

# Career Services

## **Career Marketing Strategies & Tools**

***RESUMES, COVER LETTERS AND MORE—  
Marketing Your Product***

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# Career Marketing Strategies and Tools

**Career Skills**

**Career Tools**

**Career Connections**

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# STEP 1 CAREER AWARENESS—*Are You Ready?*

## ***Your Career Path***

Looking for a job can be hard and frustrating work. In fact, many people believe that looking for a job is harder than working itself. So before you start job-seeking, it's important to be sure that you're actually looking for **work that's a good fit for you** and your goals in life.

The **BIG** questions to ask about your own career planning are: "What do I want to do in life? What do I want to accomplish? What is important to me? Do I want a job, career, or do I have a mission in life?"

Next, it's important to take a look at yourself. Self-awareness is key to getting a job or career you enjoy. The happier you are with your chosen career path, the more likely you are to exhibit that behavior in an interview.

**Major** areas to explore about yourself for your career and job decision-making include:

1. **Values**—what makes life meaningful to you? Do you want to work with a team or alone? Work outside or inside? Make decisions or follow a leader? Work with people or systems? Work for a small, medium, or large company, or for yourself?
2. **Interests**—if you could design your job, what would you enjoy doing most? (No barriers, the sky's the limit, this is **your dream**. Be as detailed as you can). Which work activities do you do well and most enjoy? Which school subjects do you favor? What do you like to do in your spare time?
3. **Personality**—do you like talking with people? A little? Somewhat? A lot? Do you usually figure things out by using your gut (intuition) or getting detailed information together? Do you like things decided and settled or open and on-going?
4. **Skills**—do you prefer working with data, people, things, or concepts? Do you enjoy using the same skills or like learning new ones? Looking at past classes, jobs, and accomplishments, which skills have you enjoyed using the most?
5. **Self-Esteem**—what are your strengths? What do you need to work on?

If you have chosen a career direction, it is likely you have already answered these questions and know the answers. And hopefully you are headed down a career path that feels satisfying to you. If you don't know the answers to these questions and are career searching instead of job searching, you are in luck! **Career Services** offers individual appointments, workshops, and valuable on-line career information and websites that can assist you with your career decision-making. We encourage you to continue to work on your individual career plan.

## ***Your Transition***

As previously mentioned, looking for a job is not necessarily easy. It is a **LIFE** transition. It will affect many parts of how you operate in life. A career transition whether by choice or chance, exposes us to our fear of the unknown. We don't know what is going to happen. Furthermore, all transitions consist of loss—loss of what was familiar and known, loss of certainty, and loss of what used to be. So, don't be surprised if you experience some fear, anxiety, guilt, relief, and even some excitement about moving into your future...

During your job-seeking, you might experience some **ups** (finding jobs you may like and getting interviews) and some **downs** (being turned down for an interview or job). Sometimes it can feel like an emotional roller coaster ride. Looking for work, however, can also be a very rich experience. It can help you learn a lot about yourself and career opportunities. It can also give you the power to make decisions about types of jobs that might be a better fit for you, so that you might find a more fulfilling opportunity.

**Some helps** while going through this transition include:

1. **Don't panic.** Nothing is lost if you didn't have what you wanted to begin with. Think positive.
2. **Get support.** Talk to a friend(s) or family member(s). Consider a community member who can be a *mentor*—someone who is two or more steps beyond where you want to be in your field and can offer some wisdom and caring about your future.
3. **Be kind to yourself.** Our attitude affects nearly everything we say and do and has a major impact on our ability to succeed, i.e. having negative thoughts vs. having positive thoughts about ourselves. Also, take care of your body, mind, heart, and spirit. Set up rewards for yourself all along the way.
4. **Don't be critical of former co-workers or bosses.** Let your anger go.
5. **Remember that this is a temporary time in your life.** This too shall pass.

### ***Your Commitment***

Your commitment means putting forth 100% of your job seeking effort—through thick and thin. This means developing quality marketing tools that require time and constant evaluation and revision, and engaging in marketing strategies that will most likely push your comfort zone. Are you ready to get the job you want?

## **STEP II CAREER SKILLS—*What Will You Bring?***

### ***Defining the Work You Want***

A comprehensive career marketing strategy involves more than just filling out an employment application. It means getting focused about the type of **position** you want—taking what you know about your skills, interests, values, and personality, and funneling that information to define a **job objective**.

A job objective defines in your mind and on your resume the type of work you want to do, you're qualified to do, and what your experience and/or education shows you can do. Your objective informs an employer about what type of position you are seeking.

### ***Are You Fuzzy?***

Without a job objective, applicants can appear “fuzzy” to an employer; in other words, **not clear**. How can lack of clarity impact job seeking efforts?

- Many people do not put a job objective at the top of their resume, defining the **type** of position they are seeking within an organization. Yet, their resume shows a history of different jobs with different skills. How is the employer supposed to know what type of work a

person wants to pursue with the organization? A lack of career focus is often the main reason for applicant rejection.

- Some people are not sure what type of work they want **within** an organization, yet they are lucky enough to get an interview. Unfortunately their lack of research about a particular job shows up in the interview. They have difficulty answering the questions. Again, a lack of career focus is often the main reason for applicant rejection.

So, don't be fuzzy. Be **clear** with your job objective. This will help you:

1. Narrow down your job search and save a lot of time, energy, and money. You won't be applying for any and every job. You will be applying for a job you **want**.
2. Generate confidence and career direction on paper (your resume) and in person (your interview), because you **understand** and feel good about what you can offer.
3. Generate a powerful career vocabulary that speaks to the job you are applying for and reinforce your **knowledge, skills, work experience, and/or education**.

### ***Part-time Work***

What if you need a part-time job and you're not done with your education? What do you use as an objective? This is a good question. Chances are you have an idea of the type of work that interests you. You have taken some classes or you know for instance that you like to work with people or computers etc. Ask yourself the following questions when you are reading the job description:

- Does the job appeal to me? Do I really want to do it?
- Do I have some skills, some work experience (volunteer, internship, etc.), and/or some education that marginally qualifies me for the position?
- Do I have the time in my school and life schedule for a part-time job?
- Can this job help build skills in my major or career path?
- Will the job provide good networking opportunities for future job prospects?

If you can answer "yes" to these questions, chances are you can probably develop a fairly focused and realistic job objective.

### ***What Are Your Marketable Skills?***

Evaluating your skills is one of the most important aspects of your job search. How can you promote yourself to an employer if you don't know what you have to offer? For this reason, it's very important that you take the time to evaluate your skills and abilities: What do you know how to do and what do you enjoy doing?

There are three types of skills you need to assess:

1. ***Transferable Skills*** or ***Functional Skills***—those skills that you take with you from job to job, i.e. planning, writing, computational skills, etc.

2. **Job-related Skills or Work-content Skills**—those skills that are used for performing a type of job. They are specific and obtained through specialized training, education, or on-the-job training.
3. **Self-management Skills or Adaptive Skills**—those skills that are personal attributes or qualities you possess that make you a desirable employee, i.e. dependable, respectful, cooperative, enthusiastic, etc.

Identifying skills can be tricky. We often just take them for granted in our day to day job or living situations. To help you assess your skills, try completing the worksheet on the following page. Make copies of the worksheet to use for the different jobs, volunteer or internship experiences that you have had. If you are still “skills stuck,” then try going to the U.S. Department of Labor’s Internet web site and look up various jobs that you have had and the skills that define them. This can ultimately help you with compiling your resume.

