## 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)



#### Key Skills

- 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

#### **Dealing with Data**

- 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**

- Leadership Abilities 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

#### **Using Hands**

- Assembling Things
- Building Things .
- **Constructing Buildings** Driving/Operating Vehicles
- . Good with Hands .
- Observing/Inspecting .
- **Operating Tools/Machines** .
- Repairing Things .
- Using Complex Equipment

#### Using Words & Ideas Articulating

- Communicating Verbally
- . Corresponding with Others
- Facilitating Group Discussion .
- . Imagining Alternatives Providing Appropriate Feedback

#### Creative/Artistic

- Dancing
- . Drawing

.

.

- Performing/Acting
- Presenting Artistic Ideas
- 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.

**Career Services** 

#### Working with People Empathy

Southeast

Missouri State University

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

**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

-M-Maintained

Managed Mastered

Mentored Met with

Motivated

Navigated Negotiated

Operated

Optimized

Originated

Organized

Participated

Performed

Pinpointed

Planned

Prepared

Presented

Produced

Proved

-R-

Provided

Published

Purchased

Received

Reconciled

Recorded

Recruited Reduced

Referred

Regulated Reorganized Repaired

Represented

Reviewed

Revitalized

Revised

Recommended

Programmed

Ordered

Oversaw

-P-

Orchestrated

-N-

-0-

Modernized

-S-

Saved

Served Set up

Shaped

Sold

Solved

Spoke

Sparked

Spearheaded Specified

Standardized

Stimulated Steered

Studied

Supplied Supported Surpassed Surveyed

-T-

Taught

Tended

Trained

Treated Tripled

Typed

-U-

Transcribed

Underwrote

Updated

Unified Used

-w-

Won

Wrote

Upgraded

Volunteered

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Translated

Tested

Streamlined

Strengthened Structured

Suggested Summarized Supervised

Simplified

Scheduled

Screened

"Conducted qualitative research via interview of 100

participants over a one year period."

as a formula combining a skill and an

accomplishment.

þatrons."

-E-

Effected

Enabled

Eliminated

Energized

Evaluated

Expanded

Expedited

Facilitated

Found

Gained Gathered

Generated Graded Graduated

Guided

-H-Handled

Identified

Increased

Influenced

Improved

Initiated Innovated Inspected

Installed Instituted

Instructed

Interpreted

Interviewed

Invented

Launched

Lectured

Located

(573) 651-2583

Issued

-L-

Led

Implemented

Hired

-1-

-G-

Formulated

Functioned as

-F-

Established

- Caring for Others
- Counseling

.

- Demonstrating
- **Describing Feelings Developing Rapport**
- **Helping Others**
- Interviewing
- Listening
- Mentoring
- Negotiating
- Perceiving Nonverbal Messages
- Persuading
- **Representing Others**
- Supervising Teaching
- Understanding

#### **Personality Traits**

- Dependable
- Enthusiastic
- Flexible
- Friendly
- Hard-working Intelligent
- Learns Quickly
- Patient
- Persistent
- Pride in Doing a Job

