



Career and Internship Services

Effective Resumes

Writing an effective resume is key to a successful job search. A resume is often your first contact with a potential employer and can lead to an interview. It can also differentiate you from other candidates. Employers typically spend an average of 30 seconds reviewing a resume so it must be easy to read, highlighting your accomplishments and relating them to your job objective. **A good resume shows, at a glance, how you can benefit a company and why an employer should consider you for a position.** The following handout gives you an overview of the basics of resume writing.

YOUR RESUME IS A MARKETING TOOL

Think of your job search as a marketing campaign. You are selling a product (your skills) to a consumer (an employer). But you are in competition with many others who may have similar skills. How do you position yourself so you stand out from the pack? What makes you unique? Your resume is one way to market yourself to an employer. Select a style and format that effectively tells an employer why and how you can benefit the company and what makes you different from other candidates.

RESEARCH IS KEY

All good marketing campaigns begin with research. Your job search is no exception. Before attempting to write a resume, answer these questions: Who am I trying to reach? What employers want my set of skills? Know your audience! In order to do this type of research, you must first have a focused job objective. What type of position are you looking for? Make your job objective as specific as possible. For example, "A Product Manager for a Telecommunications Company" is better than "A Marketing Position." A clearly focused job objective tells the employer you have done your homework, you have specific goals, you know what you want. The more clearly you define your job objective, the better you can focus your resume.

WHAT TO INCLUDE

Name, address, phone number and e-mail. If you have a local address while in school as well as a permanent address in your home town, you can list both addresses on your resume. Employers need to be able to contact you reliably by telephone and/or e-mail. Be sure to have a **professional** message for the contact number you provide.

Job Objective. List your specific area of interest and the level of the position you desire. For example, "A Management Trainee position in a car rental company" or "A Financial Analyst for an international company." Always tailor your job objective to the position for which you are applying. If you have two different job objectives, you may want to create two different resumes. Some MBA's may prefer to substitute a profile instead.

Profile, Skills Summary, or Highlights of Qualifications (opt.). This is a concise, targeted summary of your qualifications for that position. Can be in bulleted or summary form. It can include the following:

- Who are you and what can you offer?
- What are your area(s) of expertise?
- What roles/functions have you had in previous positions?
- In what companies have you worked?
- How long have you been in your field?
- What special, relevant skills/knowledge do you have to offer?
- What is unique about your education or professional background?

Education/Training. List the names and locations of schools you've attended beyond high school, the dates you attended, degrees held, and major fields of study *in reverse chronological order (most recent is first)*. You can also include your GPA (if a 3.0 or above for an undergraduate student or a 3.5 or above for a graduate student) and any honors, awards, or scholarships you've received. If you don't have a lot of experience, you can list coursework related to your job objective to really highlight your educational background. In certain cases, such as lack of related work experience, list relevant coursework.

Work Experience. Starting with your most recent position, list all full-time, part-time, summer, and military positions including co-ops, internships, and volunteer work. For each job, include dates of employment (month and year), name and location of employer (city and state), and position title. Describe your major responsibilities, the skills you used, and your main accomplishments in terms of the results you produced. Use action verbs (organized, budgeted, managed, researched) to describe what you did. Make sure the verb tenses agree (describe your present position using the present tense, previous jobs in the past tense).

Don't forget to list your academic projects related to your field.

Activities/Special Skills. List relevant information including the following: interests and activities that demonstrate job-related skills (leadership, organization, teamwork); personal accomplishments (Financed 70% of college education); computer and language skills; school activities including membership in student clubs; membership in professional associations, publications, and awards.

GREAT BEGINNINGS: HOW TO START WRITING

Begin to write your resume by making lists. List your educational achievements, your work experience, and other relevant information. At this point, be creative, brainstorm, and list everything you can think of. Write more than you need because you will cut and refine the resume later. The next step is to really look at your job objective and begin to condense the lists you've made. To determine which items should stay on the resume and which should be deleted, answer the following questions: Is the item relevant to my job objective? Does it show how I can benefit the employer? Get feedback from people in your own career field and from others who may not be familiar with your industry. Does the resume make sense to them?