Here’s how to get there:

1. Type: <http://online.onetcenter.org>.
2. Click on ***Find Occupation***.
3. Type in a ***Key Word***, (the job title of a job you have had to obtain some skill ideas).
4. Click on ***Go***.



## ***How Current Are Your Skills?***

In today's global workplace, most interviewees are selected not necessarily on how long they have worked somewhere. They are most often hired based on how current their skills are, what they have accomplished, and how effectively their skills can be used in the new work environment.

Are your skills up-to-date? Take some time to evaluate your *Job-related* and *Transferable skills*. This will allow you to compare your skills and abilities with those needed for the job you want. To ensure that your skills are current, you may want to consider the following resources and methods:

1. Talk to staff in Career Services.
2. Talk to instructors in your major.
3. Research Internet web sites in your major or occupational field of interest.
4. Read trade magazines or newspapers specific to your career interest.
5. Read the newspaper. Check out the business section and the classified ads to see what is happening in your field.
6. Go to career fairs and talk to company representatives about skill requirements for jobs in which you are interested.
7. Talk to friends, family, and neighbors that work in your field of interest.

## **STEP III JOB SEEKING PLAN—Do You Have a Strategy?**

### ***Plan—A Method for Doing Something***

By Step III you have defined your career interest and your job objective, or the specific kind of work you want to do. Now it's time to develop a **plan** to obtain a job. It will consist of a variety of strategies, or ways to accomplish the goal of getting the job you want.

A thorough plan would include the following four steps to assist you with obtaining a part-time (including an internship) or full-time position:

1. **Researching**—industries, organizations, positions, and your needs.
2. **Constructing your job seeking tools**—applications, resumes, and cover letters.
3. **Searching for the job**—methods, networking, organizing, and managing.
4. **Polishing your interview skills**—presenting yourself, thank you notes, and salary negotiation.

### ***Researching For Your Job***

#### ***Researching Your Needs, Wants, and Work Values***

To succeed in your job search, it's crucial that you know as much as possible about the industry, organization, and position **BEFORE** you apply. Researching an organization will pay off in three important ways:

1. It will move you in the direction of a job that complements your major or career path. This means researching organizations that are most likely going to need your services and meet your job objective.
2. Help you to decide if you want to apply with a certain organization, saving you valuable time, energy, and money.
3. And if you do want to apply, you can incorporate a few things you have learned in your research about the organization in an interview, impressing the employer with work you have already done.

Before you research workplace information, let's take a look at your **needs** and **wants**. Consider the following questions:

- Where do you want to work? A large corporation, a small to mid-size business, or a governmental agency like the city, county, state, or Federal Government?
- Geographically, where do you want to live? Here? Would you be willing to move, or work in another state or country?
- Have you decided how much you need/want to make?
- Do you need part-time or full-time work or an internship? Would you consider temporary or contract work as opposed to regular full-time work?
- Can the type of work you want be found in multiple industries? For example, if you want to be a manager, would you consider working in the auto industry as well as the retail industry? What type of work environment would you prefer?
- And importantly, if you are still going to school, how many hours can you handle working and still succeed in the classroom? And at home?

Now let's take a look at the type of work environment you **value**:

- How do you feel about travel or driving?
- Do you prefer working outside or inside?
- Do you prefer to work steady hours or work on-call? Weekends?
- Do you prefer quiet or noisy conditions?
- Do you prefer a structured corporate culture? Or a more relaxed atmosphere?
- Do you prefer dressing up in business attire or casual dress?
- Do you prefer working as a team member or more independently?

### ***Researching Employers—Print Resources and the Internet***

You can research workplace information in three different ways: **print**, **people**, and the **Internet**. You may need to use only one of these methods, or all three. It just depends on how satisfied you are with the kind of information you find.

In general, here are some questions you may want to use in researching industries and specific organizations with **print** and **Internet** resources:

1. Which organizations make up the industry of my interest? (i.e. computer industry).
2. What are some of the trends happening in this industry?
3. Will new products or services change the industry in any way?
4. What does the organization do? What are its products or services?
5. What kinds of jobs do they have that relate to my major or career path?
6. What is its "vision" or "mission statement"? In other words, what does it value?

7. Who is in charge of the organization?
8. What is the history of the organization?
9. What has been its growth? Financial? Number of employees? Is it stable? Is it growing?
10. What are some typical beginning or entry level jobs?
11. Does the organization have any health hazards?
12. What needs does this organization have that match my interests, skills, and values?

Some of the **print** and **Internet** resources that you can use to research these questions include:

1. A copy of the organization's annual business report (can often be obtained online).
2. Local newspaper and a weekly business newspaper (Cascade Business News).
3. Trade magazines and newspapers from the industry (check out the library).
4. The organization's own website.
5. The web sites of *Rutgers University Library* and *Hoover's Online*.
6. The college library and Career Services website.

### ***Researching Employers—In Person***

The **information interview** is one of the most powerful methods you can use to learn about a potential career path. The intent is purely to obtain information about an occupation in person. It generally consists of a 20-60 minute interview that you conduct with:

- Someone who is working in a position in which you are interested, or
- Someone who would be hiring people in the position in which you are interested.

An information interview can be valuable in that it can give you:

- An opportunity to gather information on a career, job, or industry that interests you.
- A networking resource that may eventually lead to employment opportunities.
- An opportunity to practice your interviewing skills.
- A source of information regarding "hidden jobs" in your chosen field.

In an information interview, it's very important to be very clear with the person that you're interviewing that your purpose for talking is to obtain information **about the type of work**.

### ***Steps to Information Interviewing***

To conduct an information interview, consider the following steps:

1. **Research.** Research the organization first. Some resources to help you identify a person in an organization in your major could include: the Internet, personal referrals, teachers, mentors, friends, yellow pages, books, chambers of commerce, local professional associations, student clubs on campus, and Career Services.
2. **Make the call.** If you received a contact name from one of your referrals, it's a good idea to ask this person to introduce you to the contact before you call. Here's a sample script:

*"Hi Mr. Suds, my name is Jim Snow. I'm a student at University of Oregon. Yesterday, I talked to my biology teacher Don Frog, who spoke very highly of you. I'm calling to ask you if I could have 20 minutes of your time to discuss what your occupation entails. I'm thinking about majoring in your area and would appreciate the opportunity to speak to someone who*

*is current in the field. Would you consider assisting me with this? Would it be convenient to meet with you at the beginning or end of the week?”*

If you are doing this cold turkey, and you don't know the person you are trying to connect with, you may want to consider a script approach like this:

*“Hi Ms. Whirl. My name is Sandra Swell. I'm a student at OSU-Cascades and I'm doing research on a career that I am currently exploring. (Or doing research for a homework assignment). Your department secretary gave me your name. She indicated that you are a person who works in the very field I am considering. Would it be possible to have 20 minutes of your time to conduct an information interview regarding your occupation? Would next week work for you?”*

**Some helps** with setting up the interview:

- Confirm the person's job title by asking.
- Show enthusiasm in your voice when you are talking.
- Ask for a specific amount of time and hold to it.
- Remember to be clear about your intent—to research.
- If you are a little nervous about contacting someone you don't know, that's not unusual. You can ease this with practicing your script alone and with a friend.

And don't be surprised if some of the people you call won't give you an interview. Don't take it personally. People are busy. Don't give up. This is a valuable information resource.

Next, prepare a list of questions for your information interview. Be thorough, including questions about industry trends, pay, education, personal observations, etc.

