

Job Search Materials

Crafting a resume, creating cover letters, and maintaining a list of references are necessary tools for your job search. The Office of Career Services at Southeast can assist you in creating these tools through individual appointments and workshops each semester. The following handout covers the basics, tips and tricks, and gives examples to get you started!

Why Write a Resume?

A resume is a marketing tool which summarizes your education, work experience, skills or qualities, and extracurricular activities and is provided to an employer with the goal of **obtaining an interview** for a job. The most effective resumes are targeted to an employer or industry and highlight **transferable skills**.

Getting Started

- Brainstorm a list of any education or training, work or volunteer experience, accomplishments, or awards that might be incorporated into the resume. Don't worry about structure or formatting, simply writing information down will help generate ideas.
- Conduct research on companies or industries of interest. Look at job descriptions to incorporate the "language" of the industry. Create a list of transferable skills which are most sought after by employers to assist in creating bullet points in your resume.

Who Are You!?

Know thyself—the first step in the process of creating a resume. What goals do you have? What skills and experiences have shaped you professionally? What do you have to offer? Your resume is a map of past journeys which has the power to help you find new career destinations!

It is estimated that employers spend a maximum of **20-30 SECONDS** reviewing a candidate's resume! **Catch the hiring manager's eye with clear, concise information outlining your strongest qualifications.**

Transferable skills

Effective targeted resumes showcase an applicant's skills learned through jobs, education, and extracurricular activities and *transfer* these into the position being applied to. Marketing transferable skills is especially important for students or recent graduates beginning a career who may not have a lot of relevant experience in a particular area. Employers consistently identify the following skill areas important to include on a resume:

- Written and verbal communication skills
- Leadership
- Teamwork
- Problem solving skills
- Analytical/qualitative skills
- Strong work ethic
- Initiative
- Computer skills
- Technical skills

(NACE Job Outlook 2013)

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<p>Key Skills</p> <ul style="list-style-type: none"> • Attending to Detail • Being Punctual • Collaborating • Cooperating • Enforcing Policies • Enlisting Help • Implementing Decisions • Instructing Others • Making Decisions • Managing Money/People/ Time • Meeting the Public • Negotiating • Organizing • Public Speaking • Reporting Information • Setting & Meeting Deadlines • Writing Effectively <p>Dealing with Data</p> <ul style="list-style-type: none"> • Analyzing Data • Auditing Records • Detailed-Oriented • Budgeting • Calculating/Computing • Checking for Accuracy • Classifying Things • Comparing • Compiling • Defining Needs • Evaluating • Extracting Important Information • Forecasting • Investigating • Keeping Financial Records • Observing/Inspecting • Predicting • Recording Facts • Researching • Synthesizing • Taking Inventor 	<p>Leadership Abilities</p> <ul style="list-style-type: none"> • Coordinating Tasks • Delegating Responsibility • Directing Others • Handling Details • Influencing Others • Initiating New Tasks • Making Decisions • Managing/Directing Others • Mediating Problems • Negotiating Agreements • Planning • Running Meetings • Selling Ideas/Products • Solving Problems <p>Using Hands</p> <ul style="list-style-type: none"> • Assembling Things • Building Things • Constructing Buildings • Driving/Operating Vehicles • Good with Hands • Observing/Inspecting • Operating Tools/Machines • Repairing Things • Using Complex Equipment <p>Using Words & Ideas</p> <ul style="list-style-type: none"> • Articulating • Communicating Verbally • Corresponding with Others • Facilitating Group Discussion • Imagining Alternatives • Providing Appropriate Feedback <p>Creative/Artistic</p> <ul style="list-style-type: none"> • Dancing • Drawing • Performing/Acting • Presenting Artistic Ideas 	<p>Working with People</p> <ul style="list-style-type: none"> • Empathy • Caring for Others • Counseling • Demonstrating • Describing Feelings • Developing Rapport • Helping Others • Interviewing • Listening • Mentoring • Negotiating • Perceiving Nonverbal Messages • Persuading • Representing Others • Supervising • Teaching • Understanding <p>Personality Traits</p> <ul style="list-style-type: none"> • Dependable • Enthusiastic • Flexible • Friendly • Hard-working • Intelligent • Learns Quickly • Patient • Persistent • Pride in Doing a Job • Responsible • Results-Oriented • Self-Motivated
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Put your words into action!
Active verbs add life to your resume by describing skills, experiences, and qualifications for a job. Use the list at right to brainstorm some possibilities when constructing your bullet points. Remember to keep tenses consistent, using past tense verbs for past experiences and present tense verbs for current ones.