BASIC GUIDELINES

Follow these guidelines when writing your resume:

- List as many relevant skills as you possess.
- Use jargon and buzzwords that are understood in your industry.
- Be brief: use short words; use phrases, not complete sentences; use bullet (*optional*).
- Be specific: use concrete examples, qualify, and quantify information if possible.
- Be active: use action verbs.
- Be selective: more is not necessarily better on a resume.
- Be honest.
- Spell check and proofread carefully!

RESUME DESIGN

An organized presentation is key to an effective resume.

- Layout should be neat, easy to read, uncluttered. Avoid overcrowding.
- Important headings should be highlighted so they are easily seen at a glance.
- Use 8-1/2 x 11 good quality paper.
- Use white, off white, or light gray bond paper (20-25lbs) for a professional look. Most copy shops have "resume" paper. You will also want to purchase extra sheets for your cover letters and matching envelopes.
- Use a standard typeface (not a template) and laser printer. Most resumes today are prepared using desktop publishing/word processing software. Remember, using a computer gives you the flexibility to make changes quickly and to tailor your resume to a specific position.
- Have your final copy laser-printed.

- Use a consistent layout (for example, if you bold face one job title, bold face them all).
- Use bullets for emphasis (*optional*).

RESUME DON'TS

Here are some things to avoid on a resume:

- Don't abbreviate: except degree (MBA) or state (CA).
- Don't list personal information such as your gender, weight, health, and marital status or include a picture.
- Don't include address of prior employers except city and state.
- Don't include references. Type the names, addresses, and phone numbers of your references on a separate sheet of paper, but do not include this list with your resume!
- Don't begin a sentence with "Responsibilities included" or use pronouns ("I" or "We").
- Don't mention salary.

RESUME FORMATS

There are three basic resume formats: chronological, functional and combination. Each format has its own unique advantages. The chronological and combination resumes are most commonly used and widely accepted. The functional style is preferred for those lacking experience.

CHRONOLOGICAL RESUMES

The chronological resume lists your experience in reverse chronological order (most recent job first) and focuses on job titles and company names. Accomplishment and skill statements are listed under each position.

Use this format when:

- You are staying in the same field.
- Your job history shows growth and development: steady upward mobility.
- Your recent job titles are impressive or your most recent employers are prestigious.
- You have a stable work history with no gaps.
- You are applying to traditional/ conservative fields such as Accounting or Banking.

FUNCTIONAL RESUMES

The functional resume is organized according to skills with accomplishments listed under skill or function headings. A brief listing of your work history appears at the end of the resume. The skills or functional areas you choose to include will be determined by the job objective and the aspects of experience to be highlighted.

Use this format when:

- Your recent work experience is not related to your job objective.
- You want to emphasize skills that you used earlier in your career.
- You are re-entering the job market.
- Your work experience is very diverse.
- Your work history is complicated and includes stretches of unemployment (other than when you were a full time student).
- You are changing careers and want to illustrate how skills acquired in one setting can be transferred to a new field.

COMBINATION RESUMES

This resume combines elements of both chronological and skills resumes. Most combination resumes begin with a skills or strengths summary followed by a list of experiences. You can also group your experiences under specific skill sets so that you list the most significant experiences first.

Use this format when:

- You want to highlight your skills or strengths summary/profile as you would in a functional resume but maintain the popular chronological format.
- You are transitioning to a new career field.

RESUME ACCOMPLISHMENTS WORKSHEET

Accomplishment statements should be brief, specific, and results-oriented. Begin each statement with an action verb. Use quantitative or qualitative measures wherever possible.

An effective statement consists of 4 parts:

- A potential problem, opportunity, or issue
- What you did about it
- What you actually accomplished
- The measurement or result and how it benefited the organization

Examples of Accomplishments Statements:

- Trained new employees in customer service, secretarial and telephone procedures, which generated a 30% reduction in complaints.
- Major contributor to 300% increase in revenues for rapidly growing Internet Service provider. Obtained up to 200 new accounts daily through targeted direct marketing efforts and presentations at trade shows.

LIST SOMETHING YOU DO VERY WELL:

For example: *I am good at persuading people to buy a product (sales)*

- 1.
- 2.