**Some helps** with interview questions:

- What attracted you to this field? What do you like most about your job and why? What are some sources of frustration and/or disappointment in this occupation?
  - How would you advise me to better prepare for this kind of work? What type of training and education would you recommend for someone who wanted to enter this field now? Are there certain college courses to take that would be most helpful? How about an internship?
  - What personal qualities are most important in this field and why?
  - Can you describe a typical workday? How would this differ from an entry-level position? What related occupations might I explore?
  - What is a typical salary range for an entry-level position? Is there opportunity for promotion in this field? How do people find out about openings?
  - What are the working conditions? Do you work with others or alone?
  - What is the long and short-range employment outlook for this occupation?
  - Do you belong to a professional organization that supports your job type?
3. **The Interview.** Dress as if you are going to a regular job interview. You don't know. There's a chance this could turn into an internship or part-time job opportunity once the employer has a chance to meet you. Use most of the same social behaviors you would use in a regular job interview. (Check out Step VI on interviewing).

### **Some helps** for the interview:

- At the start, make sure you thank the employer for her time.
- Ask one question at a time, be polite and don't interrupt.
- Limit your talking and listen, listen, listen.
- Be positive and maintain good eye contact.
- Show your interest and enthusiasm, but don't over do it.
- At the end, thank the employer for her willingness to talk with you and for the valuable information provided.

Be prepared, organized, and efficient with your use of time. Wear a watch to monitor your interview. And, do not go over the time you have agreed on for the interview. You will show respect for the interviewee by adhering to the time limit you originally established.

When the interview has concluded, you may want to ask the employer if she has any names and/or numbers of additional people who would be willing to give you an informational interview. Talking to more people in your major can broaden your understanding of the industry.

4. **Follow-up.** That day, send the employer a thank you card. Your quick response will confirm your appreciation. Also, if the employer has invited you to "feel free to contact me anytime," consider doing a follow-up. This takes time on your part but it can be the beginning of a networking contact in your career interest area, and provide you with a possible internship or job. Keep records of your interviews including names, phone numbers, and regular and email addresses, as well as comments. This could be a valuable resource in the future.

### ***Researching Employers—An Internship***

Another extremely valuable way to check out an organization, your career choice, and possibly obtain part-time or full-time work in your major, is through an internship. An internship provides the opportunity to work in your major and earn academic credit. College interns are so highly sought after by employers across the United States today that they are often hired upon completion of their schooling. To learn how they work, talk to your college advisor and *Career Services*. Contact *Student Life* to obtain information regarding international internships.

## **STEP IV JOB SEEKING TOOLS—*Can You Market Your Product?***

### ***Constructing Your Job Seeking Tools***

You are the sum of your product. It's a way to think about yourself when you're getting ready to apply for work. The question that all employers have on their mind when they review your employment application, resume, and finally when they interview you is: "What do you have to offer to my organization?" Just like when you buy a product like a car or a computer, or a certain tool, it's likely you will ask yourself a similar type of question, "What does this product have to offer me?" Focusing on defining your product, or what you have to offer to employers, will answer their question.

Examining your work history and accomplishments, and the skills that lie within them will assist you with your product definition. Then developing your job seeking tools to explain what you have to offer (your application, resume, cover letter, and thank you), will make that effort tangible. Your job is to convince them you have what it takes!

## ***Employment Applications***

Employment applications are the necessary have-tos. They are a formal method of registering applicants for job openings and obtaining information about them. Usually they are completed and submitted before the interview. Sometimes employers require that applicants complete them on site. If that's the case, make sure you bring an application worksheet that contains all the information normally found on an application. This will save you time. And don't forget to bring two working pens.

It's also a good idea to make sure that each application you submit has a resume that goes right along with it. This effort will show you're thorough and serious about obtaining a job.

**Some helps** with employment applications:

- **Look the application over carefully.** Read everything on the form first, and then follow the directions. If the form says, "Print in black ink," then do just that. Some employers want to see how well you follow instructions.
- **Be neat.** Do not have any cross-outs, white-out, smears, stains or wrinkled paper. Your application is your first impression.
- **Fill out the application in ink or type.** Print neatly if you use ink.
- **Be accurate, honest, and informative.** Answer all questions. If a question does not apply to you, then write N/A, for *not applicable*. Also, never write "see resume." An employer may view this response as lazy.
- **Be specific** about the job title or type of work. Do not write "anything."
- **Know** names, addresses, and dates of previous employers and job titles, as well as schools you attended and locations.
- **Be prepared** to list three good **references**, people you know that can speak to the quality of work you are capable of doing, education/training, work ethic, etc. References may be a former or present employer, teacher, counselor, community member, or friends in an established business. Know their names, addresses, telephone numbers, job titles, and company names. It is important and considerate to ask permission of those you plan to list.
- **When possible, link** your work experience, volunteer experience, successes and achievements, and military experiences for the position you want.
- **When you sign** your name on an application, use your legal name, not a nickname.

## ***Employment Record Information***

It's a good idea to pull employment information together and record it on a worksheet. It's hard to remember most of this information off the top of your head when you go to apply, and it's important to be accurate every time. Listed below is standard information you should be prepared to know.

## Employment Record Worksheets

- Your full name (legal, first and last)
- Current address (do not abbreviate the city name; it's ok to use St., Ave., etc.)  
Street/City\_\_\_\_\_
- Phone number (try to use one that has voice mail so a message can be left)
- Position applying for:\_\_\_\_\_
- Current or most recent employer: (make sure your information is correct)  
Name of employer\_\_\_\_\_
- Address\_\_\_\_\_
- City/State/Zip\_\_\_\_\_
- Phone number\_\_\_\_\_
- Position title\_\_\_\_\_
- Supervisor's name\_\_\_\_\_
- Dates of employment (from/to)\_\_\_\_\_
- Reason for leaving\_\_\_\_\_
- Salary (remember to note hourly, weekly, monthly, or annually)  
\_\_\_\_\_
- Duties\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- **Previous Employer**  
Name of employer\_\_\_\_\_
- City/State/Zip\_\_\_\_\_
- Phone number (confirm you have current number)  
\_\_\_\_\_
- Position title\_\_\_\_\_
- Supervisor's name\_\_\_\_\_
- Dates of employment (from/to)  
\_\_\_\_\_
- Reason for leaving\_\_\_\_\_
- Salary (hourly, weekly, monthly, or annually) \_\_\_\_\_
- Duties\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- **Previous Employer**  
Name of employer\_\_\_\_\_
- City/State/Zip\_\_\_\_\_
- Phone number (confirm you have their current number) \_\_\_\_\_
- Position title\_\_\_\_\_
- Supervisor's name\_\_\_\_\_
- Dates of employment (from/to)  
\_\_\_\_\_
- Reason for leaving\_\_\_\_\_
- Salary (hourly, weekly, monthly, annually) \_\_\_\_\_



Email\_\_\_\_\_

Fax\_\_\_\_\_

**Name**\_\_\_\_\_

Title\_\_\_\_\_

Organization\_\_\_\_\_

Address\_\_\_\_\_

City/State/Zip\_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

Fax\_\_\_\_\_

**Name**\_\_\_\_\_

Title\_\_\_\_\_

Organization\_\_\_\_\_

Address\_\_\_\_\_

City/State/Zip\_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

Fax\_\_\_\_\_

Even though your employment applications may not ask for the email and fax information, it's a good idea for you to have this information at your fingertips in case you need to contact one of your references. Having all of this information in one place will also help to keep you organized.

