



ECU[®]

CAREER SERVICES

Resume & Cover Letters

By: Meredith Oakley

ECU Career Services

*What is a
resume?*

*What is the
purpose of a
resume?*

- A summary of your experiences and skills relevant to a position
- A sales document that highlights accomplishments to show that you are qualified
- Customized to match the position

How long do you
have to make an
impression with
your resume?

*Average of 150
applicants per job*

*8-10 second
scan*



Resumes That Don't Make it Past the 8-10 Second Scan

- Spelling and grammar errors
- Formatting
 - Designs
 - Inconsistent formatting
 - Fru Fru fonts
 - Overuse of bold, italic, etc.
 - Dense blocks of copy
 - Margins overly large or overly small
- Multiple pages
- No key words

Our or Out

It's or Its

Affect or Effect



We all know that
this looks **BAD**, right?

Formatting Mishaps

<p>—○ MIRA KARLSSON ○— SOCIAL MEDIA MARKETING SPECIALIST</p>	
<p>CONTACT</p> <p>816-555-0146 mira_karlsson karlsson@example.com www.example.com</p>	<p>PROFILE</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.</p>
<p>SKILLS</p> <ul style="list-style-type: none">LOREM IPSUM DOLORSIT AMETCONSECTETUERADIPISCINGSED DIAM NONUMMYNIBH EUISMOD TINCIDUNT	<p>EXPERIENCE</p> <p>Lorem Ipsum 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Dolor Sit Amet 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut</p> <p>Consectetuer Adipiscing Elit 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>
<p>EDUCATION</p> <p>Lorem Ipsum 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>Dolor Sit Amet 20XX-20YY</p> <p>Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.</p>	

Colors and Art Work
Logos or Symbols

Columns



Not prioritizing relevant experience/jobs

SKILLS

Communication	1
Sales Strategy	1
Social Media Marketing	1
Gathering And Interpreting Data	0.75
Webmaster Tools	1
Google Analytics	1
Adobe Creative Suite	0.75

WORK EXPERIENCE

MARKETING CONSULTANT
VANARDEL LTD, SNIPTOWN, MASSACHUSETTS
 SEPTEMBER 2016–PRESENT
 Work with clients to craft the messaging and implement strategic positioning in their market. Assist clients with business plan, branding, advertising, remodeling, and marketing. Over a ten-month period, these efforts boosted monthly sales from \$8,000 to \$25,000. Devised and implemented social media campaign that increased brand awareness by 125% on average. Program resulted in a dramatic \$50,000 increase in internet sales. Create marketing campaigns including email, print, digital, outdoor, and social media. Based on market analysis, craft concept and content for journal ads, direct mail campaigns and blogs.

MARKETING SPECIALIST
LUCERNE PUBLISHING, BOSTON, MASSACHUSETTS
 JUNE 2013–AUGUST 2018
 Co-managed the development and delivery of the design language for a companywide media kit for all company projects, increasing national sales by 8%. Coordinated and across multiple departments internally and collaborate with external IT and other professional consultants to design, build, and launch ten websites for ten company brands. Developed SEO optimized content for numerous in-house websites, blog posts and social media platforms. Several of my articles were picked up by major media outlets. Kept current with marketing strategies and developed social media campaigns to increase brand influence.

EDUCATION

BACHELOR OF ARTS IN ART AND DESIGN
SCHOOL OF FINE ART, MOPTON, MASSACHUSETTS
 2009–2013

IGNACIO FRIED

PROFILE
 Well organized, creative, and proven marketing professional. Experience working with and across sales teams and well as external clients and agencies on creative, editorial, strategic, and tactical levels. Significant negotiation experience. Track record of delivering unique and effective content. Impressive history of planning and executing marketing campaigns.

CONTACT
 PHONE:
 (716) 555-0100

LINKEDIN:
www.linkedin.com/in/i.fried

EMAIL:
 i.fried@live.com

No Photos Needed

No Graphs/ Graphics

No Paragraphs

Don't waste space
 Templates generally cause spacing issues that can't be changed

Make it easy to read

TEMPLATES

YOUR NAME
 Street Address, City, ST ZIP Code | Telephone | Email

OBJECTIVE
 Check out the quick tips below to help you get started. To replace tip text with your own, just click it and start typing.

SKILLS & ABILITIES
 On the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries to get a custom look with just a click.