Some words to get you started...
Use the list at left to assist you in thinking about transferable skills you have and how these might be highlighted in your resume. It may be helpful to view creating bullet points as a formula combining a skill and an accomplishment.

Bullet Point Formula
Power Verb (Skill) + Accomplishment

“Managed a ten-person staff per shift to optimize efficient restaurant flow and ensured a quality dining experience for patrons.”

“Conducted qualitative research via interview of 100 participants over a one year period.”

<p>-A- Accelerated Accomplished Achieved Adapted Administered Advised Analyzed Arranged Assembled Assumed</p> <p>-B- Balanced Blazed Billed BUILT</p> <p>-C- Carried out Catalogued Channeled Chaired Coached Collaborated Collected Communicated Completed Constructed Conceived Conducted Consolidated Controlled Contracted Coordinated Counseled Created Cut</p> <p>-D- Delegated Demonstrated Designed Determined Developed Directed Dispatched Distributed Documented</p>	<p>-E- Effected Eliminated Enabled Energized Established Evaluated Expanded Expedited</p> <p>-F- Facilitated Formulated Found Functioned as</p> <p>-G- Gained Gathered Generated Graded Graduated Guided</p> <p>-H- Handled Hired</p> <p>-I- Identified Increased Influenced Implemented Improved Initiated Innovated Inspected Installed Instituted Instructed Integrated Interpreted Interviewed Introduced Invented Issued</p> <p>-L- Launched Lectured Led Located</p>	<p>-M- Maintained Managed Mastered Mentored Met with Modernized Motivated</p> <p>-N- Navigated Negotiated</p> <p>-O- Operated Optimized Originated Orchestrated Ordered Organized Oversaw</p> <p>-P- Participated Performed Pinpointed Planned Prepared Presented Produced Programmed Proved Provided Published Purchased</p> <p>-R- Received Recommended Reconciled Recorded Recruited Reduced Referred Regulated Reorganized Repaired Represented Reviewed Revised Revitalized</p>	<p>-S- Saved Scheduled Screened Served Set up Shaped Simplified Sold Solved Sparked Spearheaded Specified Spoke Standardized Stimulated Steered Streamlined Strengthened Structured Studied Suggested Summarized Supervised Supplied Supported Surpassed Surveyed</p> <p>-T- Taught Tended Tested Trained Transcribed Translated Treated Tripled Typed</p> <p>-U- Underwrote Updated Upgraded Unified Used</p> <p>-V- Volunteered</p> <p>-W- Won Wrote</p>
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Resume Writing Tips and Tricks

- Avoid using templates; they are difficult to personalize and often aren't recognized by employer ATS.
- Be honest! Do not embellish accomplishments or responsibilities.
- Proofread! Nothing gets a resume in the trash like spelling, grammar, or punctuation errors.
- Use an easy to read font and size (Times New Roman, Arial, Calibri in 11-12pt).
- Balance white space and words—make sure information is visually appealing.
- Limit resume to one page UNLESS there are ample qualifications or experience to justify the second page.
- Do not include personal information (hobbies, interests, health, marital status, etc.)
- References SHOULD NOT BE INCLUDED or MENTIONED on the resume. They are submitted as a separate document at the employer's request.

Name and address information should be consistent with what you include on employment documents or transcripts.