In addition, here are some questions that are commonly found on employment applications:

- Do you have any physical condition or handicap that may limit your ability to perform the job applied for? If yes, what can be done to accommodate your limitation?
- Have you ever been convicted of a felony? If yes, give kind and date. (a conviction will not necessarily disqualify you from employment).
- Are you legally entitled to work in the U.S.?
- Are you a veteran? If yes, give dates.

And then you will be asked to sign the application. Generally when you do, you are certifying that any false or omitted important facts in your answers on the application may be cause for dismissal.

## ***Resumes—What Are They?***

The resume is a brief document that markets your unique skills, education, work experience, and achievements. It tells what type of job you are looking for, what you can do, what you have done, and what you know. Your resume helps to “sell” you by matching your “product” with what an employer needs in the workplace. So the purpose of the resume is to introduce you and to secure an interview. For the employer, the purpose of a resume is to screen applicants and fill a position.

Keep in mind that an application and resume generally make the first impression with an employer. Resume viewing time can be as short as four seconds! Therefore, keep in mind that

you have limited space on your resume to convey why you are the best person for the job. Every line counts to promote your value. Don't be hesitant about providing a resume even if the employer doesn't ask for one. Your effort by doing this will set you apart from other applicants in a positive way.

## ***Essential Components of Your Resume***

- **Attractiveness**—is your resume physically attractive? It needs to be neat, concise, organized, flow, and free from too much white paper space. Generally the length is 1-2 pages. Your resume should have a professional appearance.
- **Clearly defined objective**—do you have an objective? An objective (a *concise statement that summarizes the position you are applying for, with whom, at what level and where*) is crucial for all resumes because it demonstrates to the employer that you are **focused**. A clearly defined objective also conveys the type of work you are seeking in the organization.
- **Mechanically correct**—is it grammatically correct and free from misspelled words? Content should be consistent, either incomplete or complete sentences. Either is acceptable, but be consistent.
- **Relates to the job**—does it spell out clearly how your past work experience, skills, education, and accomplishments directly relate to the job you are applying for? List skills relating to the job in order of importance.
- **Highlights your background**—does it use adjectives, action verbs, numbers and percentages demonstrating your skills and work strengths? Does it bring out your academic, work, and community achievements? Use boldface type and bullets to emphasize words.

### ***Avoid:***

- Information that is not relevant to the job, i.e. age, marital status, religion.
- Wordy, not clear, and rambling statements; relevant skills that are hard to find.
- Layout that is difficult to read; jumps too much; font is too small to read, too many fonts.
- The lack of performance results.
- Dishonest information.
- Negative statements regarding work history, experience, supervisors, and co-workers.

### ***Before Getting Started***

- **Obtain a job description before you begin the resume writing process.** A job description defines the components of any resume. Certain employers are interested in key buzzwords and specific categories relevant to their work environment and therefore should be included in a resume. Study it thoroughly.
- **You are the expert on you.** Don't hesitate to bring out your skills, accomplishments, background, and knowledge. This is **factual** information. Do not think of it as "bragging."
- **Use attractive fonts and paper.** Common fonts that are graphically pleasing include Arial, Helvetica, Tahoma, Times Roman, and AvantGarde to name a few. Bold your name and headings. This helps to organize and highlight your information. Consider using a font size

larger for your name (i.e. 12 or 14 pitch) to call attention to it and decrease it for the rest (i.e. 10 or 12 pitch). Use quality bond paper and consider using textured paper in conservative colors such as cream, beige, gray, or mauve.

## **Resume Formats**

There are several ways to market your skills and accomplishments with a resume. The **format** or type you use depends on the type of job you are applying for and your qualifications for it. The most common resume formats used include: (examples follow)

- **Chronological**—this format works best for a person with a stable work history who is demonstrating growth in a single profession, and is looking for another job in the same or related field. It lists work experience, job responsibilities, accomplishments, education and training by dates, beginning with the most recent date first.
- **Functional**—this format works best for a person who is returning to work after an absence, has many different types of work experiences, or is changing careers. It organizes work experience by skill areas.
- **Student Centered**—this format works best for a student who has little or no related work history, but is in the process of preparing for a career change. It works especially well for students pursuing an internship or making a career transition. It highlights completed coursework in major, special projects (i.e. from the classroom, volunteer, and/or prior internships) and transferable skills from prior jobs.
- **Re-careering**—similar to the student-centered and chronological formats, the re-careering resume allows the person to highlight their current educational endeavor, yet draws from their past-related work experience and skills. It works well for a person who is going into a related occupation in the same industry. Some people may call this a *Combination* resume.
- **Scannable**—this format is prepared for the computer to read. It summarizes skills in a clear and concise manner. Resumes are scanned into a database using optical character recognition technology. Searches are done by keywords and phrases that describe the skills and core course work required for each job. The purpose of this type of format is to save the employer time. **Electronic** resumes include methods for delivering your resume to the employer: Faxing, emailing, and posting on the Internet.

## **Resume Headings**

A few employers will disagree about what they prefer to see on a resume, but most will agree that all resumes contain certain vital information, all of which needs to support your job objective. Here are some headings under which information is generally placed with examples:

**Personal Heading**—a complete name (no nicknames), address, (including zip code), telephone numbers (including area code and message number if you are hard to reach), pager number and fax (if you own one and are hard to reach), and email are crucial elements for the employer to see in the heading.

**Sally Smith**  
1234 Tudor Lane  
Bend, OR 97701  
(541) 617-0000 Home  
(541) 617-9999 Work  
[ssmith@aol.com](mailto:ssmith@aol.com)

**Objective**—a clearly defined objective (*a statement that summarizes the position you are applying for, with whom, at what level and where*) is crucial for an effective resume. An objective catered to a specific employer indirectly lets that employer know you have researched the position, meet their requirements, are interested in their organization, and are focused. Everything else on the resume should support your objective.

**OBJECTIVE:** Seeking an Analyst Position I with the Army Corp of Engineers

**FUZZY OBJECTIVE:** Seeking a challenging and rewarding position where my skills can be used

The “challenge” for an employer with the fuzzy objective is to figure out which position you are applying for. Not being specific about your objective makes you look fuzzy, that is, not clear.

**Education**—Education should be one of the first items on the resume if you are changing careers and have or are acquiring new education. Since most students using this manual are returning to update or obtain additional education, it’s likely this heading will be placed at the top. This shows the employer how current you are with knowledge and skill sets. If you have a college degree, listing the high school you attended is not necessary.

Record your most current level of education first. If you haven’t completed your degree, you can let the employer know you plan on finishing the coursework being studied by stating, “Degree expected spring 200\_.” Include the name of the institution, date of completion (if appropriate) and major course of study.

## **EDUCATION**

Bachelors of Science, Business  
Oregon State University, Cascades Campus – Degree expected May 200\_

**Highlights or Key Qualifications**—this section is a way to capture the employer’s attention by bulleting your most relevant skill and personal worker qualities for the job you are seeking. This marketing method should flow and list **unique** qualities that will boost your competition with other people applying. Within this section, allow the employer to see your qualities through examples. When citing facts about a job, list numbers and percentages whenever possible. This allows the employer to visualize the type of work you are capable of.

*“Received Volunteer of the Year Award”*

*“Successfully supervise staff of 30 individuals”*

*“Reversed negative sales trend; sales up 35% over prior year”*

**Work History**—when listing work experience, **always put the most recent employment first**, and then continue to list other employment chronologically. Include job title, name of organization, city, state, and dates of employment. Also, provide a brief summary of your duties and responsibilities if you use a chronological format. Use action verbs and phrases whenever possible. You can include relative internship, volunteer, temporary, or part-time work in this section. Be sure to label your job title appropriately.

