

RÉSUMÉ WRITING Guidebook

Millersville University

EXPERIENTIAL LEARNING
& CAREER MANAGEMENT

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What Is a Résumé?

A résumé is an important piece of equipment in your quest to find the right job for you. Employers are likely to choose whether or not to offer you an interview based on the strength of your résumé.

Therefore, it needs to be:

- **TARGETED** to the position you are applying for
- **ERROR-FREE** (anything you send an employer is an example of your professional writing skills)
- **HONEST** and **ACCURATE**

A résumé should answer the following questions for the employer:

- What can you do for me (the employer)?
- Is your experience relevant to the position?
- Does it show examples of how you applied your skills?

In addition, when reviewing your résumé, the employer should quickly see you have the skills they are looking for and that you are the solution to their employment problem.

You may have written a résumé before, or you might not have thought about it until now. Either way, don't wait until the day before you graduate to start thinking about crafting a professional document that will help you keep track of all your achievements and show you what your strengths and areas for improvement are. Your résumé will evolve over time, and you should adapt it for every job you apply for, but it is important to start with a firm foundation. Therefore, we recommend you create a master résumé containing all the experiences you have had during your time at university!

What Should I Include on My Résumé?

CONTENT ESSENTIALS

- **Identification.** Name, postal address, phone number and a professional email address should all be at the top of the page. No AOL accounts from high school! When posting your résumé on a social media site, you do not want to list your postal address, just your region.
- **Education.** With the most recent first, the colleges you have attended or are attending should be listed with the name of the university, city and state, month and year of graduation, degree and any major/minor concentrations. You should also list your GPA, if it is 3.0 or above, and any honors recognition or accomplishments (e.g., dean's list, graduation honors, etc.). No high school information is required.
- **Experience.** This does not just have to be paid work. You might wish to divide your experience into multiple sections. This will allow you to list your most relevant experience first. Remember you can title these sections to fit the positions to which you are applying (e.g., Accounting Experience, Teaching Experience, Internship Experience or Research Experience).

ADDITIONAL RÉSUMÉ SECTIONS

- **Objective.** Many employers see this section as antiquated and no longer needed. If you decide to add this section, write a brief statement that is targeted to the position to which you are applying (e.g., an accounting position with XYZ company).
- **Summary of Qualifications.** The summary of qualifications is a marketing or branding statement. It allows you to highlight your most impressive skills and experiences. The statement is typically 3-5 bullet points in length or a short paragraph. This statement can list your initiatives or highlight specific achievements, certifications, licenses, computer skills or other job-related skills. The statement needs to be clear and concise. Remember to avoid using personal pronouns. This is less common on college-level résumés. For example:
 - Proven academic excellence demonstrated by receiving the Board of Governors Scholarship and Honors Program Scholarship
 - Demonstrated strong communication skills by presenting at regional and national professional conferences
 - Independent and collaborative research experience with attention to detailed documentation
- **Relevant Courses.** This could be included in the education section of your résumé or in its own section. Coursework typically is not listed on a résumé unless an employer is looking for specific courses that they listed in their job description or you are short on other relevant experience. Only list the courses the employer is looking for or your most relevant upper-level courses.
- **Awards, Honors and Achievements.** College scholarships and special honors give an employer a sense of your academic achievements. Remember, employers are not looking for high school awards unless they are at the national level. List the name of the award, followed by the year it was received (no need to describe it).
- **Organizations/Activities.** This section will give an employer more of an idea about you as a person, and you can maximize the effect by including professional associations you are affiliated with that relate to your career goals, as well as honor societies, fraternity/sorority membership, volunteer activities and collegiate sports.
- **Technical Skills.** This section could include any specific software skills (e.g., programming, accounting, marketing, CAD, etc.), social-media experience, laboratory skills or any other abilities that relate to the job to which you are applying. Microsoft Office products can be included too, and we recommend that all students list some computer skills in this age of technology; however, as with every section of your résumé, honesty is the key!
- **Presentations/Research.** Employers are looking for individuals who can communicate their thoughts and ideas both in writing and orally. This section can show your public speaking or business writing experience and your ability to write technical reports/research projects.
- **Other Possibilities.** Education: Capstone project, research, thesis, study abroad. Work Experience: Field experiences, internships, practicums, volunteer work. Activities: Intercollegiate athletics, professional associations, tutoring, mentoring, campus committees, clubs.

One thing you **DO NOT** need to include on your résumé is the phrase “*References available upon request.*” With so many employers using online applications where references and letters of

recommendation are uploaded electronically, this sentence has become obsolete and takes up valuable space. If the job application packet asks specifically for a list of professional references, these should be provided on a separate sheet of paper, with the same identifying information at the top of the page as your résumé.

Typically, a college student's résumé should be approximately one page in length. As with everything, there are exceptions to the rule. Students whose majors are education, social work or psychology may find a second page is needed to highlight all of their experiences that make them stand out in a competitive application pool.

Remember, you do not need to write your life story in a résumé. We generally suggest that you go back no more than 10 years.

Sending My Résumé

In today's technology-driven world, it is likely that you will be required to email a copy of your résumé to an employer or complete a résumé template in their employer database. **Be sure** you submit your document in the format that the employer indicates to ensure they can effectively scan your résumé for key information. If the employer does not require a specific format, you may want to convert it to a .PDF (portable document) format; this will prevent distortion of content formatting if opened on a computer or device that differs from your own. Some employers still ask applicants to send their résumé by postal mail. When producing a hard copy of your résumé, use high-quality résumé paper (24 lb. weight) and choose colors of white, off white, ivory, or light gray. **DO NOT** staple multiple sheets together, and **never** copy your résumé two-sided!

The WHAT, the HOW and the WHY

Now that you have decided on what to include in your résumé, it's time to think about how you are going to show your potential employer just how valuable your skills and experiences are to make you a great addition to their organization. This involves a lot more than simply listing the responsibilities you have at your current job. You need to think about **WHAT** you have done, **HOW** you did it, and **WHY** your actions benefitted your employer. By thinking carefully about your previous experiences, you can include some significant, detailed descriptions of your talents using short, bullet-pointed statements. This can apply to both your related experience (or transferable skills) and the regular jobs you have had (as explained earlier in this guide). For example:

The WHAT

- Answered phone calls
- Worked as part of a team
- Showed new employees how to file

Although these statements may describe your responsibilities, they do not show a potential employer why they should choose you over another candidate with similar credentials. Therefore, how you word the content of your résumé can have a big impact on your employment prospects. The following statements describe the same skills as above, but in a very different way:

The HOW

- Applied the FISH customer service philosophy when interacting with clients over the phone
- Collaborated with supervisors and delegated responsibilities within a team
- Instructed new employees on basic office administration tasks

See the difference? We aren't done yet though. You can vastly improve the quality of your résumé content by justifying your actions and quantifying them with numbers and statistics to leave an employer without a doubt as to the quality of your services and the benefits you will bring to your role with their organization:

The WHY

- Addressed the needs of over 150 clients per day using effective communication skills and a highly professional telephone manner
- Led a team of 5 colleagues in consistently exceeding monthly sales targets by 15%
- Mentored 12 new employees during their probation period of 6 months and provided comprehensive training on administrative duties

Notice the impact some power verbs and numbers can make? Numbers jump off the page, as does putting your achievements in a quantifiable context. Avoid using generic phrases that can be substituted for more dynamic vocabulary, such as “worked with,” “attended,” or “responsible for.” Whenever you list a new skill or experience on your résumé, always remember to consider the WHAT, the HOW, and the WHY.

What If I Don't Have a Lot of Experience Related to My Career Goals?

First, go out and get some experience! As mentioned earlier, related or relevant experience does not have to be paid work only. An internship, a volunteer opportunity or an affiliation with a professional organizations in your chosen field can really strengthen your résumé and show an employer your commitment; however, employers understand that the work history of the average college student mainly consists of jobs in retail or the service industry. If this sounds like you, do not despair! Although your time as a shop assistant or wait staff may not have given you the skills required to become a nuclear physicist, these types of jobs can give you a platform from which to showcase your **transferable** or “**soft**” skills. These are the types of qualities that any employer expects to see in any candidate and may include:

- Customer service
- Teamwork
- Initiative
- Written and verbal communication skills
- Advancement (promotions, awards, etc.)

Below are some examples of how to describe retail and service positions in a way that will add value to your résumé and highlight those all-important transferable skills.

EXAMPLE 1:**Restaurant Server**

- Managed and assigned work duties for a wait staff of 8
- Made appropriate meal and beverage suggestions to patrons and answered questions about food preparation to ensure high-quality service
- Assigned patrons to tables suitable for their needs and according to rotation schedule for staff
- Maintained contact with kitchen staff and management to ensure details were handled properly and customers' needs were addressed
- Identified and provided managers with potential solutions to work routine, safety or risk management issues
- Managed the flow of guests into the dining and bar areas and provided accurate wait times to incoming guests as appropriate
- Handled cash and credit-card transactions and balanced cash drawer averaging \$3,000 at the end of shift

EXAMPLE 2:**Clothing Store Employee**

- Maintained store appearance, stocked inventory, trained 10 new hires and performed some managerial duties
- Recommended, selected and helped locate or obtain merchandise based on customer needs and desires
- Computed sales prices, total purchases and received and processed cash or credit payments
- Maintained knowledge of current sales and promotions and policies regarding payment, exchanges and security practices
- Used computers to organize and locate inventory and operate spreadsheet and word-processing software
- Monitored and analyzed sales records and trends to anticipate consumer buying patterns and determine inventory needs
- Received "Salesperson of the Month" award three times in one year

Power Verbs

Avoid using generic terms when describing your skills and experiences. Instead, use this list to find the right words to appropriately explain why you are the ideal candidate for the job for which you are applying.