CARRIE R. SERVICES		
1234 Main Street St. Louis MO 63701		(314) 555-1234 cservices@gmail.com
CAREER INTERESTS: Account Management; Marketing; Customer Service		
EDUCATION		
Southeast Missouri State University	Cape Girardeau MO	May 2015
Bachelor of Science in Business Administration: Marketing Management		G.P.A. 3.2/4.00
WORK EXPERIENCE		
XYZ Travel Agency	Cape Girardeau MO	Summer 2014
Customer Care Intern		
<ul style="list-style-type: none"> Greeted and directed customers to appropriate agent/area to conduct business Created and designed customer tracking system to enable all agents to share files/information 		
Applebee's	Cape Girardeau MO	August 2012 - present
Server/Hostess		
<ul style="list-style-type: none"> Greeted and directed patrons according to seating preference and seating availability Assessed customer needs by observing verbal & non-verbal clues to determine the appropriate level of service to use to deliver a satisfying experience Processed customer transactions, verified order and delivery of meal in a timely manner Top sales person for 'add on' sales of appetizers, desserts and beverages 		
CAMPUS ENGAGEMENT		
Alpha Beta Omega (Social Sorority)		August 2011 - present
Social Chair (Spring 2012)		
<ul style="list-style-type: none"> Organized and planned spring social event for 150 members, including venue, meal, and entertainment selections; came in under budget and exceeded attendance goal by 20% over prior year 		
Member (Fall 2011)		
<ul style="list-style-type: none"> Selected by pledge class as 'Most Enthusiastic' new pledge 		
COMMUNITY INVOLVEMENT/VOLUNTEER		
Boys & Girls Club	Cape Girardeau MO	August 2011 - present
Volunteer - After School Tutor		
<ul style="list-style-type: none"> Mentored youth ages 8 - 12 with fundamental reading, math and writing skills. Organized inaugural 'family fun' showcase, connecting family members, youth and youth mentors. 		
SKILLS		
Computer - PC	MSWord-tables, design/layout, text merge; Excel-spreadsheet, formulas, graphs; Access-create database, report writing, organize tables; Power Point- slides, animations, powerpoint presentations	
Computer - MAC	In-Design-create ads, collateral materials, t-shirt design	
Certifications & Specialized Skills	CPR/AED; First Aid; Fluent speaking, reading, writing Spanish as second language.	
Interpersonal/Leadership	Customer Service, Presentations, Coaching/Mentoring, Community Outreach	

Make sure to use a phone number with a professional outgoing voicemail and email account. No singing ringtones or hotstuff@semo.edu!

Alternative headings such as, "Skills Summary," Summary of Qualifications," or "Profile" are often used here. Remember to: Keep it short, don't overstate qualifications, and back up statements through bullet points in the rest of the resume.

Notice the complete name of the institution, degree, and major are spelled out. Include colleges/universities where a degree is/has been attained (list in reverse chronological order). Only include a GPA if 3.0 or above. Any Study Abroad, Licenses, or Certifications might also be included in the Education section.

List work experience in reverse-chronological order (most recent first). Include job title, city and state, and dates. Use bullet points beginning with strong active verbs to summarize tasks performed or skills developed relevant to the job you are seeking. Notice internships or any practical training can be included here (student teaching, practicum, clinicals, etc.).

Optional additional sections which highlight extracurricular activities where leadership, volunteer, research, technical, computer, languages known, or any other skills not previously addressed can be marketed. Remember these sections are optional—not everyone will have these headings. Let Career Services help you discover what you might include in your resume!

Notice the use of consistent formatting such as capitalizing headings, bold face type for job titles, and vertical alignment of dates.
Helpful hint: Create your resume using single line spacing and one inch margins to give you more control of formatting information.

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Resume Progression-1st year to 4th year

Ever wondered how your resume might change as you move through your academics and build experience? An important concept in developing your resume is to think of it as a living document, which will change and evolve as you experience new things and build knowledge and skill areas. So, how might your resume change? The following pages give an example of one student's resume transition from a first time freshman to senior year.

Richard Redhawk

100 University Plaza
Cape Girardeau, MO 63701

573-651-0000
raredhawk@semo.edu

EDUCATION

Southeast Missouri State University Cape Girardeau, MO
Bachelor of Science in Mass Communication-Advertising May 2015
Minor in Sport Management

Hawk's Nest High School Hawk's Nest, MO
High School Diploma; graduated in top 10% of class May 2011
National Honor Society member

EXPERIENCE

Cashier/Merchandiser May 2009-August 2011
Beek Foods Hawk's Nest, MO

- Assisted customers with purchasing selected food items with precise and efficient service; processed a variety of register transactions
- Stocked shelves and performed quality checks to ensure product availability
- Awarded employee of the month for customer service three times in a two year span

VOLUNTEER/COMMUNITY EXPERIENCE

Habitat for Humanity Hawk's Nest, MO
Assisted with construction of area homes for needy families twice yearly since Freshman year of high school in Hawk's Nest region

ACTIVITIES

Boys' Basketball Team, member August 2007-August 2009
Hawk's Nest High School Hawk's Nest, MO

Varsity Cheerleading Squad, member August 2009-May 2011
Hawk's Nest High School Hawk's Nest, MO

1st year—
As a freshman, it is acceptable for Richard to include high school information under the Education and Activities sections. Notice how the Education section includes his University information first as it is the most current and relevant section to Richard's goal of obtaining an on campus job. His part-time job held during high school and activities round out his experience and show development of additional transferable skills.