## WORK HISTORY

*Administrative Assistant     Greenhorn Technology     Walnut, Washington*  
*August 200\_ to present*

Under the direct supervision of the division manager, provide administrative support to a five-member team. Coordinate multi-million dollar company contracts and technology conferences. Edit all general correspondence, schedule appointments and travel arrangements. Represent division at all community events including career fairs and local community and citywide chamber of commerce events. Handle general population questions.

**Related Achievements**—include any additional training, professional development, related conferences/training seminars attended, certificates, accomplishments, honor roll, dean’s list, leadership experiences and any other activities relevant to this section.

## RELATED ACHIEVEMENTS

- *Certificate of Completion – How to be an Effective Supervisor – 200\_*
  - *Administrative Assistant of the Year – 200\_*
  - *Outstanding Student Scholar – fall 200\_*

**Personal Information**—Most large organizations insist personal information (height, weight, age, health, marital status) **NOT BE** included in a resume. Personal information can invite discrimination by screening out potential applicants.

## ***Additional Headings for Your Resume***

Here are some additional ideas for headings you may want to consider using in place of or in addition to:

Education	Leadership Appointments
Educational Preparation	Leadership Roles
Academic Background	Activities
Academic Training	College Activities
Certifications	Honors/Awards
Areas of Expertise	Memberships
Educational Highlights	Professional Affiliations
Academic Highlights	Military Service
Career Highlights	Special Talents
Related Internships	Additional Skills
Career Related Experience	Computer Skills
Practicum	Foreign Language Skills
Student Teaching	Travel Experiences

Classroom Experience  
Senior Project  
Credentials  
Achievements

Travel Abroad  
Summary of Qualifications  
Professional Highlights

## **References**

If an employer is interested in hiring you, she will most likely want to check your references, or those people who are aware of the quality of the work you do, your work ethic, and your personal worker qualities. A reference check is usually completed **after** the interview.

**Some helps** with references:

- References should **not be listed directly on your resume**. It takes up precious space that can be used to describe other parts on your resume. Use a separate single sheet of paper and label it at the top: *References for the Resume of \_\_\_\_\_ (your name)*
- Choose references that can **speak highly of your technical and interpersonal skills**. Getting along with people and being a team player is important to managers in any work environment. Having references at an employer's fingertips eliminates the need for an employer to call you to ask for your references, allowing you to look prepared and thorough.
- The reference page should be in the **same font and paper color as the resume**.
- Make sure you obtain your reference's most current job title, address, phone number, etc. And be sure to **ask permission** from the people you select **before** you put them on paper. You want to make sure they support your career direction, and have time to prepare for what they want to say for a reference check. Give them each a copy of your resume.
- Most resumes contain at least **three references**. Professional references are the best choices. **Do not** use relatives. Some suggestions for references include: Past/present employers, past/present instructors, professional colleagues, internship supervisors, volunteer supervisors, college counselors or anyone in a professional position that has some knowledge of your work experience and ethic. The more current and relevant, the better.

**See example next page.**

**EXAMPLE:**

**References for the resume of**

**Sally Smith**

1234 Tudor Lane  
Bend, Or 97701  
(541) 617-0000 Home  
(541) 617-9999 Work  
ssmith@aol.com

**Dr. James Schermerhorn**

Director of Human Resources  
State of Oregon – State Personnel Board  
5050 Capitol Avenue  
Salem, OR 92222  
(503) 484-9888  
jschermer@personnel.state

**Ms. Ida Jackson**

Professor  
Business Department  
Oregon State University, Cascades Campus  
240 Cascades Hall  
2600 NW College Way  
Bend, OR 97701  
(541) 322-0000  
Ida.jackson@osucascades.edu

**Ms. Sophia Lopez**

Internship Coordinator  
ABC Financial Management  
2240 Pine Tree Way  
Bend, OR 97702  
(541) 617-3333  
sophial@abc.net

## RESUME FORMAT DESCRIPTION

## Chronological Example

### Your Name

Your Address

Your City, State, Zip

Your home Phone/work phone

Your Pager, Cellular and/or fax (if you have one)

Your email (if you have one)

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**OBJECTIVE:** A statement that summarizes what position you are applying for, with whom, at what level, and where.

**EDUCATION:** List degree and/or certificate you are currently working on, or have completed. Name the college you attended and the date your degree/certificate will be completed.

### PROFESSIONAL

**EXPERIENCE:** Most recent job first, **Organization, City, State** **Dates**

Job Title—*concise job description showing the scope of responsibilities*

- *(accomplishments, starting with an action verb, i.e. conducted training)*
- *"*
- *"*

**Next job, Organization, City, State** **Dates**

Job Title

- *(accomplishments, starting with an action verb, i.e. increased sales)*
- *"*
- *"*

**Next job, Organization, City, State** **Dates**

Job Title

- *(accomplishments, starting with an action verb, i.e. developed manual)*
- *"*
- *"*

### COMMUNITY SERVICE/ACHIEVEMENTS/PROFESSIONAL

**AFFILIATIONS/ACTIVITIES:** List any information that relates to the position for which you are applying.

**ANH NGUYEN**

3453 Wagon Wheel Road  
 Chester, Arizona 90000  
 (222) 123-4567 Home  
 (222) 555-5555 Work  
[anh@abc.aol](mailto:anh@abc.aol)

**OBJECTIVE:**

Management position with the Public Affairs Commission of Tucson, Arizona

**EDUCATION & TRAINING:**

Bachelor of Science Degree in Business Administration, Minor in Marketing  
 Degree expected, May 200\_, Happy State University, Happy Arizona  
 Management seminar, *Work Smart Seminars*, August, 200\_  
 Facilitator training with the National Volunteers of America, September, 200\_

**PROFESSIONAL EXPERIENCE:**

**Director**, Volunteers of Arizona 4/200\_ - present  
 Happy, Arizona

- Established and direct statewide non-profit groups
- Trained and supervised 75 volunteers
- Oversee budget of \$245,000 and all fund raising activities
- Increased contributions by 40%
- Successfully advocated for legislation passed October 200\_
- Develop and oversee program policy and procedures
- Made over 25 public presentations on behalf of Volunteers of Arizona

**Administrative Assistant**, Department of General Services 8/200\_ - 3/200\_  
 Happy, Arizona

- Served as a liaison between the statewide office and public groups
- Designed and implemented plans to publicize new services group
- Managed departmental budgets and financial reporting requirements
- Supervised seven clerical support and four interns

**Classroom Aid**, Happy Lake High School 3/200\_ - 7/200\_  
 Happy, Arizona

- Assisted instructor in foreign language class
- Served as member of goal-setting committee for Happy School District
- Established large lending library of books and videos

**PROFESSIONAL AND COLLEGE AFFILIATIONS:**

- Treasurer, Society for Human Resource Management Association
- Member, National Volunteers of America
- Member, Vietnamese Student Association

**Your Name**  
Your Address  
Your City, State, Zip  
Your Home Phone  
Your Cellular, Pager and/or Fax (if you have one)  
Your email (if you have one)

**OBJECTIVE**

A statement that summarizes what position you are applying for, with whom, at what level, and where.

**EDUCATION**

List degree and/or certificate you are currently working on, or have completed.  
Name the college you attended and the date your degree/certificate was completed.

