

THE CAREER CONNECTION SERIES CONTAINS MATERIALS TO ASSIST IN A CAREER SEARCH. TOPICS INCLUDE:

**The Resume and Cover Letter -  
How to Market Yourself Effectively**

Shows you the two most popular versions of resumes and tips on how to put one together. The Cover letter is another sales tool to send with your resume.

**Preparing for Job Interviews**

Learn tips for handling Behavioral, Situational and Critical Thinking Interviews while selling yourself.

*Sponsored by:*



Think Brilliance... Make Your Mark

CountrywideCareers.com

**University of North Texas  
Career Center**

P.O. Box 310859  
University Union, Suite 320  
Denton, TX 76203

Phone: 940-565-2105  
Fax: 940-565-4376  
Email: [careercenter@unt.edu](mailto:careercenter@unt.edu)  
<http://careercenter.unt.edu>

# *The Career Connection*

**University of North Texas  
Career Center**

UNIVERSITY of NORTH TEXAS



*The* CORNERSTONE  
*of your* FUTURE

**The Resume**

- *Sampling the Field*
- *Creating Results-based statements*
- *Types of Resumes*
- *Common Mistakes*

**The Cover Letter**

- *How to Write a Cover Letter*
- *Types of Cover Letters*
- *Functions of a Cover Letter*
- *Suggested Format of an Effective Cover Letter*

*The Resume and Cover Letter -  
How to Market Yourself  
Effectively*



**Countrywide®**

*Sponsored by:*

**HOME LOANS**

CountrywideCareers.com



---

# SAMPLE REFERRAL COVER LETTER

---

John Doe  
555 Haven Lane  
Denton, TX 76203  
123-456-7899  
john.doe@help.com

January 1, 2010

Karen Duggan  
Human Resources  
Job Central  
999 Regal Drive  
Dallas, TX 75201

Dear Ms. Duggan:

I am a Ph.D. Candidate in Biomedical Engineering. Dr. Joseph Metcalf indicated that I should contact you in regards to the Biomaterials Engineer position currently available within your organization. I understand that you seek a candidate who has experience prototyping of an implantable drug delivery device, as well as biomaterials, tissue interactions and impurity identification. I hope you will agree that my qualifications and experience meet your organization's needs.

In collaboration with the Orthopedic Implant Group at UT Southwestern, I have developed a prototype of an orthopedic implant using biomaterials. In addition, I am experienced in surface and thin film characterization and elemental and molecular identification. I have designed and performed experiments to solve issues of contaminants on surfaces and impurity identification. At UT Southwestern, I assessed the bio-incompatibility of orthopedic implants and surgical instruments.

Throughout my research project, I have cooperated with professors in the Department of Materials Science and Engineering and the Biology Department. At the same time, I have worked closely with scientists and physicians at a biomedical device manufacturing firm, which is a partner in the research on orthopedic implants. These experiences have taught me the importance of teamwork and good communication. I have learned to collaborate effectively with researchers who have many different personalities and work styles.

I am attracted to your company because of its innovation in biomaterials and its motivation to turn ideas into safe medical products. Thank you for your attention. I will follow up next week by phone to see if we can set up an interview.

Sincerely,

John Doe

---

# TABLE OF CONTENTS

---

What Employers Want: Sampling the Field	2
Action Verbs	3
Examples: Accomplishments/Results Statements	4
Skills Headings: Functional Resume	5
Chronological Resume Format	6
Functional Resume Format	7
Sample: Chronological Resume	8
Sample: Functional Resume	9
Common Resume Mistakes	10
Scannable Resumes	11
How to Write a Great Cover Letter	12
Types of Cover Letters	13
Functions of the Cover Letter	13
Salary Requirements	13
Suggested Cover Letter Format	14
Invited Cover Letter Sample	15
Referral Cover Letter Sample	16

Keep in mind that while there are several “wrong” ways to write a resume there is no “one right way” to write one. You will find numerous styles of resumes by looking through resume books in Willis Library or the Career Center’s library . We try to cover the basics of writing a resume. Be sure to choose a format that best matches your background, qualifications and the field/position for which you are applying. Also ensure that you get your point across in 10 seconds or less or recruiters/hiring managers will not read the rest of the resume. Keep your font to a basic font, no smaller than 10 pt. and highlight text by using **bold**, underline or ALL CAPS.