2nd year—
During his sophomore year, Richard was successful in not only finding an on campus job, but also became active in a student organization, athletics, and stayed active as a volunteer in the community. Since Richard has gained current and relevant experience, his high school information under Education and Activities is deleted to make room for the addition of the Campus/Community Engagement section while keeping his resume to one page.

Richard Redhawk

100 University Plaza
Cape Girardeau, MO 63701

573-651-0000
raredhawk@semo.edu

EDUCATION

Southeast Missouri State University Cape Girardeau, MO
Bachelor of Science in Mass Communication-Advertising May 2015
Minor in Sport Management

EXPERIENCE

Usher/Ticket Taker Cape Girardeau, MO
Show Me Center, Southeast Missouri State University August 2011-Present

- Provided outstanding customer service to patrons at events
- Monitored patron traffic flow at front entrance, scanned tickets, and addressed patron concerns appropriately

Cashier/Merchandiser May 2009-August 2011
Beek Foods Hawk's Nest, MO

- Assisted customers with purchasing selected food items with precise and efficient service; processed a variety of register transactions
- Stocked shelves and performed quality checks to ensure product availability
- Awarded employee of the month for customer service three times in a two year span

CAMPUS/COMMUNITY ENGAGEMENT

Student Activities Council (SAC), member May 2012-Present

- Plan student-oriented events and programs as part of a team of student members
- Gained leadership, teamwork, and collaboration skills

Habitat for Humanity, volunteer Cape Girardeau, MO
Assisted with construction of two Southeast Missouri region homes since August 2011

ACTIVITIES

Cheerleading Squad, member August 2011-Present
Southeast Missouri State University Cape Girardeau, MO

Job Search Materials

Resume Progression-1st year to 4th year,
continued

Richard Redhawk

100 University Plaza
Cape Girardeau, MO 63701

573-651-0000
raredhawk@semo.edu

EDUCATION

Southeast Missouri State University Cape Girardeau, MO
Bachelor of Science in Mass Communication-Advertising May 2015
Minor in Sport Management

EXPERIENCE

University Mascot Intern May 2013-Present
Southeast Missouri State University Cape Girardeau, MO

- Promote athletics at Southeast sporting events, as well as campus and community events
- Consistently achieve "fan favorite" accolades for outstanding school spirit and fan interaction; especially with younger fans

Usher/Ticket Taker Cape Girardeau, MO
Show Me Center, Southeast Missouri State University August 2011-May 2013

- Provided outstanding customer service to patrons at events
- Monitored patron traffic flow at front entrance, scanned tickets, and addressed patron concerns appropriately

Cashier/Merchandiser May 2009-August 2011
Beek Foods Hawk's Nest, MO

- Assisted customers with purchasing selected food items with precise and efficient service
- Stocked shelves and performed quality checks to ensure product availability
- Awarded employee of the month for customer service 3 times in two year span

CAMPUS/COMMUNITY ENGAGEMENT

Student Government, Senator May 2013-Present
Southeast Missouri State University Cape Girardeau, MO

- Represented the entire student body in regular meetings with University administration to voice student concerns and collaborate to devise solutions

Student Activities Council (SAC), member May 2012-May 2013

- Plan student-oriented events and programs as part of a team of student members
- Gained leadership, teamwork, and collaboration skills

Habitat for Humanity, volunteer Cape Girardeau, MO

- Assisted with construction of two Southeast Missouri region homes since August 2011

3rd year—
Richard has been working hard to gain relevant experiences to his major while a student. During his junior year, he obtained an internship and held a leadership role in Student Government. He has updated his resume to include these experiences. Notice that his Activities section is no longer included in order for him to highlight increased skills under the Experience and Campus/Community Engagement sections. Another slight formatting change is a decreased font size to allow for all information to remain on one page.