EXPERIENCE

Dates From-To Job Title, Company Name
 - This is the place for a brief summary of your key responsibilities and most stellar accomplishments.

Dates From-To Job Title, Company Name
 - This is the place for a brief summary of your key responsibilities and most stellar accomplishments.

EDUCATION

Dates From-To Degree, Location, School Name

COMMUNICATION
 You delivered that big presentation to rave reviews. Don't be shy about it now! This is the place to show how well you work and play with others.

LEADERSHIP
 Are you president of your fraternity, head of the condo board, or a team lead for your favorite charity? You're a natural leader—tell it like it is!

How Resumes Survive the First Scan

- No spelling mistakes or grammar errors;
- Formatting
 - Consistent font throughout –
 - Font is easy to read (Arial, Calibri, etc.) and reasonable size (12, 14 pt.)
 - Use of bold or italicized text is strategic and minimal
 - Copy is organized with distinct headers; white space allows eye to flow; experience indicated in bulleted phrases
 - Margins
- Key Words
- One page

Accomplishments



School Work

Experience



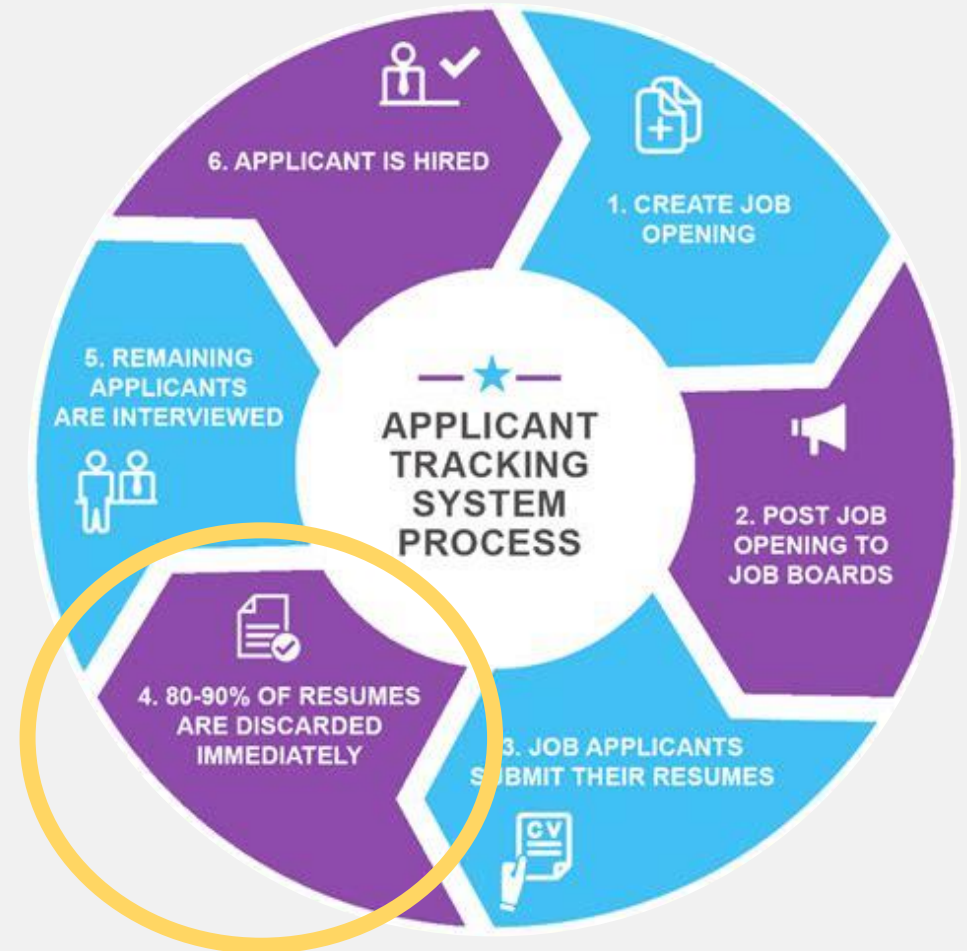
Content

Characteristics of Strong Content

- Concise and vibrant language
- First person (never me, my, or I)
- Highlights achievements
- Customized summary of experiences and skills relevant to the position
- Key Words

Why Key Words and Customized Content are Critical

Resume might not be seen by a human until it has been pre-screened through an Applicant Tracking System.