**HIGHLIGHTS, SUMMARY OR KEY QUALIFICATIONS**

Skills, abilities, and positive worker traits that you have that relate to the position you want

**RELATED SKILLS & EXPERIENCE**

**Functional Area #1** (i.e. Coordinating, Supervision, Organizational Skills)  
▪ *(list accomplishments, starting with an action verb, i.e. supervised 15 staff)*

**Functional Area # 2** (i.e. Customer Support, Finance, Human Resources)  
▪ *(list accomplishments, start with an action verb, i.e. implemented program)*

**Functional Area #3** (i.e. Administration, Marketing, Problem Solving)  
▪ *(list accomplishments, starting with an action verb, i.e. increased revenue)*

**EMPLOYMENT HISTORY**

**Most recent job first**, Job Title, Organization

**COMMUNITY SERVICE/ACHIEVEMENTS/AFFILIATIONS/ACTIVITIES/INTERESTS**  
*(job related activities)*

# S U S A N S L E E K E R

(541) 444-2111 [seeker@gumba.com](mailto:seeker@gumba.com)  
2323 River Street #402, Juniper, Oregon 12345

**OBJECTIVE** A career position in sales and marketing with ABC Toy Corporation

**EDUCATION** Bachelors Degree in Liberal Studies, Minor in Speech Communication  
Juniper State University, Juniper Oregon, May 200\_

## SUMMARY OF QUALIFICATIONS

- Four years progressively responsible experience in retail sales
- Award-winning, results-oriented top performer, two years in a row
- Extensive and current product knowledge of the toy manufacturing industry

### Marketing/Sales

- Marketed 7 different environmental video game packages to local and regional customers
- Developed and implemented unique marketing and advertising strategies
- Performed sales work for toy chain with annual sales exceeding \$1.5 million
- Recognized for consistent sales record and received quarterly awards for outstanding performance
- Reversed negative sales trend; sales increased 26% over prior year for large pet store chain
- Participated in retail trade shows

### Organization/Planning

- Developed a computer system to improve efficiency and record control
- Coordinated reports of sales for 17 retail departments
- Revised policy manuals for sales strategies

### Communication Skills

- Supervised and trained over 20 sales personnel
- Developed curricula for training sessions for new employees
- Voted "Best Team Employee" by co-workers

## EMPLOYMENT HISTORY

**Marketing/Sales Intern**, Environmental Toys to Go, Juniper, Oregon, 6/0---Present

**Management Trainee/Sales**, J.C. Pinckney Company, Juniper, Oregon, 5/0\_---4/0\_

**Salesperson**, Pets and More, Juniper, Oregon, 4/0\_---5/0\_

## COLLEGE ACTIVITIES

- Established Juniper University's first Business and Marketing Club
- Member, Student Fee Committee
- Marketing volunteer for annual college career fair, two years in row

**Your Name**  
Your Address  
Your City, State, Zip  
Your Home Phone  
Your Cellular, Pager and/or Fax (if you have one)  
Your email (if you have one)

**OBJECTIVE**

A statement that summarizes what position you are applying for, with whom, at what level, and where.

**HIGHLIGHTS OF QUALIFICATIONS**

- List strongest skills, qualities, and abilities in regard to the position
- “
- “

**EDUCATION**

List degree and/or certificate you are currently working on, or have completed. Name the college you attended and the date your degree/certificate was completed.

**RELATED COURSEWORK**

List all related coursework relevant to the position. Be sure to list classes systematically—in sequence of semesters, or by subject areas. Include general education classes that apply (i.e. Speech, Multi-Cultural).

**SPECIAL PROJECTS**

Compile and list all relevant school related projects. Can include projects currently working on to projects completed. Focus of this section is to let the employer know you can apply what you have learned to a report type format that is required in the world of work. Be sure to title all special projects. Excellent section for the employer to identify skills and ask questions in an interview.

**COMPUTER SKILLS**

List all computer applications you can use or are familiar with. This shows an important workplace skill. Can use the statement “*working knowledge of . . .*”

**WORK HISTORY**

Briefly list work history by dates (most recent first). This section shows the employer you understand work ethics and accentuates your career transition through your new education.

**DONALD DUKE**

123 Valley High Drive  
 Wally, Washington 92222  
 (516) 688-4443 Message  
 Dduke@hotmail.com

**OBJECTIVE**

Obtain an internship position with ABC Environmental Company

**HIGHLIGHTS OF QUALIFICATIONS**

- Currently OSHA trained and certified
- Working knowledge of Macintosh and PC based programs
- Work well independently as well as in a team capacity
- Speak, read, and write fluently in Japanese

**EDUCATION**

Bachelor of Science, Environmental Technology, awarded May 200\_  
 Wally University, Wally, Washington

**RELATED COURSEWORK**

Organic Chemistry	Right-to-Know Laws
General Chemistry	Safety & Analysis
Microbiology	Sampling & Analysis
Environmental Biology	Pollution Control
Speech and Society	Multicultural Diversity
Work/Life Management	Advanced Japanese

**SPECIAL PROJECTS**

Hazwopper analysis—Researched and studied 34 environmental businesses that offer Hazwopper short course. Compiled a cost/benefit analysis.

Legislative review—Contacted local government representatives to track voting records relating to environmental issues.

Manual—Organized and assembled a “Right-To-Know Laws” manual dealing with environmental rules/administration for small businesses.

**COMPUTER SKILLS**

Experience in using Microsoft Word, Excel, and Access in PC and Mac platforms, and Microsoft Internet Explorer

**WORK HISTORY**

<i>Student Assistant,</i>	Career Center, Wally University	9/0_ to 1/0_
<i>Sales Clerk</i>	Pet Go, Joseph, Oregon	2/0_ to 5/0_

**Your Name**

Your Address

Your City, State, Zip

Your Home Phone

Your Cellular, Pager and/or Fax (if you have one)

Your email (if you have one)

**OBJECTIVE**

A statement that summarizes what position you are applying for, with whom, at what level, and where.

**EDUCATION**

List degree and/or certificate you are currently working on, or have completed. Name the college you attended and the date your degree/certificate was completed.

**HIGHLIGHTS OF QUALIFICATIONS**

- List strongest skills, qualities, and abilities in regard to the position
- “
- “

**RELATED COURSEWORK**

List all related coursework relevant to the position. Be sure to list classes systematically—in sequence of semesters, or by subject areas. Include general education classes that apply (i.e. Speech and Multi-Cultural).

**SUMMARY OF SKILLS**

Skill area # 1

Skill area #2

Skill area #3

List some of the skills you have acquired over the course of your life, from past jobs to educational environments to skills gained through other activities. Be sure to list them in a systematic fashion.

**RELATED WORK EXPERIENCE**

Briefly list your work history, including most recent job title, company, city, state, and dates of employment. Work should relate to your objective.

Place of Employment/Job Title

Date of Employment

**COMMUNITY SERVICE/ACHIEVEMENTS/AFFILIATIONS**

List any information that relates to the position for which you are applying.