4th year—
Richard has highly enjoyed the experiences he had while in college. Through his internships, he learned he likes promoting and advertising for athletic teams and would like to take his communication, project planning, and leadership skills into a full time position working for a major league sports team. Richard's senior year resume targets such positions by: Including a Profile section highlighting career goals and relevant skill areas; listing his summer internship with a major league baseball team first under the Experience section; crafting bullet points under each section which highlight his development of additional skills; and deleting previous experience and activities which are no longer relevant.

Richard Redhawk

100 University Plaza
Cape Girardeau, MO 63701

573-651-0000
raredhawk@semo.edu

PROFILE

Motivated young professional with a focus on utilizing excellent communication, leadership, and customer service skills to promote events for a major league athletic team. Proven ability to engage campus and community stakeholders during collegiate experience. Skills include:

- Proficient in air guitar and cowbell
- Excellent nonverbal communications skills
- Outstanding ability to connect and build relationships with a diverse audience

EDUCATION

Southeast Missouri State University Cape Girardeau, MO
Bachelor of Science in Mass Communication-Advertising May 2015
Minor in Sport Management

EXPERIENCE

Fredbird Intern April-August 2014
St. Louis Cardinals St. Louis, MO

- Assisted mascot in planning all engagement activities for home games and area events
- Practiced and performed key mascot duties to increase audience participation and enthusiasm

University Mascot Intern May 2013-Present
Southeast Missouri State University Cape Girardeau, MO

- Promote athletics at Southeast sporting events, as well as campus and community events
- Consistently achieve "fan favorite" accolades for outstanding school spirit and fan interaction; especially with younger fans

Usher/Ticket Taker Cape Girardeau, MO
Show Me Center, Southeast Missouri State University August 2011-May 2013

- Provided outstanding customer service to patrons at events
- Monitored patron traffic flow at front entrance, scanned tickets, and addressed patron concerns appropriately

CAMPUS/COMMUNITY ENGAGEMENT

Student Government, Southeast Missouri State University Cape Girardeau, MO
Vice President May 2014-Present

- Elected by student body to act as a liaison between Senate and Executives; served as President of Senate and presided over all meetings

Senator May 2013-May 2014

- Represented the entire student body in regular meetings with University administration to voice student concerns and collaborated to devise solutions

Student Activities Council (SAC), member May 2012-May 2013

- Plan student-oriented events and programs as part of a team of student members

Office of Career Services

Job Search Materials

“Do I really need to write a cover letter?”

Of course! A cover letter gives you the opportunity to introduce yourself to an employer, your purpose for writing, and to further market qualifications for a position. By writing a cover letter customized to the specific needs of a job/employer and how your qualifications make you a great candidate, you are already highlighting a few skills:

- Written communication
- Analytical ability (researching position and connecting your qualifications, company, key contacts, etc.)
- Initiative/Work Ethic (many people don't bother to write cover letters, or don't tailor them to a specific position. Show a potential employer your interest and professionalism!)



Your name

Street Address, City/State, Zip Code Phone number where you can be reached easily Professional email address

Date of letter

Name of individual receiving your letter
Title of above individual
Name of the company or organization
Street Address
City/State and zip code

RE: Position title

Salutation (Dear Mr., Ms., or Miss _____):

First Paragraph: Get to the point! State why you are writing, the specific position you are seeking and how you learned of the position. If you have been referred by someone inside the organization, include the individual's name.

Second Paragraph: Think about what specific experience, talents and abilities you have that are important to the employer and the position you are applying to. Describe related qualifications and accomplishments from academic, employment, volunteer, and other experiences. Give concrete, concise examples to demonstrate your ability to perform the job.

Third Paragraph: Thank the employer for taking the time to review your resume and consider your application. Indicate you are looking forward to meeting with them to learn more about the job and how you may contribute to their organization.

Closing (Sincerely, Best regards, or other professional reference),

Signature hand written

Signature-typed



CARRIE R. SERVICES

1234 Main Street (314) 555 - 1234
St. Louis MO 63139 clinkages@gmail.com

March 1, 2014

John Glenn
Director of Human Resources
ABC Company
1804 Broadway, Suite 207
St. Louis, MO 63139

RE: Customer Care Specialist position

Dear Mr. Glenn:

The position for Customer Care Specialist advertised on the ABC Company website under Career Opportunities with ABC Company caught my attention.