GIVE AN EXAMPLE OF HOW YOU HAVE USED THIS SKILL AT WORK, AT AN INTERNSHIP, AT A VOLUNTEER JOB OR IN YOUR PERSONAL LIFE:

For example: *I have successfully sold computer equipment*

- 1.
- 2.

WRITE AN ATTENTION-GRABBING ONE-LINER (BEGINNING WITH AN ACTION VERB) TO TURN YOUR SKILL AND EXAMPLE INTO AN ACCOMPLISHMENT STATEMENT:

For example: *Increased computer sales from \$50,000 to \$400,000 during first year, closing many difficult sales by effectively overcoming objections*

- 1.
- 2.

ACTION VERBS

Action verbs can help you transform your resume from a simple list of job duties to a dynamic picture of your achievements and abilities. Achievement statements are short sentences, which highlight your specific work-related accomplishments. A typical achievement statement includes:

1. Action Verb 2. (who/what/when/where) 3. Results Produced

For example: Created an efficient filing system for catering company, transforming haphazard records into readily retrievable form.

Verb List for Resumes and Letters

Words in bold are especially good for pointing out accomplishments.

Management Skills

administered
analyzed
assigned
attained
chaired
consolidated
contracted
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication Skills

addressed
arbitrated
arranged
authored
collaborated
convinced
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced
interpreted
lectured
mediated
moderated
negotiated
persuaded
promoted
publicized
reconciled
recruited
spoke
translated
wrote

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired
solved
upgraded

Teaching Skills

adapted
advised
clarified
coached
communicated
coordinated
demystified
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
instructed
persuaded

set goals
stimulated
trained

Financial Skills

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
projected
researched

Creative Skills

acted
conceptualized
created
customized
designed
developed
directed
established
fashioned
founded
illustrated
initiated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Helping Skills

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated

expedited
facilitated
familiarized
guided
motivated
referred
rehabilitated
represented

Clerical or Detail Skills

approved
arranged
catalogued
classified
collected
compiled
dispatched
executed
generated
implemented
inspected
monitored
operated
organized
prepared
processed
purchased
recorded
retrieved
screened
specified
systematized
tabulated
validated

More Verbs for Accomplishments

achieved
expanded
improved
pioneered
reduced (losses)
resolved (problems)
restored
spearheaded
transformed

From *The Damn Good Resume Guide*
by Yana Parker,
Berkeley: Ten Speed press

Chronological Resume: Internship Position

JENNIFER INTERN

221 Easten Lane
Roanoke, VA 54043

(504) 999-999
Jenn34@hotmail.com
Jennyi@udel.edu

OBJECTIVE:

Internship in Financial Services where I can contribute my knowledge and skills and build my experience.

EDUCATION:

Dominican University of California, San Rafael, CA
Bachelor of Science in Business Administration
Concentration: Finance
Major GPA 3.2

May 2007

Relevant Coursework:

- *Accounting
- *Macro Economics

Activities:

- *Debating Club
- *Shadowed Financial Manager at Merrill Lynch

EXPERIENCE:

Sales, WalMart, Blacksburg, CA
Summer 2004

- *Assigned to electronics department.
- *Sold more than \$2,000 worth of merchandise nightly.
- *Re-organized stocking procedures.
- *Commended by floor manager.

Bus Person, Ricky's Restaurant, Roanoke, CA
January 2000- July 2002

- *Provided quick and efficient customer service.
- *Trained 2 new employees in procedures.

SPECIAL SKILLS AND ABILITIES:

- *Microsoft Word, Power Point, and Publisher
- *Four years of German
- *Gymnastics competitor—parallel bars—tried out for Olympic Team in 2000.
- *Runner up for Miss Teen California in 2002.