Customize your Resume

- Analyze the job description
- Identify desired skills, qualifications, and experiences
- Align your skills, qualifications and experiences to the needs identified in the posting

HIGHLIGHT

CIRCLE

UNDERLINE

What Experience Should I Use?

Jobs and internships

Research

Shadowing/Observation

Class projects and activities

Volunteer and Service Learning

Clubs, Organizations, Campus Involvement

We are looking for a committed **Teacher** to complement our qualified workforce of educators. You will be responsible for preparing and implementing a full educational teaching plan according to the school's requirements. It will be fundamental to provide knowledge and instruction to students while also helping them develop their personalities and skills.

The ideal candidate will be passionate for the job with an ability to reach out to students and create a relationship of mutual trust. They will know how to organize a class and make learning an easy and meaningful process.

The goal is to help cultivate the students' interest in education and be their dedicated ally in the entire process of learning and development.

- Presenting lessons in a comprehensive manner and use visual/audio means to facilitate learning
- Providing individualized instruction to each student by promoting interactive learning
- Creating and distributing educational content Present lessons in a comprehensive manner and use visual/audio means to facilitate learning
- Maintain a tidy and orderly classroom
- Collaborate with other teachers, parents and stakeholders and participate in regular meetings
- Plan and execute educational in-class and outdoor activities and events
- Observe and understand students' behavior and psyche and report suspicions of neglect, abuse etc.
- Develop and enrich professional skills and knowledge by attending seminars, conferences etc

We are looking for a committed **Teacher** to complement our qualified workforce of educators. You will be responsible for **preparing and implementing a full educational teaching plan according to the school's requirements**. It will be fundamental to provide knowledge and instruction to students while also helping them develop their personalities and skills.

The ideal candidate will be passionate for the job with an ability to reach out to students and **create a relationship of mutual trust**. They will **know how to organize a class and make learning an easy and meaningful process**. The goal is to help cultivate the students' interest in education and be their dedicated ally in the entire process of learning and development.

- **Presenting lessons** in a comprehensive manner and **use visual/audio** means to facilitate learning
- **Providing individualized instruction** to each student by **promoting interactive learning**
- **Creating and distributing educational content**
- **Assess and record students' progress and provide grades and feedback**
- Maintain a tidy and orderly classroom
- **Collaborate** with other teachers, parents and stakeholders and participate in regular meetings
- **Plan and execute educational in-class and outdoor activities and events**
- Observe and understand students' behavior and psyche and report suspicions of neglect, abuse etc.
- **Develop and enrich professional skills and knowledge** by attending seminars, conferences etc

Resume Sections

Introduction

Section 1

Top ¼ of your
resume

- Contact Information – include websites, Linked In URL, phone number, email address; street address optional
- Objective – optional
- Skills – cite specific skills or competencies that are important; technical as well as soft skills
- Notable Accomplishments/Awards/Honors/Study Abroad
- Education – will move lower on resume as you gain professional experience
 - Degree, not major; include minor and concentration
 - Spell out– Bachelor of Fine Arts, not BFA
 - Date and month of expected graduation date
 - No high school information (unless freshman)
 - GPA if high, Dean’s List, Chancellor’s List
 - Highest degree first (Ph.D., Masters, Bachelors, Associates)
- Relevant Coursework – if applying for an internship

Experience

Section 2

Middle 1/2 of
your resume

- Relevant Experience
- Information that demonstrates your experience or skill sets from jobs, internships, volunteering, class projects, etc.
- REPEAT: Jobs, internships, volunteering, class projects, etc.
- Group under categories or headers that point out what you want to emphasize
- Can be listed in chronological or relevance order
- 2-3 entries
- 3-5 bullet points

Additional Information

Section 3

Last 1/4 of
your resume

- Shadowing/Observation
- Campus or Community Engagement
- Leadership
- Professional Affiliations
- Work Experience (unrelated jobs) - see below

Work Experience

Server, Down East Wine and Diner

Purpleville, NC

August 2015-Present

Lead Tutor, Pirate Tutoring Center

XYZ University, Purpleville, NC

August 2016-2018

~~Pictures? Height, Weight, Gender, Age, Marital Status~~



Make sure your Bullet Points Sell your Story!