Your qualifications for the position of Customer Care Specialist indicated the successful candidate will have strong communication skills and focus attention on the customers and their needs. Connecting with customers and quickly establishing genuine communication is an area where I am experienced. As a Customer Care intern at XYZ Travel Agency I was the initial point of contact with customers. I inquired to their needs or questions and determined the best point of contact to direct them. If clients were on the phone, I assured they experienced a seamless transition to the department I was directing them by confirming there was a representative available to assist. When customers appeared in person, I personally escorted them to the appropriate destination within the agency. Many customers positively commented to the president of the agency on the higher level of personal care and attention received when I was on duty.

I would like to learn more about the details about the Customer Care Specialist position and how my skills, background and experience may contribute to your team. I can be reached via phone at (314) 555-1234 or e-mail clinkages@gmail.com. Thank you for your time and consideration in this matter.

Sincerely,

Carrie R. Services

Carrie R. Services



Cover letter “How To”

Above is a sample “How To” with guidelines on constructing a cover letter. To the left is a sample cover letter showing how this might look if written for an actual position. Some other tips...

- Your cover letter should match the style and appearance of your resume. Consider your contact information heading as your personal “letterhead” for materials.
- Monitor the use of “I” statements. Highlight written communication skill and personality through the use of fresh adjectives, active verbs, and relevant keywords.
- Give the employer what they want to know. Highlight your experiences relevant to the skills/qualifications listed in the job description.

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References: Who, What, and How?

Maintaining a list of professional references you can provide to an employer is a valuable tool in your job search materials toolkit. If you think about the cover letter and resume working to get you an interview, you could think about your references holding the potential to get you a job offer. Normally, references are contacted by a potential employer following your interview when you are being highly considered for the job. You want to be confident you are providing quality references that will speak enthusiastically of your background and provide a good recommendation. So, if references are so important to job search success, how do you go about selecting references and providing their information to employers? Follow these tips:

Who

Consider current and former supervisors, professors, co-workers, coaches, mentors, or some peers can all be appropriate references. In each case, this person should have worked directly with you and can speak to your skills and qualities. Don't use the CEO of a company if you never met them. Avoid using family or friends and aim for individuals who know you in a professional, academic, or organizational capacity.

What

Always request individuals as a reference for you before using them!

Never provide contact information for someone who has no idea you are using it. Inform your chosen references of your job search and keep in touch with them so they have a better idea of your career goals and can speak on your behalf should they get contacted by a potential employer. Supply them with your most recent resume.

CARRIE R. SERVICES

1234 Main Street (314) 555-1234
St. Louis MO 63139 cinkages@gmail.com

PROFESSIONAL REFERENCES

Dr. Carol Allen
Professor of Business
Southeast Missouri State University
One University Plaza MS 1234
Cape Girardeau MO 63701
(573) 651-5555
callen@semo.edu

Sydney Greenstreet
Executive Director
Boys & Girls Clubs—Cape Girardeau District
4321 5th Street
Your City, MO 63211
(573) 555-5555
sgreenstreet@bgcoa.org

Joe Lincoln
President/Principal Owner
XYZ Travel Agency
1234 Broadway
Our Town, MO 63012
(573) 555-4321
jlincoln@xyztravel4u.com

Be sure to include your name and contact information at the top, in similar format to your resume and cover letter.

Include:
-Name
-Current title
-Current employer, agency or organization with which they are currently affiliated
-Address (business)
-Phone number
-Email address
**You may want to note your relationship to the reference, such as a former supervisor, and especially if the reference has moved to a different organization or position.

Career Services • Academic Hall 057 • 573.651.2583 • careerservices@semo.edu • www.semo.edu/careerservices

How

Generally, you will be asked to provide at least three references. It is a good idea to have a few “backup” references in case you need to provide more or someone becomes unavailable. Do not include references in your resume. Make a separate reference page in a complementary format to your resume and cover letter you can provide to an employer at their request. For guidelines on what to include, see the sample above.

“How do I ask?” What to say to references

“Hello Dr. Smith, I will be graduating in May and will be seeking a full time position. I understand how important references are in the job search, and I would really appreciate it if you would consider serving as a reference on my behalf. Would you be comfortable providing me references to potential employers?”