Combination Resume: Human Services

Jason Kidd

101 West St., Novato, CA 94949
cell: (415) 927-3333

(415)123-1234
jkidd@nova.com

OBJECTIVE: Seeking a communications position in a non-profit agency

SKILLS SUMMARY:

Communication: Experienced in editing and communications. Oral and written command of the English language—grammar, syntax, spelling, and punctuation. Fluent in German

Computers: Windows, Microsoft Office, PageMaker

Analytical Skills: Problem solver; troubleshooter; research experience

Personal Attributes: Detail-oriented, leader, articulate, quick-thinking, excellent interpersonal skills

EDUCATION:

DOMINICAN UNIVERSITY OF CALIFORNIA, San Rafael, CA

Bachelor of Arts Degree, English, May 2004

Minor: History/Political Science

GPA 3.2/4.0 Dean's List, two semesters

UNIVERSITY OF BONN, Germany, fall, 2003

Semester Abroad - Liberal Arts and German Language Study, all classes in German language

WORK EXPERIENCE:

SMITH APPLIANCE AND SERVICE, Rohnert Park, CA

Receptionist/Customer Service, summers/P-T 2001- 2002

- Edited all of manager's correspondence for error-free internal and external communications
- Answered phones, directed calls, took repair orders attending to detail
- Implemented new database system resulting in reduction of database errors
- Installed and troubleshoot programs on computer for greater work efficiency

KELLY'S RESTAURANT, Santa Rosa, CA

Waiter/Night Manager, summers/P-T, holidays, 2000-2002

- Promoted to Night Manager after only two months
- Managed night crew using strong communication, interpersonal and organizational skills
- Managed external marketing with schools resulting in an increased number of children in program
- Created "attention-grabbing" brochures and flyers to promote youth events
- Communicated with several departments to organize games and outings for inner-city children

VOLUNTEER EXPERIENCE:

CHILDREN'S CLINIC, Santa Rosa, CA

Social Worker's Assistant, P-T, 1998

- Assisted in administering psychological tests and making appointments

AWARDS:

Dominican University of California Scholarship, three years

ACTIVITIES:

Intramural Basketball, three years

Functional Resume: Limited work experience

ANNA GUTIERREZ

459 Buena Vista Avenue, #3
Berkeley, CA 93700
415-222-2222

Agutier@dominican.edu

OBJECTIVE:

Entry-level Marketing position in a non-profit organization

EDUCATION:

Dominican University of California, San Rafael, CA
B.A. Humanities, G.P.A. 3.4, expected May 2007

University of Costa Rica, Education Abroad Program, Spring 2005

SKILLS:

MARKETING/ MANAGEMENT

- Coordinated team of ten in planning sorority recruitment resulting in a chapter membership increase of 35 percent. Implemented a marketing strategy that promoted the benefits of membership.
- Organized fundraising and promotional events for literary/art journal bringing together Filipino artists from areas throughout California.
- Achieved highest sales volume level while employed at a retail store.
- Collaborated with a team of instructors to create a positive, fun and lively learning atmosphere tailored specifically for each client.

COMMUNICATION

- Directed group of 70 sorority members and increased group unity by designing team building activities.
- Motivated 15 underachieving students toward success in district exams.
- Drafted a proposal for an educational project resulting in a \$600 grant award.

CREATIVITY

- Conceptualized yearlong project for ESL students that will culminate in a journal of autobiographical works.
- Designed visual concept for a magazine debut event.
- Developed a semester teaching unit on culture, ethnicity, and identity.

SOFTWARE APPLICATIONS

MS Word, Excel, Adobe PhotoShop, SoundEdit Pro, Dreamweaver, internet research skills; Designed a web page.

EXPERIENCE

Project Coordinator and Tutor, Edna Brewer School (9/01-present)

Teaching Intern, Break the Cycle (9/02-present)

Recruitment Chairperson, Chi Omega Sorority, (1/01-12/01)

Salesperson, Wicked Corporation, (7/99-12/01)

Instructor and Group Leader, National Cheerleaders Association (May-July 1999, 2000 & 2001)

Combination Resume: Psychology

Stacy Barrington

729 North Street, San Rafael, CA 94901
(415) 288-9003

stacy.barrington@dominican.edu
cell: (202) 545-9442

OBJECTIVE Seeking a management trainee position in an international company

STRENGTHS

- ∨ Management and Customer Service: Six years of experience in managing/ training staff and servicing clients using problem-solving and interpersonal skills
- ∨ Strong technical and research skills: Proficient in Word, Excel, Access, internet research
- ∨ Personal attributes: Self-starter, fast learner, decisive, team player and goal-oriented
- ∨ Fluent in French language and culture

