at your earliest convenience concerning the Project Specialist position. I may be reached at 414-763-1234. I look forward to our meeting. Thank you in advance for your consideration.

Sincerely,

*Cheryl Hastings*

Cheryl Hastings

Encl.

# THANK YOU LETTER

Within 24 hours of your job interview, email and/or mail a thank you letter to the professional(s) who interviewed you. This is your opportunity to again draw positive attention to your professionalism. You may reiterate your interest in the position, as well as present additional pertinent information.

**Example:** In addition to the foreign studies I mentioned during our discussion, I believe you would be interested to know that I also attended three sales seminars offered by The International Group, Inc. focusing on international marketing.

It is often most appropriate to email your thank you because of the momentum of the hiring process (they want to fill the position quickly) or the preferred communication style (electronic) of the employer. You can also follow up with a written thank you.

It is appropriate to either type or hand write your thank you letter, though there exists a slight bias in favor of a brief, handwritten note, which is regarded as more personal and more confident. Use quality stationery or a simple thank you card. A suggested format might be:

## FORMAT

Dear...

**Introduction:** Thank interviewer for the opportunity to meet and discuss the position; restate date and location of interview.

**Second paragraph:** Refer specifically to aspects of your discussion which were particularly interesting to you.

**Closing:** Reemphasize specific skills and abilities which will enhance your candidacy; indicate how eager you are to take on the challenges of the position and join the organization.

Sincerely,

Your Signature  
Your Name Typed

## SAMPLE THANK YOU

Wednesday, (Date)

Dear Ms. Clancy,

I want to again thank you for the opportunity to meet with you yesterday to discuss the marketing position available at Shamrock Industries.

Your vision for international expansion is both exciting and timely. I am eager to be part of Shamrock's international launching. My success with the International Marketing Network (IMN), particularly with "first time internationals," prepares me to significantly contribute to this endeavor.

I look forward to our next meeting.

Sincerely,

*Abbey Kennedy*

Abbey Kennedy