Bullet Points

Tell your Story in Bullet Points

- Start with an action verb
- What you did
- How you did it
- Why you did it
- Quantified (How many, how much)
- Value or benefit it provided

- When Possible: Frame as an accomplishment (First, Best, Only, Top...)

Dull Bullet

- Responsible for marketing social and cultural events

Shiny Bullet

- Collaborated with team to design and print posters, flyers, and t-shirts to promote 63 social and cultural events to campus community; increased attendance over previous year by 10%

How to Create a Bullet

Bullet Components

WHAT I DID: Collaborated with team to design and print posters, flyers and t-shirts

WHY I DID IT: to promote cultural and social events on campus

HOW MANY/HOW MUCH/HOW: 63 events

VALUE/BENEFIT/OUTCOME: increased attendance by 10%

BULLET: Collaborated with team to design and print posters, flyers, and t shirts to promote 63 social and cultural events to campus community; increased attendance over previous year by 10%

Summary

- 1-Before a resume crosses the desk of a hiring manager may need to make it through an ATS which will screen for key words and relevant information
- 2-Resumes must be visually appealing, and free of grammar or spelling errors to make it past the initial scan of 8-10 seconds
- 3-Resumes should be targeted and customized
- 4-Experience should be denoted in bullet points that start with an action verb and explain what was accomplished, how it was accomplished, and describe its value or benefit

Cover Letters

Cover Letters

Header and Address

Consider using your header from your resume or use basic letter format by adding your return address at the top.

Address your letter to a direct person in the company. This information can be found through research. However, if you research does not uncover a direct person, use a title such as "Recruiter" or "Hiring Manager" rather than "To Whom It May Concern".

Introductory Paragraph

Indicate your interest, and reveal your source of information.

Middle Paragraph(s)

Outline your strongest qualifications—focus on broader occupational and/or organizational dimensions to describe how your qualifications match the work environment.

Convince the employer you have the personal qualities and motivation to contribute to the organization. Focus on you, not the employer. Do not repeat the resume but highlight how your skills relate.

Closing Paragraph

Express appreciation to the reader for his or her time and consideration and include contact information.

Signature and Enclosure

Don't forget to sign your letter. (This is not necessary if you are uploading to a website or emailing.)

Enclosure is used to indicate that there is another document (or multiple documents) that accompany your cover letter such as your resume and references.

Ima Pirate

701 East 5th St. • Greenville, NC 27858

Imapirate17@students.ecu.edu • 252-328-6050

January 30, 2019

Mr. Brett Newkirk
Director of College Recruiting
William Morris Endeavor
1400 W. 14th Street, 2nd Floor
New York, NY 10003

Dear Mr. Newkirk:

I am writing to express my interest in completing the emerging media internship as advertised on the William Morris Endeavor website. As a Communications major with a Media Studies concentration and a minor in Business Administration at East Carolina University my foundation is in place to exceed as an active member of the internship program. Additionally, my direct experience in sales and marketing make me strong candidate for this program. I am ready to apply my education, business savvy, and enthusiasm for new media to contribute to the success of William Morris Endeavor.

Pursing a Bachelor of Science in Communication, I have taken several course that will help me excel in this internship. I have had the opportunity to receive advanced education in subjects that include Media Effects, Persuasion Theories, Audio and Video Production, Post Production Techniques, and Web Design. These courses have enhanced my knowledge of emerging media and provide the most recent training in these technologies.

As a former employee of Kaplan Test Prep and Paradigm Books I developed strong marketing and sales skills. Both positions required personal and professional initiative and my success was due to my ability to form relationships, sell services, and prospect new business. Currently, I am employed with the university newspaper, The East Carolinian as a Student Advertising Manager where I not only exceed monthly sales goals, but am also responsible for supervision and training of five team members. An internship with WME will allow me to maximize my skills in sales, marketing, and advertising and to explore the use of social media.

I believe that my education and experience make me a great candidate for this position. I would appreciate an opportunity to meet with you and discuss this internship further. I am also available to interview via phone (252-555-5555) or Skype (Ima.Pirate). Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,

Ima Pirate

Ima Pirate

Enclosure

Cover Letter

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Consider using your header from your resume or use basic letter format by adding your return address at the top.

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Sincerely,

Ima Pirate

Ima Pirate

Enclosure

- Show them your WHY
- Match it to the job description
- TELL about your experiences and education
- Make the match of why you're a good candidate

Questions?