# Minnie Moore

[Minnie@lucky.com](mailto:Minnie@lucky.com)

*Campus*  
123 Green Drive  
Greenbelt, NV 34567

*Permanent*  
456 Red Road  
Rock, UT 10034

## OBJECTIVE

Obtain a position as a radio on-air personality with 102.5XTX FM Spanish Radio

## EDUCATION

Bachelor of Arts in Communications, expected graduation 200\_  
Nevada University, Greenbelt, Nevada  
Associate of Arts in Communications Media: Radio Production  
Greenbelt Community College, Greenbelt, Nevada, graduated 200\_

## HIGHLIGHTS OF QUALIFICATIONS

- Heavy coursework in all areas of communications, including fluency with Spanish
- Participated in a study abroad program and radio internship in Mexico City
- Program Coordinator for the Nevada University Communications Club
- Highly enthusiastic, creative, dedicated, flexible team player

## COMPUTER SKILLS

Macintosh, IBM, Adobe Photoshop, Claris Works, Microsoft Word, PowerPoint, PageMaker, Publisher

## RELEVANT COURSEWORK

Intercultural Communication, Nonverbal Communication, Topics in Speech Communication, Cultural Codes in Communication, Media, Communication and Society, History of American Radio, Radio Studio Operations, Broadcast Writing and Announcing, Radio Workshop, Voice and Diction

## RELATED WORK EXPERIENCE

### 102.5 XTX-FM

*Internship*

Mexico City, Mexico

6/0\_ to 5/0\_

- Co-hosted daily radio show highlighting local artists and featuring in-depth interviews
- Assisted the Promotion Department with on-location promotional events and programming activities
- Aided on-air personalities during their shows
- Worked in Production Department creating commercials and public service announcements

### 98.5 FTC-FM

*Coordinator*

Lucky, NV

1/0\_ to 7/0\_

- Coordinated weekly live-talk radio show starring international musicians
- Developed station contests and promotions
- Assisted in hiring disc jockeys and other radio personnel

## ACTIVITIES

Study Abroad in Mexico City, Secretary for Spanish Club, Dean's Highest Honors, yearbook staff, volunteer for Arts in America, creative, enjoy traveling and diversity

## Scannable Resumes

A technological method used by large and small organizations to do an initial review of resumes is called **electronic applicant tracking**. Using the latest in document imaging technology, it allows your resume to be scanned into a computer system. The computer can search for just about anything in your resume.

How does it work? Your resume is “scanned” into the computer as an image. Then OCR (optical character recognition) software looks at the image to distinguish every letter and number (character) and creates a text file (ASCII). Then artificial intelligence “reads” the text and extracts important information about you such as your skills, work experience, work history, etc.

When you prepare a resume for the computer to read, it’s important that it’s “Scannable.” This means the resume is clean so that the scanner can get a clean image, has standard fonts and crisp, dark type such as a laser printer so the OCR can recognize every letter. Also, a Scannable resume has relevant information for the artificial intelligence to extract—the types of skills and accomplishments most closely related to the position you are applying for that will make an appropriate match. The goal is to still have a document that is very specific and concise.

To produce a quality Scannable resume, it requires that you complete three very important tasks:

1. You read, research, and **clearly understand** the job description of the job.
2. You **match the skills** required from your work history with the job description.
3. You extract the skills from your work history that match the job description, and **incorporate them** on your Scannable resume.

In the world of resumes, this technology is asking us to pay **MORE attention** to our capabilities because the process of selling ourselves on paper is getting more sophisticated, not less. This also requires us to consistently track all of the skills we are rapidly acquiring either on a computer disc or through other means. Doing this allows us to be ready in the event we need to apply for a new job right away.

**Some helps** for maximizing “Matches”:

- Use white or light-colored 8 ½ by 11 paper, printed on one side only; 1-2 pages.
- Provide a laser-printed original and left-justify your entire resume.
- Do not fold, staple, or paperclip your resume. Mail flat in a large envelope.
- Use standard typefaces such as Arial, Futura, Helvetica, and Times New Roman.
- Use a font size of 10 to 14 points. (Avoid Times 10 point).
- Avoid italics, underline, shadows, reverse, bullets, borders, boxes, and vertical/horizontal lines. Use boldface and all capital letters for section headings as long as they don’t touch.
- Use key words to define your skills, experience, education, professional affiliations etc. Do not give vague descriptions. Describe your experiences with concrete words.
- Use jargon and acronyms specific to the industry. Use common headings.
- Send a traditional copy of your resume along with the scanner version.
- If the employer gives specific scanner instructions, follow them first.

KELLY STUDENT

1 Main Street, Bend, OR 97701

E-mail address: kelly@yahoo.com

OBJECTIVE

Position in management training program requiring interpersonal and computer skills.

EXPERIENCE

Assistant Supervisor, My Store, Bend, Or 2004- present. Supervise staff of 10 part-time employees. Increased sales 25% in 6 months. Utilized teambuilding, goal setting, and business knowledge to improve employees' skills. Maintained company website.

Salesperson, Happy Toys, Sacramento, CA 2002-04. Interacted with customers and utilized suggestive selling techniques to increase sales by 15%. Named salesperson of the month twice. Created product displays. Conducted inventory. Assisted in training new salespersons.

EDUCATION

California State University, Sacramento, CA

Bachelor of Arts in Communications, December 2004

Overall GPA 3.5/4.0.

Coursework includes interpersonal communication, marketing, psychology, and computer science.

SKILLS

Skilled with Windows XP and Macintosh operating systems. Microsoft Word, WordPerfect, Microsoft Works, Microsoft Office, ProComm Plus, Netscape Navigator, Eudora, Microsoft Excel.

HONORS AND ACTIVITIES

Certificate of Recognition, College of Communication.

Deans List, 2002, 2003, 2004

Happy Toys Scholarship

Student Activities Board: Treasurer

Big Brothers/Big Sisters Volunteer

Attended National Retail Conference, 2004.

## ***Ready, Set, Work!***

Now that you have had a chance to learn about resume construction and view the different formats or types, it's time to roll up your shirtsleeves and go to work. If you're a person who needs a little structure to follow, here is an easy nine-step process to help you develop your resume:

1. **Collect information.** Gather the information about your skills, work experience, education, training, accomplishments, professional affiliations, references, and anything else that will bring out qualities that can help define your "product" to an employer.
2. **Write detailed descriptions.** Write a brief summary describing each of your work experiences, accomplishments, as well as your job objective, skills, education, training, professional affiliations, references etc. You can go back to the **Skills Evaluation Worksheet** and the **Employment Record Information** forms inserted earlier in this manual and make copies and record this information to assist you with this step.
3. **Condense.** You have limited space on your resume, so go ahead and select the information that is specific to the type of job that you are seeking. Don't narrow your scope too much however. For instance, if you have computer skills that will be needed on a job that you are seeking (but it's not a computer job), you may want to consider including this information.
4. **Choose a resume format.** Consider a format that will best present you—where you are in your career development, and how your skills can assist an employer.
5. **Write a rough draft.** Organize your information and begin writing. Don't be too critical with what comes out. Let your mind and writing flow as naturally as you can.
6. **Review your rough draft.** It's likely you'll do some re-writing. Ask a friend(s), employer(s), career staff, Co-op staff, or former teacher(s) who know your strengths and have good spelling and English grammar skills to review your resume.
7. **Rewrite.** You may find yourself doing additional rewrites. That's okay. **Now** is the time to be critical. You want to impress potential employers. Make any necessary changes.
8. **Double-check and duplicate.** Type your final draft. Check it completely. Sometimes it's helpful to read it aloud so that you don't accidentally skip any mistakes. Use *Spell Check* on your computer, but don't rely entirely on it. Make copies for the position you are applying for.
9. **Give a copy to each of your references.** This insures that the people you have chosen as references, (and have accepted) are current with your skills, training, accomplishments, and understand the career direction and job objective you are pursuing.

If you are targeting a **specific job**, obtain that organization's job description. Using a highlighter, highlight every skill listed. If you have those skills, make sure you include them on your resume.

A **key factor** in writing a winning resume is to use strong action verbs to make positive statements describing your accomplishments, level of responsibility, and effectiveness. You want the employer to be able to visualize the contribution you will make in the position you are seeking.