EDUCATION

Dominican University of California, San Rafael, CA

Bachelor of Arts Degree, expected May, 2007

Major: **Psychology**

- Honors, Rotary Club Academic Scholarship, American Scholarship, Psi Chi Honor Society

Relevant Coursework:

Organizational Behavior
Social Psychology

Theories of Personality
Research Methods in Behavioral Science

Project:

- Designed and facilitated a group counseling seminar on adjustment to University life

EXPERIENCE

Bon Appetite Food Services, San Rafael, CA

Student Manager, 8/2003 - present

Intern, fall 2002

- Supervise 5-10 students in each shift giving regular feedback, effectively solving problems resulting in improved dining services' efficiency
- Hire and train new student employees; develop new training procedures adopted by the corporate training facility

Macy's, Corte Madera, CA

Sales Associate, summers and holidays, 2000 -2001

- Serviced all facets of store sales specializing in friendly customer relations and tactfully handling customer concerns resulting in increasing the number of repeat clients
- Led a team organizing visually interesting display setups and promotions

Admissions Office, Dominican University of California, San Rafael, CA

Student Ambassador, 9/2001-5/2002

- Tailored tours to meet informational needs of prospective students and parents
- Participated in student panels and discussions using strong communication skills
- Processed, updated and organized application materials

ACTIVITIES

- Student Government, Vice-President; International Student Organization; Big Brothers-Big Sisters
- Volunteer Tutor - Indo-Chinese Learning Center; Habitat for Humanity

Chronological Resume: Politics

LENARD I. BORGE

lib@berkeley.edu

Current Address:
57 Arrow Blvd.
Corte Madera, CA 94901
(415) 398-5642

Permanent Address:
50875 San Miguel Ave.
Los Angeles, CA 94901
(310) 555-8798

OBJECTIVE

Position in public policy research

EDUCATION

B.A. Politics, Dominican University of California, May 2007 3.8 GPA
Hebrew University of Jerusalem, 10/04-6/05

RELATED EXPERIENCE

Israeli Ministry of Justice, Human Rights Division, Jerusalem 12/04-4/05

Assistant to Director

- Conducted in-depth study of prisoner history
- Organized conferences, maintained contact with human rights watch groups, and established relations with families of suspected terrorists held in Israeli jails.

The Institute of World Politics, Washington D.C. 1/04-5/04

Research Intern.

- Monitored and briefed director on daily developments and security issues with an emphasis on Russia, national security, global organized crime, and nuclear proliferation.
- Wrote extensive research paper on Russian Organized Crime/State Sponsored Corruption in former Soviet Union.

ASUC Senate 8/03-1/04

Elected Senator

- Represented undergraduate and graduate students in an on-campus political forum

Vice-Chairman Senate Finance Committee

- Helped manage a business budget of over \$6 million controlled by the Senate
- Dispersed funds to student groups and other interests following votes and committee decisions.

U.S. House of Representatives Page 8/00-2/01

Democratic Cloakroom Staff, 104th Congress

- Aided members of congress in general cloakroom duties, communication between Chamber and offices, and delivery of official documents.
-

ADDITIONAL EXPERIENCE

Sage Nissan, Walnut Creek, CA 6/04-10/04

Salesperson

- Sold an average of 15-20 cars monthly
- Received #1 Salesman Award for September

Minolta Business Systems, Tarzana, CA Summer 2003

Sales Representative

- Engaged in sales of business copiers and fax machines in assigned territory
 - Generated over \$50,000 in sales.
-

AWARDS

Phi Beta Kappa, January 2005

Dean's Honor List, Dominican University, Fall & Spring 2004 and 2005

Kappa Sigma Chapter Leadership Award, May 2003

LANGUAGES

Fluent in English and Spanish

Functional Resume: Changing industries

RITA SASAKI

*1990 Norwood St.
Sausalito, CA 91493
415-672-8111
ritas@bonita.com*

OBJECTIVE:

Position as Executive Assistant in an international organization focus in development in the Pacific Rim countries.