accelerated	consolidated	expanded
accomplished	constructed	expedited
achieved	consulted	experimented
acted	controlled	explained
activated	cooperated	expressed
adapted	coordinated	extended
addressed	corresponded	extracted
administered	counseled	fabricated
advised	created	financed
allocated	decided	fixed
analyzed	defined	focused
answered	delegated	followed
anticipated	delivered	forecasted
appointed	demonstrated	formulated
appraised	derived	fortified
approved	designed	forwarded
arbitrated	detailed	founded
arranged	detected	gathered
ascertained	determined	guided
assembled	developed	handled
assessed	devised	harmonized
attained	devoted	headed
audited	diagnosed	heightened
augmented	diagrammed	helped
awarded	directed	hypothesized
broadened	discovered	identified
budgeted	dispensed	illustrated
built	displayed	imagined
calculated	disproved	implemented
cataloged	dissected	improved
certified	distributed	improvised
charted	diverted	incorporated
classified	dramatized	increased
coached	drew	influenced
collected	drove	informed
communicated	edited	initiated
compiled	effected	innovated
completed	eliminated	inspected
composed	emphasized	inspired
computed	employed	installed
conceived	enforced	instituted
conceptualized	engaged	instructed
condensed	established	integrated
conducted	estimated	interpreted
conserved	evaluated	interviewed
	examined	introduced

invested
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maintained
managed
manipulated
mediated
memorized
mentored
met
modeled
modified
monitored
motivated
navigated
negotiated
obtained
offered
officiated
operated
ordered
organized
oriented
overhead
overhauled
oversaw
painted
participated
perceived
performed
persuaded
photographed
piloted
pinpointed
planned
played
predicted
prepared
prescribed
presented
preserved

problem-solved
processed
produced
programmed
projected
promoted
proofread
proposed
protected
proved
provided
publicized
purchased
qualified
questioned
raised
realized
reasoned
received
recommended
reconciled
recruited
rectified
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reestablished
referred
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rehabilitated
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reinforced
related
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rendered
reorganized
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reported
represented
researched
reshaped
resolved
responded
restituted
restored
retrieved
revamped
reviewed
revised
risked
scheduled
selected
sensed

separated
served
sewed
shaped
sketched
sold
solved
sought
specialized
spoke
streamlined
structured
studied
substituted
suggested
summarized
supervised
supplied
supported
symbolized
synergized
systematized
tailored
talked
taught
team-built
team-taught
tended
tested
trained
transcribed
translated
transformed
treated
tutored
typed
umpired
understood
understudied
undertook
unified
united
upgraded
used
utilized
verbalized
verified

What Type of Résumé Should I Use?

Depending on where you are in your academic and professional career, as well as what your career objective is, you will need to consider what type of résumé format is right for you. As discussed earlier, you need to tailor your résumé so that your skills and experiences align most closely to the position for which you are applying. There is a great deal of flexibility with regard to what form you would like your résumé to take, with a number of different styles for different purposes. Below are descriptions of the different types you may wish to use.

TIP: Whichever format you choose, **DO NOT** use a **template** when creating your résumé. These templates—with their unnecessary text boxes and graphics—make it difficult to edit and input information, rendering your résumé clunky looking and outdated. Keep it simple with normal to moderate margins and consistent bullet points for a professional look!

CHRONOLOGICAL

This is the classic résumé format where you list your education and experience in reverse chronological order (most recent first). As a student or recent graduate looking for part-time or full-time work or an internship, this is probably the type that is best suited to your needs.

FUNCTIONAL/SKILLS

This style of résumé is generally preferred by people changing careers, those who have been out of the world of work for an extended period of time, or those with little or no relevant experience in their field. Rather than providing an extensive work history, this résumé focuses more on the individual's skills, qualifications and personal background that can be grouped together under headings such as "Management Skills," "Financial Skills," etc.

COMBINATION

As the name suggests, this résumé format is a blend of both chronological and functional elements. This hybrid résumé type allows you to prioritize certain skills and experiences in a way that works best for you and for the position to which you are applying.

CREATIVE

This very specialized résumé incorporates plenty of graphic design and creative presentation of information. This type of résumé should only be used by those students who are in majors such as graphic design, visual marketing or other creative fields.

FEDERAL

This very specialized résumé format is used to apply for positions with the federal government. It is far more detailed than a traditional chronological résumé, and we recommend you follow the template provided on the USA Jobs website at www.usajobs.gov.

CURRICULUM VITAE (CV)

Similar to a résumé, a CV is used in the field of education when applying for graduate school, research opportunities or higher-education teaching positions. A CV is a comprehensive document that is primarily used in academic settings that shows academic credentials. Use a CV to detail your academic history and list major works and research projects (i.e., dissertations, capstone projects, conference presentations), as well as any honors and awards you have received. You may also list your history of publication in academic journals, if applicable. A CV can be more than 2 pages.

Items to include in your CV:

- Summary of qualifications
- Professional licenses or certifications
- Education
- Relevant courses that match career or academic objectives
- Professional honors or awards
- Research thesis/dissertations
- Publications
- Academic or professional presentations
- Professional and association memberships
- Technical and specialized skills

What Does a College Student's Résumé Look Like?

The next section of this résumé guide will take you through four years of a typical college student's résumé history, from freshman to senior year. Use these examples to think about what you might add to your own résumé, depending on where you are in your own academic career.

FRESHMAN YEAR

<p>Miller Seville</p> <p>Home 1 Home Street Philadelphia, PA 19102 Cell (717) 717-7171</p> <p>School 1 George Street Millersville PA, 17551 miller.seville@gmail.com</p> <p>EDUCATION</p> <p>Millersville University, Millersville, PA Bachelor of Art in English Completed 18 credits</p> <p>WORK EXPERIENCE</p> <p>Retail Salesperson, Bon-Ton, Lancaster, PA August 20XX – Present</p> <ul style="list-style-type: none"> • Assisted a high volume of customers with their shopping needs • Handled large sums of money and processed credit card payments • Dealt with customer complaints professionally and sensitively over the phone <p>Team Member, McDonald's, Philadelphia, PA May 20XX – August 20XX</p> <ul style="list-style-type: none"> • Partnered with Team Members to meet targeted goals • Took accurate food orders while maintaining a positive manner with customers <p>ACTIVITIES</p> <p>Millersville University Day of Caring Fall 20XX Eagle Scout May 20XX</p> <p>SKILLS</p> <p>Microsoft Office: Word, Excel, Outlook, Publisher Social Media: Facebook, Twitter, Instagram, Tumblr, Snapchat</p>	<p>You don't need to put both your home and college addresses, unless you are returning home for winter/summer breaks in a few weeks when you're applying for a position; then both addresses on the résumé is a good idea. Otherwise, only list your school address if you prefer receiving your mail there. If your GPA (either cumulative or major, whichever is higher) is 3.00 or above, then add it to your résumé!</p> <p>For this sample, we have the dates aligned with the school address. Being consistent is critical; formatting errors can draw the eye away from the content!</p> <p>Activities or memberships could show an employer that the student is interested in gaining more knowledge about their target industry. This is a great example of how to showcase a personal quality or "soft" skill (e.g., determination) using a personal experience!</p>
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SOPHOMORE YEAR

<p style="text-align: center;">Miler Seville</p> <p>1 George Street, Millersville PA 17551 (717)-717-7171 mila.seville@gmail.com</p> <p style="text-align: center;">EDUCATION</p> <p>Millersville University, Millersville, PA Bachelor of Science, Business Administration: Marketing Option, Expected Graduation May 20XX Cumulative GPA 3.0/4.0 Dean’s List Fall 20XX</p> <p style="text-align: center;">MARKETING EXPERIENCE</p> <p>ENACTUS, Millersville University, Millersville PA, September 20XX-May 20XX</p> <ul style="list-style-type: none">• Prepared and sent out social media posts, reaching approximately 2000 students• Collaborated with peers in creating a marketing campaign, increased membership by 30% <p style="text-align: center;">EXPERIENCE</p> <p>Sales Clerk, University Store, Millersville University Millersville, PA, August 20XX-Present</p> <ul style="list-style-type: none">• Analyzed sales figures in order to plan promotional campaigns for less popular stock items• Created attractive and targeted window displays to market new products• Communicated special sales offers using Twitter and Facebook <p>Sales Assistant, Bon-Ton, Lancaster, PA, August 20XX-July 20XX</p> <ul style="list-style-type: none">• Utilized exceptional communication skills in a busy department store• Exceeded sales targets by 15% intuitively understanding the needs of the customer <p style="text-align: center;">MEMBERSHIPS</p> <p>American Marketing Association, January 20XX-Present Young Entrepreneurs Society of Pennsylvania, April 20XX-Present</p> <p style="text-align: center;">VOLUNTEER EXPERIENCE</p> <p>Into The Streets, Millersville, PA Millersville University Day of Caring, Millersville, PA</p> <p style="text-align: center;">SOFTWARE</p> <p>Hubspot, Microsoft Office (Publisher, Word, Excel), Twitter, Facebook, Tumblr</p>	<p>By the end of sophomore year, our student has added plenty of relevant experience to their résumé, including on-campus organizations and professional memberships.</p> <p>This title is a variation of our “Related Experience” section. The industry-specific language will register in the mind of a potential employer.</p> <p>As recommended, the student has used figures to quantify their achievements.</p> <p>A nice range of power verbs can add gravitas to your list of experiences and persuade an employer to award you an interview!</p> <p>The inclusion of volunteer experiences will demonstrate to an employer that you care about others, an important quality for a team player.</p> <p>Add industry-relevant software where possible, but be honest about your skillset.</p>
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JUNIOR YEAR