## WHAT DO EMPLOYERS WANT?

That's the most basic question of any career search. This exercise is designed to help you answer that question by "sampling the field" of your choice and identifying the most commonly sought skills, experiences, credentials and characteristics.

**INSTRUCTIONS:** Collect 20-25 job listings, Internet postings, newspaper advertisements, mission statements, and/or job descriptions for the career field(s) you are seeking. As you read through the listings, identify key words or phrases that describe the education, experience, skills, and qualities potential employers are seeking. Each time there is a new key word or phrase, add it to your list. Each time an item appears again, place a checkmark (✓) in the "frequency" column. The items which receive the most checkmarks will give you good insight into what employers in your field are seeking in their employees.

Example

KEY WORDS AND PHRASES	FREQUENCY
Strong verbal and written communication skills	✓✓✓✓✓✓✓✓✓✓
Bachelor's degree (in *****)	✓✓✓✓
3-5 years related experience (in *****)	✓✓✓✓
General computer skills	
Specific computer skills (in *****)	✓✓✓✓✓✓✓✓
Ability to work as part of a team	✓✓✓✓✓
Sense of humor	✓✓✓✓
Willingness to travel	✓✓✓✓
Strong organizational, analytical, and problem solving skills	✓✓✓✓✓✓✓✓✓✓
Appreciation of and commitment to workplace diversity	✓✓✓✓
Customer service experience	✓✓✓✓✓
Certification/Licensure as *****	✓✓
Ability to manage multiple projects	✓✓✓✓

## SAMPLE INVITED COVER LETTER

Nita Job  
P.O. Box 306266,  
Denton, Texas 76203  
940-565-2105  
nita@helpme.com

January 1, 2010

Ms. Sherril Merrill, Director  
Public Relations Department  
In Your Face Advertising, Inc.  
1234 North Central Expressway, Suite 567  
Dallas, Texas 75001

Dear Ms. Merrill:

I recently learned through the University of North Texas career center that In Your Face Advertising has openings in the Press and Media Relations office. In Your Face has a long history as a trendsetter for advertising initiatives in the Dallas/Fort Worth area, and is probably best known for its work on the TxDOT "Give 'Em a Brake" campaigns that have been modeled in the transportation industry around the country. I am seeking a career position in a dynamic advertising environment like that of In Your Face, and would like to introduce myself to you.

My background is diverse and appears to meet the profile indicated on your corporate web site. I have over four years experience in customer service, retail sales and promotions, and event planning, and a record of achievement in my communication design degree program. In two years at Cheddar's restaurant I was promoted from wait staff to lead waiter then to assistant weekend manager, and provided leadership in all aspects of customer service. I have also prepared numerous advertising campaigns as an individual and in small groups, and have compiled a portfolio of my advertising, which is available to you upon request.

I would like to meet with you personally to learn more about In Your Face Advertising and to discuss career opportunities within the company. Please feel free to contact me at 940-867-5309 at your earliest convenience. I am available for an interview immediately, and will contact you in one week to insure you've received the enclosed information.

Thank you for your time and consideration. I look forward to meeting with you soon and discussing the exciting work you are doing at In Your Face Advertising.

Sincerely yours,

Nita Job

---

## COVER LETTER SUGGESTED FORMAT

---

### First (Introductory) Paragraph:

Tells the employer: "What I want! Why I want it with you!"  
Introduce yourself /what degree you are pursuing or have attained.

Specify whether you are seeking a permanent or summer position.  
Inform the reader as to why you are writing, name the position, field,  
or functional area in which you are interested.

Mention how you heard of the opening or organization (e.g., posting  
on Eagle Network, ad in newspaper, trade journal article, etc.).