EDUCATION:

Dominican University of California, San Rafael, CA
M.B.A. Global Strategic Management, expected 5/07

PROFESSIONAL EXPERIENCE:

Knowledge of East/West Business

- Coordinated all elements of a high-rise construction project dealing with American architects and construction firms:
 - Chinese entrepreneurs in Hong Kong
 - British bankers and solicitors in Hong Kong
 - Hawaii-based American mortgage bankers, attorneys, and accountants
- Worked in Tokyo as assistant to the manager of a New York based import-export fi

Coordination/Problem Solving

- Monitored progress of a \$26 million construction project in Hawaii to meet contracted completion date.
- Mediated job-site conflicts among subcontractors.
- Organized and led international group tours to China and other parts of the Orient.

Communication Skills

- Made oral and written presentations to bankers on financial status and work progress to obtain approval and funding.
- Prepared and delivered briefings for sales agents and brokers.
- Presided over weekly project meetings with contractors and architects.
- Created and maintained filing systems; drafted forms, correspondence, reports.
- Wrote text of radio program for Hong Kong Commercial Broadcasting Company.

EMPLOYMENT HISTORY:

4/91-12/94	Realtor	Reynolds Realty, Honolulu, Hawaii
6/89-3/91	Project Manager	Hawthorne Inc., Honolulu, Hawaii
3/88-5/89	Tour Manager	Cultural Tours, Inc., Hawaii, Hong Kong, Canada
8/87-2/88	Office Manager	Lum and Lum Corp., Honolulu, Hawaii

Chronological Resume: Laboratory Position

Anna Liu

Local: 333 Haste St. Apt. 200C, Berkeley, CA 94708 (510) 555-8798
Permanent: 1898 20th Avenue, San Francisco, CA 94122 (415) 566-8522
Email: aliu@berkeley.edu

Education:

Dominican University of California, San Rafael, CA
Bachelor of Science, Biology, December 2006, GPA 3.3

- Emphasis in Cell and Developmental Biology

Laboratory Skills

Cell fractionation by differential centrifugation, RNA analysis extraction and fractionation, membrane isolation, Lipid extraction techniques, DNA analysis, gel electrophoresis, and protein assays.

Relevant Coursework:

Organismal Biology	Ecology & Evolution	Adv. Microbiology
Cell & Developmental Biology	General Chemistry	Anatomy
Genetics and Molecular Biology	Earth Science	General Physics

Relevant Experience:

Laboratory Assistant

College of Marin, San Rafael, CA CA (8/05-present)

- Prepare stock solutions and media
- Supervise student assistants and oversee 35 students in each class
- Work with a team of professors and teacher assistants in publishing new lab manuals

Research Assistant

Comparative Endocrinology Lab, Dominican University, San Rafael, CA (8/04-present)

- Plan, organize, and carry out long-term and short-term research projects
- Analyze, research, and study evolution of hormones
- Develop expertise in metabolic pathways of thyronines
- Adept in RIAs, enzyme characterization, and handling radioactive materials

Other Experience:

Student Caseworker

Suitcase Clinic, Berkeley, CA (1/04-5/04)

- Interviewed homeless and low-income individuals to obtain general profile and determine their presenting issues
- Worked with lawyers, physicians, and social workers to obtain services for homeless individuals

English Tutor and Mentor

City College of San Francisco, San Francisco, CA (1/03-6/03)

- Actively involved in teaching students the complexities of the English language
- Provided assistance to tutors in subjects such as biology

Activities

Mentor, Chinatown YMCA (8/04-present)

Fundraiser, Recreation Center for the Handicapped (8/02-12/04)

Additional Skills

Computer: MS Word, Excel, WordPerfect, Outlook, Corel Quattro Pro

Language: Fluent in English & Cantonese

ELECTRONIC RESUMES AND COVER LETTERS

Sending Resumes and Cover Letters by E-Mail

When Do You Use E-Mail? Use e-mail when companies request it in a job listing. You may also be invited to "post" your resume by e-mail to a company's website.