Self-Motivated

Accelerated

Achieved

Adapted

Advised

Analyzed

Arranged

Assembled

Assumed

Balanced

Carried out

Catalogue

Chaired

Coached

Collected

Compiled Completed

Conceived

Conducted

Controlled

Contracted Coordinate

Counseled

Delegated

Designed

Determined

Developed

Dispatched

Distributed

Documented

Directed

Academic Hall, Room 057

Demonstrated

Created Cut

-D-

Consolidated

Constructed

Collaborated

Communicated

Blazed

Billed

Built

-C-

-B-

Accomplished

Administered

Responsible **Results-Oriented** 

## Southeast Missouri State University,

### 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		Make sure to use a phone
information should be	¢-	number with a professional
consistent with what you	CARRIE R. SERVICES	outgoing voicemail and
include on employment	1234 Main Street (314) 555-1234	email account. No singing
	St. Louis MO 63701 cservices@gmail.com	ringtones or
documents or transcripts.	CAREER INTERESTS: Account Management; Marketing; Customer Service	hotstuff@semo.edu!
		notstun@senio.edu:
	EDUCATION	
Alternative headings such as, "Skills	Southeast Missouri State University Cape Girardeau MO May 2015 Bachelor of Science in Business Administration: Marketing Management G.P.A. 3.2/4.00	L
Summary," Summary of Qualifications," or	K	Notice the complete name of the
"Profile" are often used here. Remember	WORK EXPERIENCE           XYZ Travel Agency         Cape Girardeau MO         Summer 2014	institution, degree, and major are
to: Keep it short, don't overstate	Customer Care Intern	spelled out. Include
· · · · · · · · · · · · · · · · · · ·	<ul> <li>Greeted and directed customers to appropriate agent/area to conduct business</li> </ul>	colleges/universities where a degree
qualifications, and back up statements	<ul> <li>Created and designed customer tracking system to enable all agents to share files/information</li> </ul>	is/has been attained (list in reverse
through bullet points in the rest of the	Applebee's Cape Girardeau MO August 2012 - present	chronological order). Only include a
resume.	Server/Hostess	GPA if 3.0 or above. Any Study
	<ul> <li>Greeted and directed patrons according to seating preference and seating availability</li> <li>Assessed customer needs by observing verbal &amp; non-verbal clues to determine the appropriate level</li> </ul>	Abroad, Licenses, or Certifications
	of service to use to deliver a satisfying experience	might also be included in the
	<ul> <li>Processed customer transactions, verified order and delivery of meal in a timely manner</li> <li>Top sales person for 'add on' sales of appetizers, desserts and beverages</li> </ul>	°
List work experience in reverse-	<ul> <li>Top sales person for add on sales of appenzers, dessens and beverages</li> </ul>	Education section.
chronological order (most recent	CAMPUS ENGAGEMENT	
first). Include job title, city and	Alpha Beta Omega (Social Sorority) August 2011 - present Social Chair (Spring 2012)	
state, and dates. Use bullet points	<ul> <li>Organized and planned spring social event for 150 members, including venue, meal, and</li> </ul>	
beginning with strong active	entertainment selections; came in under budget and exceeded attendance goal by 20% over	Optional additional sections
verbs to summarize tasks	prior year Member (Fall 2011)	which highlight
performed or skills developed	<ul> <li>Selected by pledge class as 'Most Enthusiastic' new pledge</li> </ul>	extracurricular activities
relevant to the job you are	COMMUNITY INVOLVEMENT/VOLUNTEER	where leadership, volunteer,
seeking. Notice internships or	Boys & Girls Club Cape Girardeau MO August 2011 - present	research, technical,
any practical training can be	Volunteer – After School Tutor	computer, languages known,
included here (student teaching,	<ul> <li>Mentored youth ages 8 – 12 with fundamental reading, math and writing skills.</li> <li>Organized inaugural 'family fun' showcase, connecting family members, youth and youth mentors.</li> </ul>	/ or any other skills not
		previously addressed can be
practicum, clinicals, etc.).	SKILLS	marketed. Remember these
	Computer - PC MSWord-tables, design/layout, text merge; EXCel-spreadsheet, formulas, graphs; Access-create database, report writing, organize tables; Power Point- slides,	sections are optional—not
L	animations, power point presentations	everyone will have these
Notice the use of consistent	Computer – MAC In-Design-create ads, collateral materials, t-shirt design Certifications & CPR/AED; First Aid; Fluent speaking, reading, writing Spanish as second	headings. Let Career
formatting such as capitalizing	Specialized Skills language.	Services help you discover
headings, bold face type for job titles,	Interpersonal/Leadership Customer Service, Presentations, Coaching/Mentoring, Community Outreach	what you might include in
and vertical alignment of dates.		your resume!
Helpful hint: Create your resume		your resume:
using single line spacing and one inch		
margins to give you more control of		
formatting information.		