### Second (Selling) Paragraph(s):

Tells the employer: "What I can do for you today! What makes me  
different!"

Mention one or two qualifications you think would be of greatest inter-  
est to the organization, slanting your remarks to their point of view.  
Answer the question, "What makes you the best candidate for the  
position?"

Tell why you are particularly interested in the company and/or posi-  
tion. Demonstrate your knowledge of the company and/or industry.  
Further, if you have had related experience, or specialized training,  
point it out. Match your qualifications with the organization's objec-  
tives.

Refer the reader to the enclosed resume, which **will give additional  
information** concerning your background and interests.

### Third (Closing) paragraph:

Tells the employer: "What I want: An interview! What I'm willing  
to do to get it: Persistence!"

Close by stating your desire for an interview. You may say that you  
will phone in a week or so to make sure they received your resume  
and cover letter. Be sure your closing is not vague, but states a spe-  
cific action.

---

## ACTION VERBS

---

USE WHEN CREATING ACCOMPLISHMENT/RESULTS STATEMENTS

---

Acted	Coordinated	Handled	Processed
Adapted	Corresponded	Identified	Produced
Addressed	Counseled	Illustrated	Promoted
Administered	Created	Implemented	Publicized
Advised	Critiqued	Improved	Purchased
Allocated	Decided	Increased	Recommended
Analyzed	Delegated	Influenced	Reconciled
Applied	Demonstrated	Informed	Recorded
Appraised	Designed	Initiated	Recruited
Approved	Developed	Inspected	Reduced
Arbitrated	Devised	Instituted	Referred
Arranged	Diagnosed	Instructed	Rehabilitated
Assembled	Directed	Integrated	Reorganized
Assessed	Dispatched	Interpreted	Represented
Assigned	Drafted	Interviewed	Researched
Assisted	Edited	Introduced	Resolved
Attained	Educated	Invented	Retrieved
Audited	Enabled	Investigated	Reviewed
Authored	Encouraged	Lectured	Revitalized
Balanced	Engineered	Maintained	Scheduled
Budgeted	Enlisted	Managed	Screened
Built	Established	Marketed	Shaped
Calculated	Evaluated	Mediated	Solved
Catalogued	Examined	Moderated	Specified
Chaired	Executed	Monitored	Spoke
Clarified	Expedited	Motivated	Stimulated
Classified	Explained	Negotiated	Strengthened
Coached	Extracted	Operated	Summarized
Collected	Fabricated	Organized	Supervised
Communicated	Facilitated	Originated	Supported
Compared	Familiarized	Oversaw	Surveyed
Compiled	Fashioned	Performed	Systemized
Computed	Forecasted	Persuaded	Tabulated
Conceived	Formulated	Planned	Translated
Conceptualized	Founded	Prepared	Updated
Consolidated	Generated	Presented	Validated
Contracted	Guided	Prioritized	Wrote

---

## EXAMPLES OF ACCOMPLISHMENTS/ RESULTS STATEMENTS

---

Develop accomplishments/results statements, using the **SOAR** method:

**Statement of action** – What did you do? (Action verbs list on pages 3)

**Occurrence of Action** – Daily, weekly, monthly, yearly...?

**Amount of Action** – 19, 50, over 100...?

**Results of Action** – Increased, decreased, saved, taught, implemented..?

Example:

**Statement** – Managed production crew

**Occurrence** – Managed production crew on a daily basis

**Amount** – Managed production crew of over 20 people on a daily basis

**Results** – Managed production crew of over 20 people that increased production 3 quarters in a row

Examples:

1. Selected as freshman orientation counselor; acclimated 150 new students to college environment.
2. Innovated blood drive volunteer system, which increased student participation by 20%.
3. Overhauled social organization recruitment program, which achieved national record for 75% membership increase.
4. Cartoonist for small newspaper which publishes 4 times a week.
5. Initiated leadership change program for 140 middle and senior level managers.
6. Led 8 member project team that collected leadership data from 500 employees.
7. Formulated banking method that decreased teller outage by 60%.
8. Maintained 40% net profit margin in retail sales over two year period.
9. Redesigned paint system resulting in annual savings of \$60,0000.
10. Trained over 200 insurance agents in the legal, ethical, and regulatory aspects of insurance and securities sales.
11. Increased departmental sales by 25% in first three months as manager.