<p>1 George Street Millersville, PA 17551</p> <p style="text-align: center;">MILLER SEVILLE</p> <p style="text-align: right;">(717) 717-7171 miller.seville@gmail.com</p> <p style="text-align: center;">EDUCATION</p> <p>Millersville University, Millersville, PA Bachelor of Science, Business Administration: Marketing Option</p> <p style="text-align: right;">Anticipated Graduation, May 20XX</p> <p style="text-align: center;">RELEVANT COURSEWORK</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Marketing Research</td> <td style="width: 50%;">Principles of Marketing</td> </tr> <tr> <td>Business Research Methods</td> <td>Business Writing</td> </tr> <tr> <td>International Marketing</td> <td>Marketing Strategy</td> </tr> </table> <p style="text-align: center;">RELATED EXPERIENCE</p> <p>Group Project, Millersville University, Millersville, PA Fall 20XX</p> <ul style="list-style-type: none"> Conducted survey of 500 students at Millersville University through focus groups and online surveys Collated and analyzed over 100 pages of data in order to propose a new marketing strategy for student outreach Presented information to a panel of faculty and senior students using Prezi presentation software <p>Team Leader, University Store, Millersville, PA August 20XX – Present</p> <ul style="list-style-type: none"> Oversee a team of 5 student workers and conduct performance evaluations Perform detailed analysis of sales statistics to inform future marketing promotions Coordinate student outreach using a range of social-media platforms (Twitter, Facebook etc.) <p style="text-align: center;">LEADERSHIP EXPERIENCE</p> <p>ENACTUS, Millersville University, Millersville, PA September 20XX – Present</p> <p>President May 20XX – December 20XX</p> <ul style="list-style-type: none"> Led a team of 8 executive board members to create and implement organizational goals Manage the organizations \$5,000 annual budget <p>Lancaster Young Professionals, Lancaster, PA February 20XX – Present</p> <p>American Marketing Association January 20XX – Present</p> <p style="text-align: center;">SKILLS</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Hubspot</td> <td style="width: 50%;">Vocus</td> </tr> <tr> <td>Microsoft Office: Word, Excel, Publisher</td> <td>Access, Outlook, PowerPoint</td> </tr> <tr> <td>Social Media: Twitter, Facebook, Tumblr</td> <td>Presentations: Prezi, Haiku</td> </tr> <tr> <td>Adobe Photoshop</td> <td>Conversational Spanish</td> </tr> </table>	Marketing Research	Principles of Marketing	Business Research Methods	Business Writing	International Marketing	Marketing Strategy	Hubspot	Vocus	Microsoft Office: Word, Excel, Publisher	Access, Outlook, PowerPoint	Social Media: Twitter, Facebook, Tumblr	Presentations: Prezi, Haiku	Adobe Photoshop	Conversational Spanish	<p>This example demonstrates how to tailor your résumé for a specific opportunity, in this case, an internship. If you are considering completing an internship for academic credit, drop into ELCM to discuss your options with a staff member!</p> <p>If you don't have a lot of practical experience in your field, you may want to list some of the higher-level classes you have taken, especially when trying to convince a potential internship supervisor that you are suitably qualified.</p> <p>See how our student has reverted back to the section title "Related Experience" in order to include a group project that showcases the kinds of skills required for their desired internship.</p> <p>Our student has taken an active role in an on-campus organization. What does this tell an employer about a potential candidate? Everything that you include on your résumé should serve a purpose; it shouldn't just be filler. If you have too much white space, get out there and gain some experience!</p>
Marketing Research	Principles of Marketing														
Business Research Methods	Business Writing														
International Marketing	Marketing Strategy														
Hubspot	Vocus														
Microsoft Office: Word, Excel, Publisher	Access, Outlook, PowerPoint														
Social Media: Twitter, Facebook, Tumblr	Presentations: Prezi, Haiku														
Adobe Photoshop	Conversational Spanish														

SENIOR YEAR

<p>1 Home Street Millersville, PA</p>	<p>Miller Seville www.linkedin.com/mila.seville</p>	<p>miller.seville@gmail.com (717) 717-7171</p>	<p>As a graduating senior, our student is starting to apply for specific jobs. If you had used an Objective statement, you could now remove it to make room for more relevant skills and experiences.</p>																
<p>EDUCATION</p> <p>Millersville University, Millersville, PA Bachelor of Science, Business Administration: Marketing Option, May 20XX Overall GPA: 3.63/4.00 Dean's List 6/7 semesters Summa Cum Laude</p>			<p>Notice how they have listed their tech skills much higher up on this résumé. What effect do you think the order in which you provide information has on the person viewing your résumé?</p>																
<p>COMPUTER SKILLS</p> <table border="0" style="width: 100%;"> <tr> <td>Hubspot</td> <td>Outlook</td> <td>PowerPoint</td> <td>Twitter</td> </tr> <tr> <td>Excel</td> <td>Publisher</td> <td>Illustrator</td> <td>Facebook</td> </tr> <tr> <td>Tumblr</td> <td>Haiku</td> <td>Adobe Photoshop</td> <td>InDesign</td> </tr> <tr> <td>Vocus</td> <td>Access</td> <td>Prezi</td> <td></td> </tr> </table>			Hubspot	Outlook	PowerPoint	Twitter	Excel	Publisher	Illustrator	Facebook	Tumblr	Haiku	Adobe Photoshop	InDesign	Vocus	Access	Prezi		<p>This student has been very specific with the titles of the different sections of their résumé. Rather than the generic "Related" and "Work Experience," we now see "Marketing" and "Leadership" as their headings. These are likely keywords that were identified in the job description.</p>
Hubspot	Outlook	PowerPoint	Twitter																
Excel	Publisher	Illustrator	Facebook																
Tumblr	Haiku	Adobe Photoshop	InDesign																
Vocus	Access	Prezi																	
<p style="text-align: center;">MARKETING EXPERIENCE</p> <p>Marketing Intern, Lancaster Science Factory (LSF), Lancaster, PA, August 20XX – December 20XX</p> <ul style="list-style-type: none"> Planned and managed a PR campaign concerning upcoming events and programs at LSF Wrote press releases, media advisories and photo advisories in accordance with the marketing plan Managed an informal guest survey program, capturing data for approximately 250 guests <p>Group Project, Millersville University, Millersville, PA, Fall 20XX</p> <ul style="list-style-type: none"> Conducted survey of 500 students through focus groups and online survey tools Collated and analyzed over 100 pages of data in order to propose a new marketing strategy for student outreach Presented information to a panel of faculty and senior students using Prezi presentation software 			<p>Having followed this student from freshman to senior year, can you see how their résumé has evolved? New experiences have been added each year, and different skills have been emphasized depending on the purpose of the résumé.</p>																
<p style="text-align: center;">LEADERSHIP EXPERIENCE</p> <p>President, ENACTUS, Millersville University, Millersville, PA, August 20XX – Present</p> <ul style="list-style-type: none"> Grew membership by over 120% in first semester as president Hosted workshop events with guest speakers from several Fortune 500 companies <p>Team Leader, University Store, Millersville, PA, August 20XX – Present</p> <ul style="list-style-type: none"> Oversee a team of 5 student workers and conduct performance evaluations Performed detailed analysis of sales statistics to inform future marketing promotions Coordinated student outreach using a range of social-media platforms (e.g., Twitter, Facebook, etc.) 			<p>ELCM will support you through all four years of college and as an alum. Drop in to see us as soon as you can!</p>																
<p style="text-align: center;">VOLUNTEER EXPERIENCE</p> <p>Millersville Meals on Wheels, Millersville, PA Into the Streets, Millersville, PA</p>																			
<p style="text-align: center;">PROFESSIONAL MEMBERSHIPS</p> <p>Lancaster Young Professionals, Lancaster, PA, February 20XX – Present American Marketing Association, January 20XX – Present Business Professionals of America, November 20XX – Present</p>																			

How Can I Polish My Résumé?

Now you've produced some great content by identifying the relevant language from the job description and written some impactful experience statements using the WHAT, the HOW and the WHY. The content is by far the most important element of a great résumé; however, if it doesn't look polished and professional, your résumé could find its way to the trash can before anyone has read what you have written! Here are some basic style tips to help you make sure your résumé ends up on top of the pile.

LAYOUT AND FORMATTING

- Consistency is key. Make sure your formatting is the same throughout the entire résumé; this means using one font. We recommend something classic (and present in all versions of word-processing software) like Times New Roman. Text should be no smaller than size 11!
- Margins should also be consistent. It's important to have some white space on your résumé, so make sure your margins are no narrower than 0.5" and no wider than 1.0" all the way around your page.
- Use **bold** text for effect, but don't overuse it!
- Do not use templates or tables/grids when crafting your résumé. These do not work well when opened from email and also look slightly clunky.
- Make sure all bullet points and dates line up on the page.

GRAMMAR

- As we said at the start of this guide, your résumé must have NO errors. Don't expect a spell check tool to pick up all your typos; ask a friend or family member to proofread your document and drop by Experiential Learning and Career Management so we can review it, as well. **Remember: Never be the only person to proofread your own work!**
- Make sure your grammar is error-free. If an employer opens your résumé to be greeted by lots of green and red squiggly lines, you can assume you won't be called for an interview.
- Nothing should be abbreviated except the names of states. Dates should be in Month 20XX format.
- Nothing should be written in the first person, so avoid pronouns like "I" and "my." Third-person perspective is required for your résumé.

OTHER ADVICE

- Try to keep your résumé to one page, but don't lose sleep over it. If you need to go on to a second page, make sure you use at least half of it. Include your name and "Page 2" at the top.
- Keep up to date with trends and changes to the résumé writing process. There is no single definition of what makes a great résumé, so use this guide along with other resources available online to come up with a format that works best for you.
- Book an appointment with a career counselor at Experiential Learning and Career Management to take a look at your résumé and provide you with a personal critique. Check out our web page for contact details and walk-in hours at www.millersville.edu/elcm.
- Keep copies of all your old résumés on file; if you apply for a similar job in the future, it can save you a lot of time to adapt an old résumé rather than start from scratch. The same is true for cover letters.

What Is a Cover Letter?

A cover letter is one more important piece of your “personal brand” plan that describes your unique skills and strengths that make you attractive to an employer. The cover letter needs to be crafted to entice the potential employer to read your résumé, convey your enthusiasm and specific interest in the position and organization, highlight your specific skills and achievements, and provide the reader with a professional example of your writing ability.

Therefore, it needs to be:

- **TARGETED** to the position you are applying for; NEVER send a generic letter
- **ERROR-FREE** (spelling and grammatical errors)
- **FREE OF WASTED SPACE** using phrases like “I am writing to...” or “Let me introduce myself.”
- **WITHOUT TOO MANY I’s**
- **UNAPOLOGETIC** for skills or experiences you do not have
- **HONEST and ACCURATE**

A cover letter, like the résumé, should answer the following questions for the employer:

- What can you do for me (the employer)?
- Is your experience relevant to the position?
- Does it show examples of how you applied your skills?

In addition, cover letters need to allow the employer to quickly see that you are the solution to their employment problem.

EMAIL COVER LETTERS

These are letters that are in the body of the email, not attached to a Web-based application or sent via the U.S. Postal Service. The content of this cover letter is the same as a mailed letter but with a few changes. Remember to list the position title in the subject line of the email message; this lets the employer know quickly the position for which you are applying.

You will also need to include an email signature. This signature includes your name, full address, phone number, email address and LinkedIn profile URL.

