

Resumes and Cover Letters



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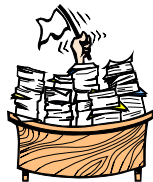
Views of Resumes

- A history of your life
- An advertisement of your skills



Characteristics of Effective Resumes

- Attractive and easy to read
 - white space
 - font
- Does not contain typing, spelling, or factual mistakes
- Makes the applicant look as good as possible



General Considerations

- Length
- Paper color and type
- How it will be sent
 - mailed
 - faxed
 - scanned
- Job objectives



Problems with Job Objectives

- Limit job opportunities
- Take-up valuable space and reading time
- Are difficult to write



Types of Resumes

- Chronological
- Functional
- Psychological



Important Psychological Principles

- Primacy
- Priming
- Short-term memory
- Relevancy
- Negative information bias
- Unusualness
- Anderson's adding versus averaging principle



Anderson's Averaging Versus Adding Principle

• Ted Gacy		• John Bundy	
– Smart	+3	– Smart	+3
– Fun	+3	– Fun	+3
– Motivated	+3	– Motivated	+3
		– Well-dressed	+2
– Sum	9.0	– Sum	11.0
– Average	3.0	– Average	2.75

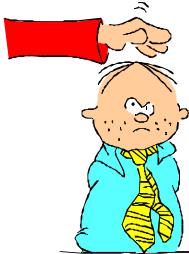
Sample Professional Strengths

- Highest degree
- Work experience
- Computer skills
- Other skills
- Languages spoken
- Leadership experience
- International travel
- Personal traits



Sample Highlights

- Minor or concentration
- GPA (overall, major)
- Clubs
- Leadership positions
- Community service
- Worked to finance education
- Internships



Professional Experience

- Include all relevant jobs
- Can include
 - internships
 - volunteer work
- For each job, include
 - dates
 - duties
 - level of performance
 - reason for leaving



Sample Psychological Resume



Jennifer Jenny
45 Tommy Tutone Avenue
Whocaniturnto, MO 37401
(555) 867-5309
jjenny@aol.com

Professional Strengths

- Working on master's degree in industrial/organizational psychology
- Job analysis and compensation experience
- Knowledge of employment law and employee selection methods
- Supervisory experience
- Research and analysis experience
- Conversational in Spanish

Education

M.S., Industrial/Organizational Psychology (expected May 2006)
Radford University, Radford, VA

B.S., Psychology (May 2004)
Roanoke College, Roanoke, VA

Highlights:

- 3.8 Undergraduate GPA
- Member, Radford University SHRM
- Worked to help finance own education

Computer Skills

- Microsoft Office (Excel, Word, PowerPoint)
- Data base management (Access, Mesa)
- SPSS
- *HREquator* salary equity software

Professional Experience

Personnel Analyst (August, 2004 - present)

Community Human Resource Center, Radford, Virginia 24142-6946

Responsibilities for this nonprofit consulting group operated through SHRM and Radford University included:

- Conducting a job analysis and writing job descriptions for positions with the City of Bedford, VA
- Developing a compensation system and conducting a salary equity analysis for the City of Bedford, VA
- Conducting a salary survey of public agencies in Southwest Virginia
- Developing a structured interview for entry level positions at Stanley Furniture
- Developing and presenting a training presentation on sexual harassment to employees at Montgomery County

Graduate Assistant (August 2004 - present)

Office of Institutional Research Planning and Assessment, Radford, VA

Responsibilities include developing and analyzing surveys, entering data into the computer, and generating statistical reports using SPSS and Excel for a variety of governmental agencies.

Part-Time and Summer Employment

Server and ABC Manager (January 2002 – August 2004)
Buffalo Wild Wings, Blacksburg, VA

Ride Operator (Summers 2000 & 2001)
Six Flags Magic Mountain, Valencia, CA

July 15, 2002

Ms. Maria Duffie, Director
Human Resource Department
Raynes Cosmetics, Inc.
69 Beall Avenue
Amityville, NY 00312

Dear Ms. Duffie:

Enclosed is a copy of my résumé. Please consider me for the position of sales representative that was advertised this past Sunday in the *Washington Post*. As you can see below, my qualifications are a good match for the requirements stated in your advertisement.