On the **next two pages are lists of skills** that can be used in preparing your resume as well as for practicing and using in an interview. If you want, make a copy and circle, highlight or check the words that you feel best describe you. Then incorporate them in your cover letter and resume.

## POSITIVE POWER WORDS

<b>Management</b>	<b>Communication Skills</b>	<b>Detail Skills</b>
Administered	Addressed	Approved
Analyzed	Arbitrated	Arranged
Assigned	Arranged	Catalogued
Attained	Authored	Classified
Chaired	Corresponded	Collected
Contracted	Developed	Compiled
Consolidated	Directed	Dispatched
Coordinated	Drafted	Executed
Delegated	Edited	Generated
Developed	Enlisted	Implemented
Directed	Formulated	Inspected
Evaluated	Influenced	Monitored
Executed	Interpreted	Operated
Hired	Interviewed	Organized
Improved	Lectured	Prepared
Increased	Mediated	Processed
Organized	Moderated	Purchased
Oversaw	Negotiated	Recorded
Planned	Persuaded	Retrieved
Prioritized	Promoted	Screened
Produced	Publicized	Specified
Recommended	Reconciled	Systemized
Reviewed	Recruited	Tabulated
Scheduled	Spoke	Validated
Strengthened	Translated	
Supervised	Wrote	

## POSITIVE POWER WORDS

### **Creative Skills**

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

### **Teaching Skills**

Adapted  
Advised  
Clarified  
Collaborated  
Communicated  
Coordinated  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Guided  
Informed  
Initiated  
Instructed  
Persuaded  
Scheduled

### **Technical Skills**

Assembled  
Built  
Calculated  
Completed  
Designed  
Devised  
Engineered  
Fabricated  
Maintained  
Operated  
Overhauled  
Programmed  
Remodeled  
Repaired  
Solved  
Trained  
Troubleshoot  
Upgraded

### **Helping Skills**

Assessed  
Assisted  
Coached  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Expedited  
Facilitated  
Rehabilitated  
Represented

### **Financial Skills**

Administered  
Allocated  
Appraised  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Developed  
Forecast  
Managed  
Marketed  
Planned  
Projected  
Researched

### **Research Skills**

Clarified  
Collected  
Diagnosed  
Evaluated  
Examined  
Extracted  
Identified  
Inspected  
Interviewed  
Investigated  
Organized  
Reviewed  
Summarized  
Surveyed  
Systemized

## ***Cover Letters—What Are They?***

The cover letter plays an important role in your job search. The purpose of the cover letter is to introduce you to a prospective employer and explain why you are sending a resume. A cover letter presents your resume and you in a thorough and professional manner.

A cover letter is tailored to fit a specific job with a specific employer and highlights key skills and abilities. The more knowledgeable you are about the requirements of the job and nature of the organization, the stronger your letter can be.

Within the contents of the cover letter, several components should be mentioned, including why you are writing, contributions you believe you can make to the organization based on your qualifications, your enthusiasm for the position and your interest in obtaining an interview. Because the cover letter is often an initial contact between you and the potential employer, it's important that the contents of your letter make a **great** first impression.

**Some helps** with cover letters:

- **Tailor each cover letter individually.** Personalize it to each employer. Address the letter to the decision-maker by name and correct title. Call and verify the name and spelling. The goal is to get your information to the correct person in the organization.
- **The letter should be brief and to the point.** Three to four paragraphs and one page is sufficient.
- **The letter should be neat, well organized and typed.**
- **Check carefully** for spelling, grammar, punctuation, and typing errors.
- **Use the same paper and font for the cover letter that is used for your resume.** This gives a consistent and professional appearance.
- **Refer to accomplishments** in your resume that relate to the position and/or employer.
- **Consider a “grabber” first sentence.** A grabber statement can capture an employer's attention and encourage him to read further. It can be something as basic as a positive piece of information that you know about the organization and how you can be a benefit to them.
- **Be positive!** Convey enthusiasm and desire for a new challenge.

***See example next page.***

## COVER LETTER DESCRIPTION

Your Name  
Your Return Address  
City, State, Zip  
Area Code – Phone Number  
Cellular, Pager, Fax, and/or email (if you have it)

Date

Name,  
Professional Title of Employer  
Organization  
Address  
City, State, Zip

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

**First section** - State why you are writing, name of the position or type of work for which you are applying and mention how you heard of the position or organization.

**Second section** - Explain why you are interested in working for this employer. It's important to convey enthusiasm for the organization, the position and the industry. Describe your specific skills, accomplishments and personal traits, which qualify you for this job or field. Refer to your education, training and previous experiences that apply to this position. If this paragraph gets too lengthy, break it into two paragraphs. This section should answer the employer's question, "Why should we hire you?"

**Third section** – Create an appropriate closing to pave the way for the next action step, such as an interview or a telephone follow-up. Mention enclosures.

Sincerely,

(4 spaces for your signature—make sure you sign your name)

Your Name Typed

Enclosure: Resume

## COVER LETTER EXAMPLE

Ms. Sally Smith  
1234 Tudor Lane  
Salem, OR 97701  
(503) 485-7989 Home  
sallyyo@gumba.com

April 26, 200\_

Mr. Michael Krauss  
Director of Human Resources  
State of Oregon, Department of General Services  
1111 Yancy Blvd.  
Salem, OR, 97789

Dear Mr. Krauss:

I am eager to apply for the position of Human Resource Analyst with the State of Oregon, Department of General Services. I heard about the position through Career Services at Oregon State University, Cascades Campus in Bend, Oregon.

I have a five-year track record of successful administrative experience in both private and public sector work and feel that this knowledge is readily transferable to the Department of General Services. In my current position as a Human Resource Assistant with the State of Oregon Personnel Board, I have become very aware of the demands placed on state personnel competing with the private sector. With a department task force, a team of us researched, analyzed, and revised 15 recruitment methods that are presently being implemented in five state offices. In addition, my breadth of skills includes training in benefit administration, compensation, state policy, and recruitment.

I am a self-directed individual who enjoys working independently and in a group capacity. My ability to synthesize information and communicate both in a written and oral format are strengths that are complimentary to the core of this position, as well as my Bachelors degree in Liberal Studies. My colleagues tell me I am adamant in getting any job done well, and also have fun along the way.

I am a firm believer in quality human resource management, and value the contributions your department makes in the field. I look forward to discussing my qualifications with you.

Sincerely,

Ms. Sally Smith  
Enclosure: Resume

## STUDENT CENTERED COVER LETTER EXAMPLE

Mel Gibdotter  
457 Cabana Road  
Bend, OR 97701  
(916) 555-1234 - Home  
(916) 555-7448 - Work  
(916) 777-3825 - Pager  
mel@gumba.com

December 14, 200\_

Mr. Oscar Gomez  
Manager  
Central Oregon Community College Bookstore  
2600 NW College Way  
Bend, OR 97701

Dear Mr. Gomez:

I am more than a little interested in the Student Assistant position in the bookstore at Central Oregon Community College. I heard about this position from my advisor at the college. My resume is enclosed for your review.

My past work as an office clerk has helped me to develop my organizational skills as well as identify students' needs. I am working on my Bachelors degree in Business and am currently earning a 3.5 GPA in my major. Highlights of my qualifications include work experience and training from ABC Construction that has given me strong skills in:

- Computer knowledge: Word 200\_, Excel, Publisher
- Keyboard skills: 45wpm
- Customer service

I eagerly look forward to meeting with you to discuss my qualifications.

Sincerely,

Mel Gibdotter

Enclosure: Resume