For example:

First and Last Name
Street Address
City, State Zip
Email Address
Cell Number
LinkedIn URL

COVER LETTER EXAMPLE:

<p style="text-align: center;">Miller Seville 1 George Street Millersville PA 17551</p> <p>Date</p> <p>Ms. Smith, Marketing Director Major Max Company Lancaster PA 17605</p> <p>Dear Ms. Smith:</p> <p>Suzanne Smith, a regional sales manager at Major Max Company, suggested I write to you regarding the Marketing Assistant position in your sales department. Through my research, I have learned that Major Max is a well-respected and innovative leader in the retail industry. With my extensive experience in sales I have the skills to meet the demands of this position.</p> <p>One of my strengths is my ability to work with a team to develop effective marketing plans. As an intern at Fabulous Shoe Company, I led a team of three Marketing Interns. Our team researched the buying and shopping habits of our targeted group of 20-30 year olds and developed a marketing plan to meet our consumers' buying needs. Based on our study, the Fabulous Shoe Company increased their market share by 15% and our team was recognized as having the top innovative marketing plan for 20XX.</p> <p>In addition to this internship experience, I also worked for the Best Dressed Corporation from 20XX-20XX. During this two-year period, I exceeded my sales goals by 49% and received the "Top Salesperson of the Month" award eight times. As a result of these experiences, I have developed the skills necessary to succeed at Major Max Company.</p> <p>I look forward to meeting you to discuss in detail my qualifications. The number that I can be reached at during the day is 717-852-1597, or email me at _____@____.</p> <p>Thank you for your time and consideration.</p> <p>Sincerely,</p> <p><i>Signature</i></p> <p>Typed Name</p> <p>Enclosures</p>	<p>Your contact information</p> <p>Date</p> <p>Employer's contact information</p> <p>Introduction paragraph Specify the title of the position to which you are applying. It should demonstrate knowledge of the company and highlight your credentials, not your degree. Use the language of the ad to craft your sentences.</p> <p>First sentence This can be a powerful statement that grabs the reader's attention and makes them want to read more about who you are. Information that could be covered includes:</p> <ul style="list-style-type: none">• A personal referral• Highlights of your skills related to the position <p>Middle paragraphs (1-2) Describe one or two specific skill sets or qualifications that make you the best candidate for the position. Focus on how your qualifications match the position for which you are applying. Remember to use keywords used in the ad and specialized language of your industry. This is the time to highlight points on your résumé, but be careful that you DO NOT restate what you have outlined on your résumé. Make sure you tell an employer what you can do for the company.</p> <p>Closing paragraph Reiterate your good points. Thank them for reviewing your résumé and outline a course of action. Remember to provide a phone number and/or e-mail address so that they can get in touch with you.</p> <p>Conclude respectfully</p>
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How Do I Write a Résumé for a Specific Job Advertisement?

We have mentioned the process of tailoring your résumé to meet the requirements of a specific job description throughout this guide. The examples on the next four pages will show you exactly how to do this using a fictitious Social Media Coordinator/PR Account Executive position.

JOB DESCRIPTION EXAMPLE:

Position: Social Media Coordinator/PR Account Executive
Company Name: Ville Research Group
Location: Swanville, PA 17603

Ville Research Group (VRG) provides independent expert testimony, advisory services and **data** analytics to major law firms and government agencies. VRG experts provide **sophisticated** economic, financial and analytical advice across a wide range of disciplines, including antitrust and competition policy, complex damages, finance, **healthcare**, intellectual property and workforce issues. In addition, the firm **assists clients** in major industry sectors with compliance, business process improvement and strategy consulting.

The Social Media Coordinator/PR Account Executive is responsible for understanding, coordinating and promoting the skills, knowledge and expertise to current and prospective clients and other VRG experts through marketing collateral, proposals, **leadership**, **presentations and social media**.

Responsibilities:

- Manage and coordinate proposals, statements of qualifications, **marketing materials**, practice templates and prospective client presentations.
- Assist in drafting proposals and assembly of qualifications for proposals.
- **Provide proofing expertise to ensure proposals and presentations are error-free**
- Serve as point person within firm for knowledge and expertise
- **Develop new marketing collateral**, including templates for overall practice and update existing collateral.
- **Support leadership efforts** through research and writing.

Qualifications:

- Bachelor's degree **required**, English, journalism, marketing or communications major **preferred**.
- 2+ years of experience **required**, consulting and leadership experience **preferred**.

Skills:

- **Strong organizational skills**
- Proven capability with Microsoft Word, Excel, PowerPoint and **social media platforms**
- **Strong verbal and written communication skills**
- Experience in creative design is a plus

Contact:

Ville Research Group
Ron Swanson, Hiring Director
20 Market Square
Swanville, PA 17603
RSwanson@vrg.com
(717) 555-5555

Application:

Submit a cover letter, résumé and three references via email. Position opened until filled.

When applying for jobs, read through the advertisement and identify the language that you feel is most important; this will show you what skills and experiences you should prioritize in your résumé and cover letter. We have identified the important elements of this job description by making them **bold and underlined**.

Start thinking about whether any of your experiences align with the responsibilities you will have in your new job.

You should be applying for a job for which you meet all the necessary requirements and at least some of the preferred requirements. You need to be realistic but don't be afraid to aim high!

If you are not given the contact information of the recruiter/hiring director, research the organization to identify the individual to whom you should address your paperwork. Pay attention to exactly what you need to submit. Sometimes a résumé alone is not enough!

COVER LETTER EXAMPLE:

111 Main Street
Lancaster, PA 17603
Firstname.lastname@gmail.com
(717) 717-7171
April 6, 20XX

Mr. Ron Swanson
Hiring Director
Ville Research Group
20 Market Square
Swanville, PA 17603

Dear Mr. Swanson:

My faculty advisor, Robert Smith, in the communications department at Millersville University encouraged me to apply for the Social Media Coordinator/PR Account Executive position at Ville Research Group. As a company whose strategic plan is to develop high-end marketing and social-media products, my experience and skills in **social-media marketing and project management** make me the ideal candidate for this position.

As the media intern for Company A, my responsibilities included creating and maintaining the **social-media marketing plan**. In this role, I **led** a three-member team as the **project manager** to develop a **strategic plan** that identified key marketing initiatives to increase digital presence through various **social-media platforms**. One of my responsibilities was to **research** our targeted population to identify preferred social media platforms and their willingness to embrace new digital technology. The team, under my **leadership**, developed a strategic plan to increase the company's digital imprint with our **client** base. The strategic plan included marketing initiatives that included measurable goals for the effectiveness of the social-media campaigns; as a result of these media initiatives, client access increased by 40% in six months.

In addition, the Director of Marketing and Communications nominated this innovative social-media marketing plan to be presented to our regional marketing association. I was asked to create a **PowerPoint presentation** with notes for the director to use in the 30-minute presentation.

I look forward to meeting you to further discuss my background and qualifications. Please feel free to contact me at firstname.lastname@gmail.com or 717-717-7171 if you have any questions and to arrange an interview.

Thank you in advance for your time and consideration of this application.

Sincerely,

Reese Withoutaspoon

Reese Withoutaspoon

Enclosed: résumé and references

Compare the **bold elements** in this letter to the ones in the job description. See how the student has tailored this letter to demonstrate how they meet the requirements of the position.

The first paragraph of a cover letter is designed to introduce yourself, express your interest in the advertised position and, if possible, how you found out about the job.

The middle paragraphs should provide the employer with some examples to show why you are the ideal candidate for the position. Make sure you don't wander off topic; stick to relevant skills and experiences using the job description as a guide.

In your closing paragraph, remember to provide your contact details. Even though they are at the top of both your cover letter and résumé, it doesn't hurt to remind an employer you are reachable and ready to interview!

RÉSUMÉ EXAMPLE:

<p>Reese Withoutaspoon 111 Main Street Lancaster, PA 17603 Firstname.lastname@gmail.com (717) 717-7171</p>	<p>This student has thought carefully about the order of the sections on their résumé. The necessary requirement for the job is a bachelor's degree, so this is the first thing an employer will see.</p>
<p>EDUCATION</p>	<p>The preferred requirement for this position is two years of experience. The student has included internship experiences that prove their level of qualification.</p>
<p>Millersville University, Millersville, PA Bachelor of Science in Speech Communication: Public Relations Option, May 20XX Minor: Entrepreneurship Cumulative GPA: 3.92/4.0, Dean's List: 8/8 semesters, Summa Cum Laude</p>	<p>Carefully study this résumé and see how much of the key vocabulary identified in the job description is present. At the same time, we hope you notice how the student has taken trouble not to repeat what they included in the cover letter. If both documents included the same information, there would be no point in having both!</p>
<p>PUBLIC RELATIONS EXPERIENCE</p>	
<p>Keener Bunting Advertising, Social Media Intern Lancaster, PA, January 20XX – Present</p> <ul style="list-style-type: none"> • Served as Project Manager for a social-media implementation three-member team • Conducted research on clients, industry and target audiences to create social-media marketing efforts • Assisted in the implementation of social-media plans that met the organization's goals and objectives • Analyzed the effectiveness of social-media campaigns and made recommendations • Maintained social-media content on various platforms (i.e., Facebook, Twitter and LinkedIn) 	
<p>Experiential Learning & Career Management, Media Intern Millersville, PA, August 20XX – December 20XX</p> <ul style="list-style-type: none"> • Wrote and distributed approved press to regional and national media outlets and journalists • Developed public relations and media coverage reports and media contact lists • Updated social-media presence by creating weekly content for Facebook, Twitter and Pinterest • Increased following by 40% by implementing a targeted social-media campaign • Designed flyers, signs and other marketing materials to promote departmental events and services 	
<p>Lancaster Humanity Efforts, Marketing & Communications Intern Lancaster, PA, May 20XX – August 20XX</p> <ul style="list-style-type: none"> • Implemented social-media campaigns to engage, recruit and retain followers and customers • Showcased merchandise by creating inviting displays, photos, flyers, signs and graphics • Built relationships with community organizations, donors and the general public with the mission statement • Collaborated with staff on strategic planning 	
<p>Center for Student Involvement & Leadership, Multicultural Intern Millersville, PA, August 20XX – May 20XX</p> <ul style="list-style-type: none"> • Coordinated diverse and educational programs in collaboration with student organizations • Facilitated weekly sessions to explore issues related to social justice and human rights • Co-coordinated the Multicultural Festival 2014 and Empowerment Retreat 2015 	
<p>OTHER EXPERIENCE</p>	
<p>Millersville University Field Hockey Team Millersville PA, August 20XX – December 20XX</p> <ul style="list-style-type: none"> • Team Captain, 20XX Season • Organized formal and informal meetings to improve communication among team members • PSAC All-Conference Team, 20XX 	
<p>Target, Guest Service Team Member York, PA, May 20XX – Present</p>	
<p>Upper Deck, General Helper Millersville, PA, September 20XX – November 20XX</p>	
<p>PROFESSIONAL MEMBERSHIP/LEADERSHIP OPPORTUNITIES</p>	
<p>Public Relations Student Society of America, President Millersville, PA, February 20XX – Present</p>	
<p>The Empowerment Retreat Committee, Special Events Chair Millersville, PA, August 20XX – March 20XX</p>	
<p>Society on Latino Affairs, Public Relations Chair Millersville, PA, August 2013 – May 2014</p>	
<p>SKILLS</p>	
<p>Computer: Microsoft Office, Adobe CC Suite (Illustrator, Photoshop, InDesign); Social Media, Media Outreach</p>	<p>The other experience, memberships and skills sections paint a picture of a student who is hard-working and committed to ongoing professional development. Who wouldn't want to employ someone like that?</p>