Your Requirements

Bachelor's degree
Two years of sales experience
History of success in sales
Strong clerical skills

My Qualifications

B.A. in marketing from Radford University
Five years of sales experience
Received three sales awards at L.L. Bean
A.A.S. in secretarial science
Three years of clerical experience
55 words per minute typing speed

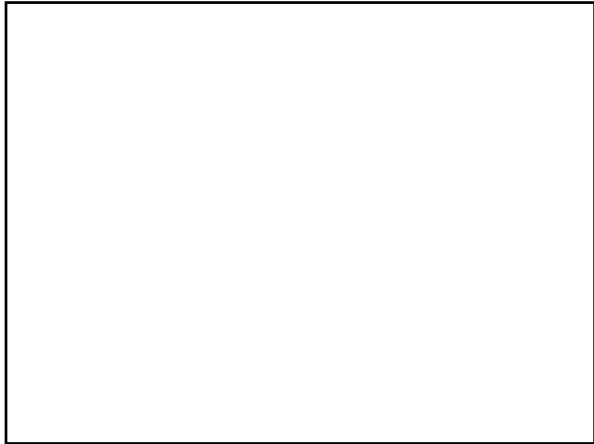
I am especially interested in working for your company because I have used your products for over 10 years and thus am familiar with both your product line and the high quality of your cosmetics.

I am looking forward to hearing from you. Please feel free to call me at home after 6:00 p.m. or at work from 8:00 a.m. until 5:00 p.m. Because L.L. Bean is downsizing, my employer will not mind your calling me at work.

Sincerely,

Mable Leane

Mable Leane
2345 Revlon Blvd.
Avon, VA 24132
Home: (540) 555-5678
Work: (540) 555-7676
mimi@aol.com



Sample Resume for Grad School



Cover Letters



Cover Letter Paragraphs

- **Opening Paragraph**
 - Here is my resume
 - This is the job I am applying for
 - This is how I know about the job
- **Second Paragraph**
 - I am qualified
 - Here is why
- **Optional Paragraph**
 - Why your organization?
- **Last Paragraph**
 - Looking forward to hearing from you
 - Here is how to reach me



Opening Paragraphs

Advertisement in Newspaper

Enclosed find a copy of my resume. Please consider me for the sale associate position that was advertised recently in the Charleston Gazette.

Blind Application

Enclosed find a copy of my resume. Please consider me for any sales-related positions that are either now available in your organization or may soon become available

Referral from a Friend

Enclosed find a copy of my resume. Please consider me for the sales associate position that John Anderson—a friend and AT&T employee—told me was now available

General Points

- Keep to one page
- Don't beg
- Avoid sounding desperate
- Avoid grammar and spelling errors
- No officious words or phrases
- No personal circumstances
- Avoid curse words and insults
- Don't rehash your resume
- Don't bad mouth your former employer
- Tailor your letter to each company
- Direct to a particular person

Disastrous Openings
Cover Letters That Were Never Read

- Dear Dave,
I call you that because I feel I've known you for years.
- Dear Mr. Todd:
As Rod McKuen said so beautifully....
- Dear Mr. Todd:
I would like to apply for the position of editorial asistent
- Dr. Mr. Todd:
I have always dreamed of being a writer.
- Dear Mr. Todd:
My mother told me I should ...

- FLASH!
Judy Carson is coming to Nashville and ...
- Dear Mr. Todd:
The Bible tells us "See and ye shall find." So I am seeking
- My dear Mr. Todd:
While vacationing on the Continent (a delightful time!), it occurred to me that...
- Dr. Mr. Todd:
Your company appears to be violating the Equal Opportunities Amendment and to help you rectify the situation, I would like to...
- Dear Mr. Todd:
Your company needs help ...
- Dear Mr. Todd:
You don't know me, but ...

November 8, 2001

Mr. John Smith
Alco, Inc.
217 West Street
Johnson, VA 24132

Dear Mr. Smith:

Enclosed find a copy of my resume. Please consider me for the position of welder that was advertised in the Roanoke Times and World News.

I believe I am qualified for your position. I have six years of welding experience in an industrial setting. Furthermore, I am a very dependable worker as shown by the fact that I have only missed two days of work in the last five years. Finally, I am available to work any shift at any of your three plants.

I look forward to hearing from you. I can best be reached after 3:00 p.m. on weekdays and anytime on weekends.

Sincerely,

Andrew S. Jones