---

## COVER LETTERS

---

### Types of Cover Letters

The **Invited Cover Letter** is written in response to an advertised opening, whether in a newspaper, trade publication, on the Internet, or on the company's web page.

The **Uninvited or Cold-Contact Cover Letter** is a letter written to a targeted organization you are interested in working for but have not publicly advertised an open position.

The **Referral Letter** is an extremely effective type of cover letter that springs from networking efforts. The referral letter uses a name-dropping tactic as early as possible in the letter to attract the reader's attention and prompt an interview.

### Functions of a Cover Letter

- Tells the employer what type of position you are seeking
- Gives you an opportunity to impress the prospective employer by showcasing your knowledge about the company and/or its industry and express how your skills, interests, and/or experience match the needs of the organization
- Entices the reader to learn more about you by reading your resume
- Provides or expands your resume objective and shows how well you express yourself
- Serves as a small window into your personality that makes the employer feel he or she simply must get to know you better

### Salary Requirements

Because employers sometimes request salary requirements to eliminate the job seeker from the pool of qualified candidates, we suggest that you not respond to this request. For example, if you are making too much and would be willing to take a pay cut to do something you love, you may not have the opportunity. On the other end of the spectrum, if you are not making close to your earning potential, but are qualified to do the work, you may eliminate yourself because you have indicated a salary that is much lower than what they intend to pay. Instead of responding with the requested information, learn more about the opportunity and determine if it is a good fit before discussing salary.

If requested, tell the employer your salary history or salary requirements in the last paragraph of the letter. Be sure to give a \$3K to \$5K range. Examples of statements are as follows:

- “In the past three years, my salary has been within the range of \$45K—\$50K.”
- “Being a recent college graduate, I have not established a salary history. However, in researching the field, the average salary for my skill set and the position for which you are recruiting is between \$40K—\$43K.”

---

## HOW TO WRITE A GREAT COVER LETTER

---

1. Put name (in bold or slightly larger font), address, telephone number and email address on top to let employers immediately know who you are.
2. Address someone by name and title who could hire you; Call the company and ask for the name of the person responsible for hiring for the position in which you have an interest or ask for the Human Resource Manager's name and address the letter to them.
3. Demonstrate you have done your homework; know who they are, what they do, and how good they are to determine what you can do to make them better. Indicate in one or two sentences what you know about the company.
4. Convey your excitement for the opportunity to be a part of their organization. Let the employer know you want to be a part of their team and that you really believe you have the qualifications they are seeking.
5. Answer the question "What can you do for them?" Select two or three of the employer's specific needs and indicate how you can help achieve them. Give specific examples of personal accomplishments/results that demonstrate your ability to meet the needs of the employer. In other words, their bottom line.
6. Use keywords relevant to your job objective and the industry. Read the job listings, postings, advertisements, etc. to know how to "talk the talk!" Words used in one field are not always appropriate to other fields. Keep the information relevant!
7. Initiate the next step. Indicate you will be calling on a specific day to determine if the prospective employer has any further questions and to set up a personal interview. When you call, tell the secretary that he/she is expecting your call.
8. Remember this is a personal letter. Don't use phrases like "Enclosed please find" or "To Whom It May Concern". You are not writing a paper, you are writing a letter.
9. Keep your cover letter as brief, focused and relevant as possible. A great cover letter should be no longer than 1 page.