How Do You Send A Document By E-Mail? Follow any formatting and display style instructions given by the employer. If no instructions are given, format the document as plain text, commonly ASCII (American Standard Code for Information Interchange) or Text Only so that it can be read by any computer software. Copy and paste your documents into the e-mail message. Do not send them as attachments, since the recipient may not have compatible software to open and read the attachments or may be concerned about viruses. Resume and cover letter should be included in one e-mail message. Send a cover letter with the resume unless the employer has stated that cover letters are not desired.

Typical Steps for Formatting a Document to be sent by E-Mail:

1. Make a duplicate copy of your document.
2. Select "Save As" under the File menu.
3. In the "Save As" window, rename your document (for example, "e-mail resume") and select "MS-DOS Text" using Word (or "ASCII Text File" using Word Perfect) under the "Save File as Type." Then click OK. Your document is now saved as a text file.
4. Open the document. Notice that all bolding, underlining, and bullets have disappeared and distinctive fonts have been changed to a plain font. Clean up formatting as needed (eliminate odd spacing, adjust margins, and insert extra lines to divide text).
5. Adjust your document using capital letters to provide emphasis. Also consider using asterisks (*), plus signs (+), and dashes to highlight text.
6. Before transmitting to an employer for the first time, send your e-mail resume and cover letter to yourself and, if possible, to a friend who uses a different Internet provider in order to ensure proper transmission and make a final check on style and format.

NOTE: Since e-mail resumes are often subjected to keyword searches, it is advisable to include keywords and a keyword summary in your e-mail resume. See "Tips on Using Keywords" on the following page for further information.

PRODUCING SCANNER-READY DOCUMENTS

When Do You Use Scanner-Ready Documents? Increasingly, large companies are using electronic scanners as laborsaving devices to store, review and select resumes. Paper resumes are read by an Optical Character Scanner (OCR) and stored in a database. When a need arises, all resumes in the database are subjected to a "keyword search." The resumes having the greatest number of desired keywords are selected for possible interviews. The employer will generally indicate that a scanable resume is required, but, if you have any doubt, ask the employer directly. Some employers may also accept a standard resume in addition to a scanner-friendly version (be sure to specify which is which with a post-it note).

How Are They Prepared? Follow any instructions provided by the employer. Here are general guidelines for producing a document, which can be read by a scanner:

- Place your name at the top of the page on its own line (your name should also be the first text on succeeding pages of the resume). Use standard address format below your name:

name
street
city, state, zip
phone
fax
email

- List each phone number on its own line.
- Use font size of 10 to 14 points (avoid Times 10 point).
- Use standard typefaces such as Helvetica, Futura, Optima, Univers, Times (12 or larger), New Century Schoolbook, and Courier.
- Don't condense spacing between letters.
- Don't use italics, parentheses, brackets, slashes, underlining, shadows, reverses (white letters on a black background) vertical or horizontal lines, graphics, shading or boxes.
- You may use bold and/or capital letters for headings as long as the letters don't touch each other.
- Avoid two-column format or resumes that look like newspapers or newsletters.
- Print on good quality resume writing 8-1/2" x 11" white, ivory or light gray paper. You can purchase it at a copy shop.
- Provide a laser printed or letter-quality original.
- Send to the employer in a full-size envelope so documents are not folded.
- Include a cover letter for scanning as well, unless the employer requests that it be omitted.

Tips on Using Keywords: The importance of using keywords cannot be overstated. Since a human being will not read your resume until it produces a sufficient number of keyword "hits," it is critical that you employ numerous keywords that are applicable to the position you seek. Here are some guidelines for maximizing "hits":

- Use industry jargon, buzzwords and acronyms.

- Use terms that appear in the job description.
- Be specific. For example, list names of all the software you use. Don't just list Microsoft Office, but, instead, list Microsoft Word, Microsoft Excel, etc.
- Use common headings such as: Objective, Experience, Employment, Work History, Positions Held, Appointments, Skills, Summary, Summary of Qualifications, Accomplishments, Strengths, Education, Affiliations, Certification, Honors, Papers, Publications.
- Use action verbs to describe your job functions and accomplishments, for example, "managed a team of software engineers" rather than "responsible for managing..."
- Use nouns wherever possible to link your personal qualities, skills, and accomplishments, for example, "troubleshooter, innovator, negotiator, problem-solver, top earner..."
- Provide a "Profile Summary" below your Objective or at the bottom of the resume that lists keywords (preferably nouns) describing your personal qualities, skills, experience, accomplishments, affiliations, and education. For example, "...five years experience, MBA Finance, excellent writing skills, public speaker...etc."
- Don't hesitate to use more than one page.