**Career Services** 

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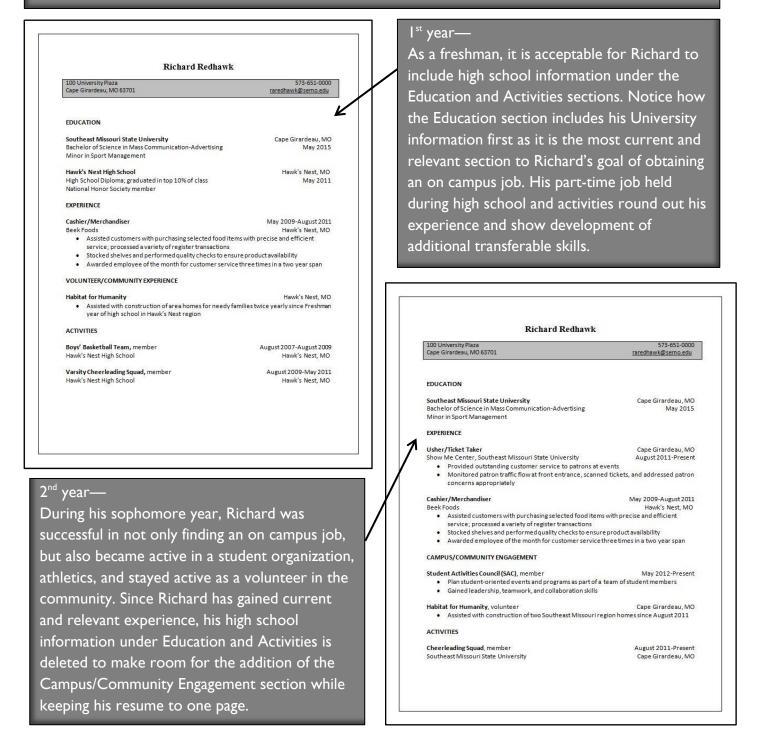
(573) 651-2583

semo.edu/careers

## Southeast Missouri State University

#### Resume Progression-I<sup>st</sup> year to 4<sup>th</sup> 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.



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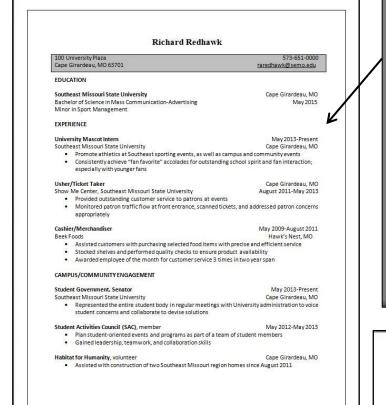
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## Office of Career Services

# Job Search Materials



Resume Progression-1<sup>st</sup> year to 4<sup>th</sup> year, continued



#### 4<sup>th</sup> 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.

### 3<sup>rd</sup> 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.

#### **Richard Redhawk**

#### 100 University Plaza Cape Girardeau, MO 63701

#### 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 Minor in Sport Management

#### EXPERIENCE Fredhird 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 May 2013-Present

#### Southeast Missouri State University

- Cape Girardeau, MO Promote athletics at Southeast sporting events, as well as campus and community events
- Usher/Ticket Taker Cape Girardeau MO Me Center, Southeast Missouri State University Provided outstanding customer service to patrons at events August 2011-May 2013
- 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 May 2014-Present Vice President · 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

573-651-0000 raredhawk@semo.edu

May 2015



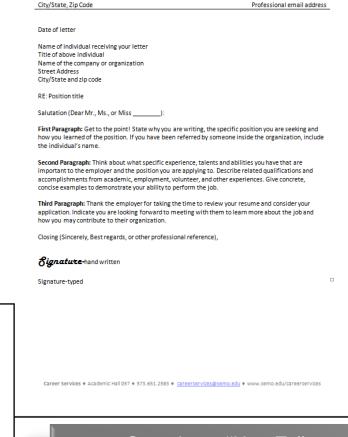
Phone number where you can be reached easily

#### "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 Addres

### 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.

**+** 

CARRIE R. SERVICES

(314) 555 - 1234

clinkages@gmail.com

1234 Main Street St. Louis MO 63139

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 are experienced. As a Customer Care intern at XYZ Travel Agency I was the initial point of contact with customers. 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.

l 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.

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

Sincerely,

#### Carrie R. Services

Carrie R. Services

**Career Services** 

Academic Hall, Room 057

(573) 651-2583

semo.edu/careers



# 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:

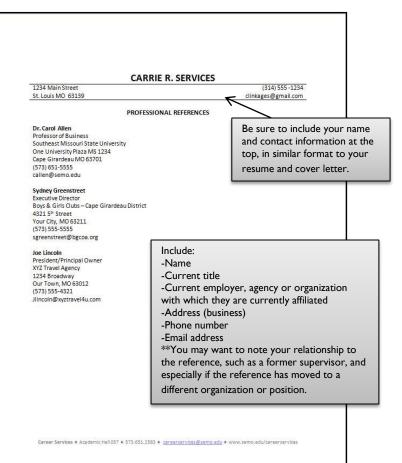
### <u>Who</u>

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.

### <u>What</u>

## 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.



### <u>How</u>

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?"