REFERENCES EXAMPLE:

Reese Withoutaspoon
111 Main Street
Lancaster, PA 17603
Firstname.lastname@gmail.com
(717) 717-7171

REFERENCES:

Name
Job Title
Organization
Mailing Address
City, State Zip Code
Phone Number
Email Address
Role/Relationship (optional)

Cuba Gooding Sr.
President, Creative Director
Keener Bunting Advertising
205 Lime Street
Lancaster, PA 17601
(717) 555-3567
C.Gooding@KBA.com
Former Supervisor

Buzz Lightyear
Executive Director
Lancaster Humanity Efforts
890 Mifflin Street
Lancaster, PA 17602
(717) 555-6445
Buzz.Lightyear@lhumanity.com

List references in order of priority. Use professors, supervisors or individuals who know your work capacity.

Make sure the references you provide will give positive feedback about your work ethic! Contact your references to get their permission before you submit your application. They may not be so complimentary about you if the call from the employer comes out of the blue.

Sometimes it may be necessary to define your relationship with the reference. Add an explanation after the email address.

In the job description, Ville Research Group indicated they wanted three references submitted via email. If a company does not specify how many references to submit, a good rule of thumb is to submit three to five references.

Never include references in a résumé unless the employer requests them!

Our Résumé Rubric

When crafting your résumé, use this rubric to help you make sure it will stand out from the competition!

	1 = Missing	2 = Minimal	3 = Intermediate	4 = Competency
Content	<ul style="list-style-type: none"> Résumé includes little to none of suggested info: (e.g. Education Experience, Skills). Education section degree or major is wrong. Location of institution and graduation date missing. Little to none of the information presented demonstrates transferable skills or competencies. No dates, titles and locations are listed. 	<ul style="list-style-type: none"> Résumé includes some of the suggested information (e.g. Education Experience, Skills and Activities). Education section degree or major has minor errors. Some information presented demonstrates transferable skills and competencies but they are not targeted to specific field areas. Dates, titles, and locations are listed for a few items. 	<ul style="list-style-type: none"> Résumé includes Education, Experience and Skills and may include some general additional sections (e.g. Community Service, Awards, Study Abroad and Athletics). Most information presented demonstrates transferable skills, competencies and accomplishments as they relate to specific targeted field areas. Dates, titles and locations are listed for most items. 	<ul style="list-style-type: none"> Résumé includes Education, Experience, Skills, Activities and tailored sections (i.e. Leadership, Relevant Experience, Research Experience) to enhance the résumé. All information presented demonstrates transferable skills, competencies and accomplishments. Dates, titles and locations listed for each item.
Phrasing	<ul style="list-style-type: none"> No descriptions use action verbs. Descriptions are excessively wordy, sparse or unclear. First-person references, abbreviations, contractions are found throughout the résumé. Poor agreement in tense. 	<ul style="list-style-type: none"> A few descriptions use action verbs, some of which may be slang. Repeat the same action word in a position description. Descriptions are wordy, sparse or somewhat unclear. There are several first-person references, contractions, abbreviations. Some agreement in tense. 	<ul style="list-style-type: none"> Most descriptions use action verbs with little slang. Descriptions are mostly concise and clear. There are few first-person references, contractions or abbreviations. Tense is mostly in agreement. 	<ul style="list-style-type: none"> All descriptions use accomplishment-oriented action verbs with no slang. Descriptions are concise and clear. There are no first-person references, contractions or abbreviations, or gender specific job titles. Complete agreement in tense.
Format	<ul style="list-style-type: none"> Résumé is a half-page or is more than two pages (with little or no related experiences). Most relevant information is listed toward the bottom of the résumé. Bulleted list and paragraph style are both used inconsistently. No section headings. Experience is listed in an inconsistent manner and is not in reverse chronological order. Template is used with no modifications. Picture of individual is shown. 	<ul style="list-style-type: none"> Résumé almost fills page(s) but inefficiently uses space. Most relevant information is scattered throughout. Bulleted and paragraph styles are mixed, but one may be used more consistently than others. Some headings list less important information (e.g. date) first and some are not reverse chronological. Template is used but may have been slightly modified. 	<ul style="list-style-type: none"> Résumé is one or two pages and has slightly inefficient use of space. Most relevant information is listed first (order of importance) on résumé. Bulleted style is consistent with few exceptions. Headings are consistently ordered with few exceptions. Use of a template is not evident. 	<ul style="list-style-type: none"> Résumé is one or two pages and efficiently uses space. All relevant information is listed first (order of importance). Bulleted style is consistently applied. Headings are ordered consistently, listing the most important information first. No evidence of a template; original format.

Visual Appeal & Accuracy	<ul style="list-style-type: none"> • Résumé is distracting due to excessive white space (e.g., margins/spacing too large or small), clutter or poor alignment. • Font size and text formatting (bold, italics, underline) are very inconsistent, distracting or hard to read. • Borders, lines, graphics, logos, pictures or quotations used extensively. • Many instances of spelling, grammar, punctuation and capitalization errors. 	<ul style="list-style-type: none"> • Résumé is somewhat cluttered (uneven spacing) or leaves some extra white space and has inconsistent alignment. • Font size and text formatting are somewhat inconsistent, distracting and hard to read. • Borders, lines, graphics, quotations may be used sparingly. • Several instances of spelling, grammar, punctuation and capitalization errors. 	<ul style="list-style-type: none"> • Résumé has appropriate white space and is mostly aligned. • Font size and text formatting are used consistently to increase readability and are professionally appropriate. • No graphics, logos or photos; lines may be used for section separation and may slightly affect visual appeal. • Only one or two instances of spelling, grammar, punctuation and capitalization errors. 	<ul style="list-style-type: none"> • Résumé uses spacing to be eye-catching and for maximum visual appeal and alignment. • Font size and text formatting is completely consistent and increases visual appeal. • No graphical elements are on the résumé except minimal horizontal lines to separate sections. • No instances of spelling, grammar, punctuation and capitalization errors.
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Based on National Association of Colleges and Employers (NACE) Résumé Rubric, 2014

WHAT IS ELCM'S RÉSUMÉ WRITING RUBRIC?

Experiential Learning and Career Management's résumé rubric helps you write a quality résumé by outlining the elements employers expect to see included, and it ensures your document is polished, targeted and best represents you. The rubric categorizes the effectiveness of your résumé across four components: **Content, Phrasing, Format, and Visual Appeal & Accuracy.**

WHAT DOES THE RATING MEAN?

- 1- Needs significant improvement to reach competency. Your résumé will likely be discarded by the employer during screening.
- 2- Needs some improvement; minimal competency is demonstrated. The résumé is acceptable but does not stand out among the competition.
- 3- Approaching competency with some exceptions (intermediate). The résumé could land you an interview, but you may be passed over if the competition for the position is high.
- 4- Demonstrates résumé writing competency. The résumé is completely error-free, and it is the best possible representation of your skills, experience and qualifications. It effectively positions you to get an interview for the job.

ELCM's assessment research indicates that **most students need to use ELCM's review services two (or three) times before their résumé writing reaches the level of competency 4 on each component.** Résumé writing competency is a skill that develops with practice and feedback! Let ELCM help you get there.

HOW DO I GET THE HELP I NEED TO REACH LEVEL 4 COMPETENCY?

- Call **(717) 871-7655** to make an appointment for an individualized 30-minute résumé review.
- Email your résumé (as a **Word Document only**) to **careers@millersville.edu**. Critiques may take 5-7 business days.
- Visit the Bedford House during Walk-In Hours (<http://www.millersville.edu/elcm/index.php> for times) to have your résumé critiqued on the spot (limited to 15 minutes).