COVER LETTERS

The cover letter introduces you to an employer, provides an opportunity to state your objective, and supplements and clarifies your resume. You can tailor your cover letter to each employer by focusing on your interest in that particular firm and why your specific set of skills and background will benefit them. A good cover letter is focused on the needs of the employer. Cover letters should be clear and concise. Here are some tips for writing an effective letter:

- ◆ Write an individual letter to each person to whom you send a resume.
- ◆ Direct your letter to a specific person if possible.
- ◆ Follow business letter format.
- ◆ Use the same quality paper on which your resume is printed.
- ◆ Make sure your letter is accurate, precise, and error-free. Flaws in a cover letter will often be interpreted as flaws in your qualifications.

Format for Cover Letters

First Paragraph: Introduce Yourself and What You Want

- ◆ Name the specific position or type of work in which you are interested.
- ◆ Briefly state your major and degree anticipated.
- ◆ Indicate how you heard about the opening.
- ◆ If possible, convey why you are interested in the organization and anything you know about their product or service.

Middle paragraph(s): Why You Are a Good Candidate and What can you do for the Employer

- ◆ In one or two paragraphs, describe highlights from your background that would be of greatest interest to the organization. Explain how your academic background, work history, and other skills and abilities qualify you for the job. Why should the employer hire you?
- ◆ Point out specific achievements or unique qualifications.
- ◆ Mention specific knowledge you may have (i.e., computer applications, foreign languages, lab techniques, writing/editing capabilities, etc).
- ◆ If possible, demonstrate your knowledge of the industry/field.
- ◆ Market yourself; convey enthusiasm.

Third Paragraph: Call to Action

- ◆ Thank employer for consideration and repeat your interest in the position/company.
- ◆ Express your willingness to provide additional information.
- ◆ Indicate your desire for a personal interview.
- ◆ Be pro-active; specify when you will be contacting them by phone.

**Note: Additional handout on format and alternate cover letter styles available at Career and Internship Services Center.

SAMPLE COVER LETTER: Internship

This student used the same heading as in her resume.

Meredith Nelson

50 Acacia Avenue • San Rafael, CA 94901 • 415-555-6228 • mnelson@yahoo.com

February 23, 2004

Mr. Peter Washington
Manager
Glance Winery
222 Ash Street
Sonoma, CA 95476

Make sure this information is accurate.

Notice how the letter begins by showing that the student knows something about the winery.

Dear Mr. Washington,

I recently read in the *North Bay Business Journal* that your winery is expanding the sales and marketing division. I was thrilled to read about the success of the winery and of the expansion. I am interested in interning with Glance Winery to assist in this expansion by applying my marketing knowledge and to learn more about the wine industry.

During my current undergraduate work at Dominican University of California, I have sought opportunities to gain leadership skills on campus through my involvement in Associated Students of Dominican. I have successfully marketed campus events including the Boat Dance, which had the highest attendance this last year. I used creative strategies to promote this event, such as, placing toy boats on tables in the cafeteria with a tag line of "Come Dance the Night Away" and information on how to purchase tickets. My major, International Management with a concentration in Global Marketing, has provided me with a strong knowledge base in business and marketing. I have completed coursework in Global Organization Strategy and Marketing, Market Research Methods Data Analysis and Current Issues in Marketing. My resume will show that I also have sales experience working at Banana Republic as a sales associate.

I believe that my enthusiasm for marketing combined with my formal classroom work, employment history and positive attitude would be of value to you in promoting Glance Winery. I look forward to speaking with you about the possibility of me interning at Glance Winery. I can be reached at the above telephone number to schedule an appointment. Thank you for your consideration.

Sincerely,

Meredith Nelson

**Note: Additional handout on format and alternate cover letter styles available at Career and Internship Services Center.

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Career and Internship Services
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