Résumé Samples: Undergraduate Level

119 Westbury Drive
Lancaster, PA 17603

NAME

name@site.com
(717) 572-8712

EDUCATION

Millersville University, Millersville, PA

Bachelor of Arts in English, December 20XX

Minor: Women's Studies

GPA: 3.5/4.0 **Cum laude** Dean's List 3/4 Semesters

Harrisburg Area Community College, Lancaster PA

Associate of Arts in English, May 20XX

GPA 3.8/4.0 Highest Honors Dean's List 4/4 Semesters

PROFESSIONAL EXPERIENCE

Giant Center, Hershey, PA

Social Media Intern, Fall 20XX

- Assisted in the implementation of social media plans that met the organization's goals and objectives
- Maintained social media content on various platforms, i.e., Facebook, Twitter, and LinkedIn
- Analyzed the effectiveness of social media campaigns and made recommendations
- Monitored and responded to posts on social media channels

The English Club, Millersville University Millersville PA

Membership Chair, June 20XX – Present

- Maintained and updated social-media channels including Facebook, Twitter, LinkedIn and Instagram
- Authored blogs about campus wide events and programs
- Utilized social media to grow membership participation by 50%
- Analyzed the effectiveness of marketing initiatives and made recommendations

Snapper (Student Newspaper) Millersville University, Millersville PA

Assistant Editor, August 20XX – Max 20XX

- Wrote and edited press releases and news articles
- Collaborated with the editor, as well as other staff writers
- Worked independently and as part of a team to achieve marketing goals

EXPERIENCE

University Store, Millersville University, Millersville PA

Student Sales Associate, September 20XX – Present

The Olive Garden, Lancaster PA

Hostess, Summers 20XX – 20XX

ACTIVITIES

Growth Through Organizational Leadership Development (GOLD), Admiral Level 20XX

Susquehanna Bank Summer Nonprofit Internship Award, 20XX

Intramural Flag Football 20XX – 20XX

111 Main Street
Philadelphia PA 19000

NAME
Name@site.com
555-123-4567

421 George Street
Millersville, PA 17551

EDUCATION

Millersville University, Millersville, PA
Bachelor of Science in Business Administration, May 20XX
Concentration: Marketing
GPA: 3.1/4.0 Dean's List 3/6 Semesters

COMPUTER SKILLS

- Microsoft Office: Word, Excel, PowerPoint and Outlook
- Minitab

RELEVANT EXPERIENCE

Publishers Unlimited, Columbia, PA

Marketing Intern, May 20XX – Present

- Coordinate with internal departments to respond quickly to customer needs, requests and problems
- Perform market research through interviews, focus groups and surveys
- Place and track advertising
- Brainstorm and implement innovative marketing and outreach strategies
- Prepare brochures and materials and develop detailed marketing plans

ADDITIONAL EXPERIENCE

Center for Student Involvement & Leadership, Millersville, PA

Office Assistant, April 20XX – Present

- Assume receptionist duties, greet public and refer them to appropriate staff members, answer phone, route calls, and take messages
- Oversee database management for quality assurance.
- Assist staff with administrative duties as requested.

Little Kids Day Care Center, Landisville, PA

Child Care Provider, June 20XX – August 20XX

- Planned and implemented activities to meet the physical, emotional, intellectual and social needs of the children in the program

ACTIVITIES/AWARDS

Treasurer, MU Student Senate, 20XX – Present

University Athletics Board, 20XX – 20XX

National Honor Fraternity, 20XX – 20XX

NAME
111 Main Street
Lancaster PA 17604
name@site.com
717-555-1212

EDUCATION

Millersville University, Millersville, PA
Bachelor of Arts in Music, December 20XX
Concentration: Music Business and Technology

RELATED EXPERIENCE

Winter Center, Millersville University, Millersville PA

Production Assistant, Fall 20XX

- Assisted the Prop Master in building, borrowing and altering props for productions
- Supervise 5-15-person stage crews
- Assembled a variety of different speaker systems, such as the i208, FF2, and RSS
- Installed networks, wire harnesses, and speakers for stage productions

Millersville University Orchestra, Millersville PA

Manager, Librarian, September 2007-Present

- Completed setup and cleanup of rehearsal space
- Filed and organized orchestral scores, distribute/collect music during rehearsals

COMPUTER SKILLS

- Microsoft Office, including Word, Excel, PowerPoint and Outlook
- Dreamweaver
- Protools & Audacity
- iTunes & Windows Media

MUSIC ACTIVITIES

Millersville University, Millersville PA

- Marauder Music Productions, 20XX – Present
- Orchestra – Principal French Horn, 20XX – Present
- Chamber Ensemble – Principal French Horn, 20XX – 20XX
- Jazz Ensemble French Horn, 20XX – 20XX
- Horn Ensemble, Spring 20XX
- University Choir – Alto, Fall 20XX

ORGANIZATIONS

Entrepreneurial Musicians Forum
Student Activities Board
Student Ambassadors
Students In Free Enterprise

111 Main Street Millersville PA 17551 **NAME** 717-555-1212 name@site.com

EDUCATION

Bachelor of Science in Speech Communication: Theatre, December 20XX
Millersville University, Millersville PA
GPA: 3.5/4.0 Dean's List 6/8 semesters **Cum Laude**

London Theatre Tour, London England, Summer 20XX

SCHOLARSHIPS

Elva W. Biemesderfer Scholarship
Edward J. Laucks Memorial Sertoma Award
John David Neider Memorial Scholarship

STAGE MANAGEMENT EXPERIENCE

Citamard Millersville University Theatre, Millersville PA

- Assistant Production Stage Manager, Legally Blond, Spring 20XX
- Stage Manager, The Pirates of Penzance, Fall 20XX
- Stage Manager, Proof, Fall 20XX
- Stage Manager, Charley's Aunt, Spring 20XX
- Assistant Stage Manager, Woman in Black, Summer 20XX

Fulton Theatre, Lancaster PA

- Production Stage Manager, Witness for the Prosecution, Summer 20XX
- Stage Manager, King Lear, Summer 20XX
- Stage Manager, The Birds, Spring 20XX
- Assistant Stage Manager, Carousel, Fall 20XX

ACTING EXPERIENCE

Citamard Millersville University Theatre, Millersville PA

- Louise, Gypsy, Fall 20XX
- Ensemble, A Chorus Line, Spring 20XX

Mount Joy Theatre, Mount Joy PA

- Lina Lamoont, Singin' in the Rain, Spring 20XX
- Ensemble, Dreamgirls, Summer 20XX

EXPERIENCE

Clerk, Millersville University Costume Shop, Millersville PA Spring 20XX
Wait Staff, Applebee's, Elizabethtown PA Summers 20XX – 20XX
Retail Associate, Home Depot, Lancaster PA September 20XX – August 20XX

NAME

225 Manor Lane
Lancaster PA 17603

Student@site.com
(717) 555-0000

EDUCATION

Millersville University, Millersville PA

Bachelor of Science in Education – Early Childhood Education, May 20XX

Minor: Integrative STEM Education

Certification: PreK-4

GPA: 3.3/4.0

CLASSROOM EXPERIENCE

Neff Elementary School, Lancaster, PA

Kindergarten Student Teacher, Fall 20XX

- Assisted in morning classroom preparation and setup to establish a safe, stimulating, and exciting learning environment for 15 kindergarteners
- Provided one-on-one educational support to 3 low-level learners during classroom instruction
- Implemented and presented a lesson on shapes and colors utilizing participatory technology
- Created educational projects and classroom curricula aimed at STEM content
- Designed lessons aligned with state and national standards while meeting the school district's curriculum
- Attended IEP meetings to witness the development of individualized education plans for 2 students

Bart Colerain, Lancaster, PA

Kindergarten Assistant Teacher, August – December 20XX

- Monitored classroom management and instruction of a 25 students in a 1st-grade classroom
- Assessed the understanding of students on two dimensional shapes through identification and sorting of shapes

EXPERIENCE

Millersville University Office of Admissions, Millersville PA

Student Ambassador, August 20XX – Present

- Provide tours to groups of approximately 20-30 prospective students and their families while detailing all the university has to offer academically, professionally, and socially
- Assist with university Accepted Student Expos, Open Houses, and all other Admissions special events
- Ensure exemplary customer service is provided to prospective and current students, their families, and any other individual contacting the Admissions Office by accurately directing calls, answering questions, and taking detailed messages

South Mountain YMCA, Reinhold PA

Camp Counselor, Summers 20XX & 20XX

- Designed and implemented a daily schedule of activities for children ages 11-14
- Provided leadership to campers and acted as a role model on positive sportsmanship during camp activities

Name, Page 2

(717) 555-0000, Student@site.com

Millersville University Office of Learning Services, Millersville PA

Tutor, January 20XX – December 20XX

- Provided additional one on one instruction to 3 students struggling in English Literature.
- Assisted students in learning new study methods, test taking strategies, and ways to maximize focus and concentration during class.

McDonald's, Reading PA

Crew Member, September 20XX – August 20XX

VOLUNTEER WORK

The Mix at Arbor Place, 20XX

After School Corps, 20XX – 20XX

Study Buddies 20XX – 20XX

ACTIVITIES/HONORS

Pennsylvania State Education Association, 20XX – Present

Alpha Sigma Alpha – Millersville University, 20XX – 20XX

- **President**, 20XX – 20XX

Anne E. Beyer Award

John and Renee Genbauffe O'Leary Endowment in Science Education

225 Hempstead Lane
Landisville, PA 17538

NAME

name@site.com
(717) 555-0000

EDUCATION

Millersville University, Millersville, PA
Bachelor of Arts in Psychology, May 20XX

AGENCY EXPERIENCE

Children & Youth Agency, Lancaster, PA

Case Worker Intern, January 20XX – Present

- Conduct intake interviews with children and families to determine their needs
- Complete accurate, timely, and confidential case notes for clients
- Co-lead adult education seminar on parenting skills
- Refer families to community resources for employment, housing, addiction, abuse, food, clothing, education, counseling, and legal services

Domestic Violence Services of Lancaster, Lancaster, PA

Children's Advocate Directed Project, Fall 20XX

- Planned and implemented recreational/educational group activities for children
- Assisted with on-going development of Domestic Violence Curriculum for volunteers and staff
- Co-facilitated student groups designed to process domestic violence in families

RELATED EXPERIENCE

Red Robin, Lancaster, PA

Server & Trainer, August 20XX – December 20XX

- Trained new hires on company procedures
- Received Employee of the Month Award for March 20XX and May 20XX

Boys & Girls Club of Lancaster, Lancaster, PA

Camp Counselor, Summer 20XX

- Assured the safety and well-being of 12 girls in 3rd and 4th grades during week-long day camp
- Organized and led campers in games designed to teach team building and conflict resolution skills
- Hosted the end-of-week talent show and helped participants to prepare their acts

VOLUNTEER WORK

Water Street Rescue Mission, 20XX

Habitat for Humanity, 20XX- 20XX

United Way Day of Caring, 20XX

Youth With A Mission, Mexico City Homebuilding Project, 20XX

ACTIVITIES/HONORS

Psi Chi National Honor Society in Psychology, 20XX – Present

Millersville University Psychology Club, 20XX – Present

- **President**, 20XX – 20XX

American Business Women's Association Scholarship, 20XX

NAME
111 Good Street
Lancaster PA 17603
name@site.com
717-555-5555

SUMMARY OF QUALIFICATIONS

- Construction professional with over 3 years of construction management experience
- Successfully managed diverse design-build, subcontractor and vendor teams
- Consistently on-time, within-budget delivery of projects up to \$10 million

EXPERIENCE

Assistant Project Manager, Right Construction, Mount Joy PA, 20XX – Present

- Maintain detailed monthly cost control records and schedules for 9-12 projects
- Develop cost estimates for change orders associated with projects
- Assist in the design to build construction projects with costs averaging \$8-\$10 million
- Coordinate resources to achieve project objectives and identify and communicate where corrective actions are needed
- Evaluate reports, records and logs to confirm adequacy of information and ensure that uniform monitoring and recordkeeping are performed
- Review all sales contracts with Project Manager to identify and assess risks during the bid stage prior to advising suitable actions that can be implemented to optimize the risk

Field Manager, Great Construction, LLC, Dover DE, 20XX – 20XX

- Managed new construction, remodeling, medical, institutional and multifamily projects
- Supervised 5-10 subcontractors and material suppliers
- Followed State and Federal safety regulations to maintain a safe jobsite
- Read and interpreted construction design blueprints and specification manuals
- Assisted Project Manager in estimating construction costs and procurement process
- Maintained document databases to ensure compliance with management objectives
- Participated in site meetings

Builder Assistant, Resort Builders, Swanberry PA, Summer 20XX

TECHNICAL SKILLS

Autodesk AutoCAD Mechanical, Autodesk Inventor Professional, SolidWorks, SoftPlan, RISA 2D, Microsoft Office Suite, Adobe Creative Suite, Microsoft Windows OS, Apple Mac OSX

EDUCATION

Millersville University, Millersville PA

Bachelor of Science in Applied Engineering and Technology Management, May 20XX

Option: Construction Technology Minor: Occupational Safety

CERTIFICATIONS

Certified Technology Manager, CTM, ATMAE
IS-00100.b “Introduction to the Incident Command”
IS-00546.12 “Continuity of Operations Awareness”

ORGANIZATIONS

Lancaster Young Professionals
Lancaster Chamber of Commerce
Construction Management Association of America

Name
111 George Street
Millersville PA 17551
717-871-1111
name@site.com

EDUCATION

Millersville University, Millersville PA

Bachelor of Science in Geology, December 20XX

GPA: 3.3/4.0 Dean's List 3/5 Semesters

Harrisburg Area Community College, Lancaster PA

Completed 30 Credit Hours

RELATED EXPERIENCE

Field Geologist/Education Specialist Intern, Best National Forest, City, ST, Spring 20XX

- Developed and presented interpretive geology programs to children and adults
- Monitored karst systems for biologic, geologic, hydrologic and cultural resources
- Researched mining activities of active and abandoned mines to create GIS monitoring systems
- Compiled and organized geology data, publications and literature for ongoing forest plan research

President, Geology Club, Millersville University, Millersville PA, August 20XX – May 20XX

- Liaison to the faculty advisor updating them on planned activities, membership, and budgets
- Worked with the Executive Board to plan educational trips for 30 members
- Represented the organization at local and regional professional meetings
- Presented and successfully received 100% of proposed budget to Student Senate's Allocation Committee

Featured Writer, The Snapper (student newspaper), Millersville University, Millersville PA, Fall 20XX

- Wrote and edited news articles on environmental issues
- Collaborated with the editor as well as the other staff writers
- Worked independently and as part of a team to identify feature articles related to the environment

EXPERIENCE

Installer, Invisible Fence, Lancaster PA, Summers 20XX – 20XX

Student Worker, Academic Advisement, Millersville University Millersville PA, Fall 20XX

Server, Denny's Restaurant, Mount Joy PA, September 20XX – February 20XX

ACTIVITIES

Millersville University NCAA DII Wrestling Team, 20XX – Present

- Four year starter and scholarship recipient

Millersville University Geography Club, August 20XX – Present

Special Olympics Field Day, Millersville PA July 20XX

111 George Street
Millersville PA 17555

Name

name@site.com
717.555.5555

SUMMARY OF QUALIFICATIONS

- Proven academic excellence demonstrated by receiving the Board of Governors Scholarship, and Honors Program Scholarships
- Demonstrated strong communication skills by presentations at regional and national professional conferences
- Independent and collaborative research experience, with attention to detailed documentation

EDUCATION

Millersville University, Millersville PA

Bachelor of Science: Environmental Chemistry, December 20XX

Cumulative GPA:3.95/4.0

Dean's List 8/8 Semesters

Summa Cum Laude

RESEARCH

Independent Research, Millersville University Chemistry Department, Millersville PA, Fall 20XX

- Performed pH, temperature, turbidity, DO, and nitrate tests on primary streams
- Compared data on rain days and non-rain days to draw conclusions about weather events and water quality across varied land use
- Used MiniTab to perform Kruskal-Wallis and Mann-Whitney tests

LABORATORY EXPERIENCE

Laboratory Technician, Eurofins Lancaster Laboratories Inc., Lancaster PA, January 20XX – Present

- Check water sample PH and residual Chlorine and enter/upload results to computer database or assembling data packages
- Maintain chemical inventory and supplies

Laboratory Assistant, Chemistry Department, Millersville University, Millersville PA, Spring 20XX

- Monitored lab safety for proper handling of materials and chemical contamination
- Answered students' questions and assisted with general questions concerning laboratory or lecture material

PRESENTATIONS

Platform Presentation, "Title," 20XX Conference, National University Scientists, Philadelphia PA, April 20XX

Poster Presentation, "Title," Made in Millersville, Millersville University, PA, March 20XX

Poster Presentation, "Title," Student Research Symposium, Millersville University, Millersville PA, March 20XX

EXPERIENCE

Instructor, Lancaster Science Factory, Lancaster PA, June 20XX – Present

- Conduct experiments and demonstrations while discussing the scientific significance to groups of children from ages 5-10 years old

Peer Advisor, American Chemical Society, Millersville University, Millersville PA, August 20XX – May 20XX

- Engaged in outreach activities such as experiment demonstrations and community volunteer opportunities

Résumé Samples: Graduate Level

NAME

10 Pine Road, Lancaster, PA 17603 ▪ (555) 545.5469 ▪ name@site.com

SUMMARY

Counseling student with experience helping youth cope with issues, such as academic planning, interpersonal relationships, mental health, and self-esteem. Trained in group counseling techniques, solution-focused brief therapy, and appraisal methods. Passion for helping students with college and career planning and development.

EDUCATION

Millersville University, Millersville, PA

Master of Education in School Counseling (Secondary Certification), May 20XX

GPA: 3.9/4.0

Bachelor of Arts in Psychology, May 20XX

GPA: 3.8/4.0 Dean’s List 8/8 semesters

INTERNSHIP EXPERIENCE

School Counseling Intern, Fall 20XX

Eastern York High School, Eastern York School District, York, PA

- Counseled students in grades 9 through 12, using solution-focused and person-centered approaches, to address anxiety, self-esteem, poor academic performance, attendance, and a variety of other issues
- Advised students regularly in accordance with IEPs to meet specific goals
- Led mixed groups weekly on topics such as conflict resolution, relationships, time management, and high school transitions
- Developed a career planning curriculum for 10th grade
- Taught and co-taught classes on résumé development, interview training, and job-search skills
- Participated in weekly meetings on student classroom performance and behavior to provide input on student counseling needs

RELATED EXPERIENCE

Therapeutic Support Staff, June 20XX – Present

TEAMCare Behavioral Health, LLC, Lancaster, PA

- Provide one-on-one strength-based interventions to children and adolescents of all ages with behavioral and social issues in home, school, and community settings
- Follow treatment plans developed by Behavioral Specialists and participate in weekly supervision meetings to discuss progress
- Provide guidance and support to families in developing, accomplishing, and monitoring the goals of treatment plans
- Maintain accurate documentation of treatment interventions and individual student progress

Name, Page 2

Name@site.com

Basketball Coach, September 20XX – Present

Lancaster Catholic Youth Services Organization, Lancaster, PA

- Attend biweekly practices and weekly games
- Instruct small groups of players on basic skills, such as dribbling, passing, and shooting

Writing Tutor, September 20XX – May 20XX

Millersville Honors Program, Millersville, PA

- Reviewed and edited papers for 30 students in Honors English courses
- Met with students individually to explain feedback and check for understanding
- Consulted with faculty members to review course expectations and syllabus requirements

Student Worker, June 20XX – May 20XX

Office of Global Education, Millersville University, Millersville, PA

- Assisted with programming of global education activities for study-abroad programs in England, Scotland, and the Netherlands
- Maintained an Access database of contacts including students, faculty, and program coordinators
- Represented the office at various University events, such as Freshman Orientation, Career Week, and the Wellness Fair

INVOLVEMENT

American School Counselor Association, 20XX

Lancaster County School Counselor Association, 20XX

Millersville University Peer Tutoring Program, 20XX – 20XX

NAME

14 Miller Road
Lancaster, PA 19703

(555) 323-3423
Name@site.com

EDUCATION

Millersville University, Millersville, PA
Master of Arts in English, May 20XX
GPA 3.76/4.0

Thesis: “Encouraging Voice to the Victims of Rape in Contemporary Popular Literature”

University at Albany, State University of New York, Albany, NY
Bachelor of Arts in English and Women’s Studies, December 20XX
Major GPA 3.56/4.0

WORK EXPERIENCE

Millersville University, Experiential Learning and Career Management, Millersville, PA
Graduate Assistant, August 20XX – May 20XX

- Critiqued and edited student résumés and cover letters for approximately 15 students a week
- Contributed to department’s biweekly newsletter by writing articles covering events on campus as well as offered services from the office
- Attended conferences and forums that cover branding, development, and leadership
- Assisted and guided undergraduate and graduate students in searching for internships, volunteer opportunities, graduate school, or post-graduation full-time employment
- Facilitated workshops for résumé production and interviewing skills for student teachers and undergraduate and graduate students

Sargent’s Court Reporting Service, Inc., Harrisburg, PA
Court Reporter, December 20XX – May 20XX

- Proofed and edited transcripts before presentation to law firm or other legal contract
- Maintained different guidelines and deadlines expected of each specific contract
- Recorded and transcribed accurate court proceedings, depositions, and board meetings throughout the states of Pennsylvania, Maryland, and West Virginia
- Administered oath as a Pennsylvania and West Virginia certified notary public
- Interacted with judges, hearing officers, attorneys, defendants, and witnesses
- Adhered to proper legal proceedings concerning redaction and privacy guidelines

Name, page 2
(555) 323-3423
name@site.com

RELATED EXPERIENCE

WAMC 515, Albany, NY

Intern, January 20XX – May 20XX

- Revised and edited features and information for weekly broadcasts
- Researched topics for upcoming featured radio shows
- Conducted interviews of crucial members of the current wave of the women’s movement, such as Amy Richards and Jennifer Baumgardner

ACTIVITIES/HONORS

7th Annual PA State System of Higher Education Graduate Research Symposium, April 20XX

Thinking Gender Conference at UCLA, February 20XX

Middle Atlantic Career Counseling Association, December 20XX – Present

Millersville University Safe Zone Program, October 20XX – Present

Millersville University Graduate Student Association, September 20XX – May 20XX

United Way Day of Caring, September 20XX

Who’s Who Registry of Executives, Professionals and Entrepreneurs, January 20XX – Present

e-Journal Editing and Publishing Board, *Transcending Silence...*, Spring 20XX

Googling Critique Theory Conference, December 20XX

Susquehanna University Poetry Conference, March 20XX

PUBLICATIONS

Signet, Millersville University Literary Academic Journal, Poetry, Spring 20XX

The Patriot News, Central Pennsylvania Newspaper, Poetry, March 20XX

NAME
Smith Street
Millersville, PA 17551
717.872.3333
name@site.com

EDUCATION

Master of Social Work, May 20XX
Millersville University, Millersville, PA
GPA 3.9/4.0 Council on Social Work Education

Bachelor of Arts, Social Work, May 20XX
Shippensburg University, Shippensburg, PA
GPA 3.7/4.0 Council on Social Work Education

SOCIAL WORK EXPERIENCE

Golden Living Center, Reading, PA
Social Worker, May 20XX – Present

- Meet with patients and families to discuss the transfer process, expected outcome and financial implications
- Determine the special needs of patients and create cost-effective solutions
- Facilitate patient placement based on clinical needs, bed availability, and patient/family preference
- Manage and develop relationships with referral sources within area referring providers

Willow Valley Retirement Community, Willow Valley, PA
Social Services Coordinator, May 20XX – May 20XX

- Developed a social history, social assessment and individual care plan for new residents
- Documented progress notes, related to each resident's care plan within policy timeframes
- Participated in preadmission screening of potential residents and provided information to residents and families during admission
- Oriented residents to the long-term-care environment and facilitated placement adjustment
- Interviewed, hired, trained, supervised, and evaluated 20 Social Services Department personnel
- Complied with state and federal requirements when maintaining patient records
- Managed operational budget of \$500,000

RELATED EXPERIENCE

Willow Valley Retirement Home, Shippensburg, PA
Intern, Spring 20XX

Twin Oaks, Carlisle, PA
Intern, Fall 20XX

PROFESSIONAL ORGANIZATIONS

Assistance for the Aging, May 20XX – Present
National Association of Social Workers, September 20XX – Present
Phi Alpha Theta Alpha, December 20XX – Present

Résumé Sample: Functional

NAME

111 University Drive
Millersville PA 17551
name@site.com
717-555-1111

SUMMARY OF SKILLS

- A dedicated educator seeking to deliver training and performance support solutions to new hires and seasoned employees
- Effectively integrated technology into traditional and nontraditional classroom settings
- Consistently exceeded program goals by 15%
- Awarded the 2013 PATA Innovative Teaching Award

TECHNICAL SKILLS

Adobe Dreamweaver, Adobe Captivate, Adobe Photoshop, Macromedia Flash, Trivantis Lectora, Microsoft Office Suite, HTML, CSS, JavaScript, and ActionScript.

QUALIFICATIONS

Training

- Develop training programs that include eLearning, Prezi presentations, websites, and other media formats to ensure course materials are current and meet the diverse learning styles of participants
- Generate and maintain a teaching calendar that outlines quarterly course syllabus, learning activities and goals
- Identify and incorporate best practices and lessons learned into program plans
- Present information using a variety of instructional techniques or formats, such as role playing, simulations, team exercises, group discussions, videos, or lectures.

Assessment

- Develop and administer needs assessment for curriculum development following state/federal mandates
- Identify training and development needs of learners through analysis, appraisal methods and regular consultation with stakeholders
- Create rubrics and metric assessment instruments to measure training effectiveness
- Document and maintain up-to-date confidential records on participants' progress

Program Management

- Prepare budget reports to justify expenditures and request additional funding
- Effectively manage learning resources necessary to implement program plans
- Mentored and coached 4 members of first-year teaching staff

EXPERIENCE

English Teacher, Penn Manor High School, Millersville, PA 20XX – 20XX
ESL Instructor, Sylvan Learning Center, Lancaster, PA Summers 20XX – 20XX
Board Member, United Way, Lancaster, PA 20XX – 20XX

EDUCATION

Millersville University, Millersville PA
Bachelor of Science of Education in English, May 20XX

Cover Letter Samples

SAMPLE 1: *Application Letter*

Name
Address
City, State, Zip Code
Phone Number
Email Address

Date

Employer Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Employer Name:

Suzanne Smith, a regional sales manager at Major Max Company, suggested I write to you regarding the marketing assistant position in your sales department. I have heard a great deal about Major Max over the years and know it is a well-respected and innovative leader in the retail industry. I would love the opportunity to begin my professional career at such an organization.

One of my strengths is my ability to work with a team to develop effective marketing plans. As an intern at Fabulous Shoe Company, I led a team of three marketing interns. Our team researched the buying and shopping habits of our targeted group of 20- to 30-year-olds and developed a marketing plan to meet our consumers' buying needs. Based on our study, the Fabulous Shoe Company increased their market share by 15% and our team was recognized as having the top innovative marketing plan for 20XX. In addition to this internship experience, I also worked for the Best Dressed Corporation from 20XX – 20XX. During this two-year period, I exceeded my sales goals by 49% and received the “Top Salesperson of the Month” award eight times. As a result of these experiences, I have developed the skills necessary to succeed at Major Max Company.

I look forward to meeting you to discuss in detail my qualifications. The number I can be reached at during the day is 717-852-1597, or email me at ____@____.

Thank you for your time and consideration.

Sincerely,

Sign in black ink

Name
Enclosure

SAMPLE 2: *Application Letter*

Your Address
Your City, State, Zip Code
Your Phone Number
Your Email Address
Date

Employer Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Employer Name:

Dr. Smith alerted me to the math teacher position that has become available at XYZ High School. Please accept this letter and accompanying résumé as evidence of my interest in applying for this position.

My education at Millersville University has given me a strong background in teaching high school students with varied math aptitudes. My experiences as a student teacher at Penn Manor High School allowed me to partner with my cooperative teacher to study the impact of using learning-style technology in the classroom. The technology illustrates mathematics concepts for varied learning styles, which include visual, auditory and sensory learners. As part of this study, I was able to compare past student Mastery scores with my class. The results of this study found that students who were exposed to technology-based learning increased their Mastery scores by 32%. My skills as an effective teacher, along with my ability to measure student learning, makes me an ideal candidate for this position.

Thank you for taking the time to review my credentials. If you have further questions or would like to schedule an interview, please contact me at ___@___ or 717-xxx-xxxx.

Sincerely,

Sign in Black Ink

Name
Enclosure

SAMPLE 3: *Thank-You Letter*

Your Address
Your City, State, Zip Code
Your Phone Number
Your Email Address
Date

Employer Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Employer Name:

Thank you very much for taking the time to interview me for the production line manager position at the Leftorium on October 31, 20XX. It was extremely interesting to learn about your company and the services that you offer. I respect the work and accomplishments that your organization provides to left-handed people in the Lancaster area.

My enthusiasm for the position and my interest in working for the Leftorium were strengthened as a result of the interview last Thursday. I believe my education and experience match very well with the job requirements, and will allow me to excel in this position. For example, my five years of working with left-handed lawyers will assist me in developing a product line for your clients. I am highly motivated, open-minded, and a good facilitator. I am sure that I could make a significant contribution to the productivity of your organization.

The Leftorium is an organization that I can definitely see myself devoting time and energy to because the work is of great importance to the lives of many people. I would like to reiterate my interest in the position and your organization. If there is any further information I can provide, please do not hesitate to contact me at (717) 555-3663. I look forward to speaking with you soon.

Again, thank you for the interview and your consideration.

Sincerely,

Sign name in black ink

Your Name

SAMPLE 4: Acceptance Letter

Your Address
Your City, State, Zip Code
Your Phone Number
Your Email Address
Date

Employer Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Employer Name:

I am pleased to accept the position of staff accountant with the Springfield Nuclear Power Plant. I look forward to the challenges that await me with your company. I appreciate the opportunity to use all of my business skills to benefit your organization.

I will report to the Springfield Nuclear Power Plant Operations Center on November 1, 20XX, to begin the training process, which will conclude on November 6. As we discussed, my starting salary will be \$50,000 a year, and I will enroll in the company benefits program.

Thank you again for the opportunity to join your organization. If you need to get in contact with me before the 1st of November, I can be reached at (555) 555-5555 or by email at _____@_____.

Sincerely,

Sign in black ink

Your Name

SAMPLE 5: *Declining Letter*

Your Address
Your City, State, Zip Code
Your Phone Number
Your Email Address
Date

Employer Name, Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Employer Name:

Thank you for the considerable time and effort you have expended in considering me for the systems analyst position in your Information Technology Department. I appreciate the time you, Mr. Joule, and Ms. Curie have spent with me during the interviews and tour of your facilities.

As you are aware, I have had the good fortune to be able to select from several outstanding opportunities. The process of selecting just one of these offers has been very difficult. Last week, I focused my energies on High Voltage Electronics and one other company.

After much thought, I must respectfully decline your offer to join your Information Technology Department. I feel that the opportunity with the other company more closely matches my qualifications and interests at this stage in my career.

I am very impressed with your Intranet services for clients, the commitment to customer service, and team atmosphere. I have advised a number of my peers of the excellent opportunities available with your company. Several of them expressed interest in speaking with you after they graduate. I wish you much success in your recruitment efforts.

Thank you again for the kindness and consideration you offered me over the last few weeks.

Sincerely,

Sign in black ink

Your Name

Experiential Learning & Career Management

 717-871-7655  717-871-7955

www.millersville.edu/elcm

Email: careers@millersville.edu

Millersville University

Bedford House

112 S. George St.

Millersville, Pennsylvania 17551-0302

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6630-DEVE-0118-SA