---

## SKILL HEADINGS FOR USE IN A FUNCTIONAL RESUME

---

Accounting	Personnel
Administration	Planning
Advertising	Political/Public Action
Architecture	Presentation
Artistic	Printing
Bookkeeping	Production
Career Development	Product Development
Communication	Program Development
Community Affairs/Relations	Program Evaluation
Data Processing/Collection	Program Planning
Design	Program Promotion
Drafting	Promotion
Education	Publicity
Finance	Public Relations
Fund Raising	Public Speaking
Graphic Design	Purchasing
Group Work	Research
Human Services	Resource Development
Inspection/Instruction	Retailing
Interviewing/Investigation	Sales
Investment	Scheduling
Layout	Social Work
Leadership	Supervision
Management	Systems and Procedures
Market Research	Teaching
Materials Handling	Team
Media Productions	Testing
Medical Service	Training
Office/Clerical	Volunteer Management
Organization	Writing and Editing
Performing	Youth Counseling



---

# COMMON RESUME MISTAKES

---

## 1. RESUME IS TOO FOCUSED ON JUST YOUR JOB RESPONSIBILITIES

Develop accomplishment/results statements by answering the following questions:

- How did you perform the job better than others?
- What were problems/challenges you faced? How did you overcome them?
- What were the results? How did the company benefit from your performance?
- Did you receive any awards, special recognition or promotions as a result?

## 2. GENERAL AND WORDY OBJECTIVE STATEMENT

Avoid statements like “A challenging position enabling me to contribute to organizational goals while offering an opportunity for growth and advancement”. Replace it with what you do or what you want to do. I.E. Seeking a position as a C/C++ Programmer.

## 3. TOO SHORT OR TOO LONG RESUME

Don't try to squeeze all experiences onto one page because you have heard resumes shouldn't be longer. By doing so may cause you to omit impressive achievements. Do not include irrelevant or redundant experience. If the experience doesn't relate to the objective, don't include it.

## 4. USING PERSONAL PRONOUNS AND ARTICLES

There should be no mentions of “I” or “me” and only minimal use of articles. Begin with an action verb.

## 5. PROVIDING IRRELEVANT INFORMATION

Many people include their interests, but they should only include those which relate to the position of interest. Personal information, such as date of birth, marital status, height and weight should not be on a resume unless you are a job seeker outside of the US.

## 6. USING A FUNCTIONAL RESUME WHEN YOU HAVE A GOOD CAREER HISTORY

Unless you have no work history or excessive job-hopping, avoid the functional format. Employers like to see career progression and the impact made at each position.

## 7. NOT INCLUDING A SUMMARY SECTION THAT MAKES AN INITIAL HARD SELL

Know the skills and competencies important to the position of interest. The summary should demonstrate the skill level and experiences directly related to the position being sought.

## 8. WHERE ARE THE KEYWORDS?

Companies often search resume databases by relevant keywords. Determine keywords by reading job descriptions that interest you and include them in your resume.

## 9. REFERENCES AVAILABLE

Employers know you have professional references, therefore don't use this statement at the end of your resume.

## 10. TYPOS

One typo can land your resume in the garbage. Proofread and show your resume to several friends to have them proofread it as well. This document is a reflection of you and should be perfect of errors.

---

# SAMPLE FUNCTIONAL/SKILL BASED RESUME FORMAT

---

YOUR NAME  
STREET ADDRESS  
CITY, STATE, AND ZIP CODE  
(XXX) XXX-XXXX  
PROFESSIONAL EMAIL ADDRESS

**OBJECTIVE** (*Tell an employer what you want to do for them. Be focused without being too specific. Note: this is optional.*)

**SUMMARY OF QUALIFICATIONS** (*Top 4-6 things you offer employer based upon the needs of the industry/organization. What makes you different? Note: this is optional*)

- Number of years experience in the field or line of work.
- Relevant credentials or training or education.
- An accomplishment that directly relates to the job objective
- An accomplishment that directly relates to the job objective
- A quality/characteristic that directly relates to the job objective
- Association/Volunteer Work/Award that directly relates to the job objective.
- Language (read, write, speak, fluent, bilingual).

### EDUCATION & HONORS

Degree      Graduation Date (Month and Year only)  
Major: xxx    Minor: xxx    GPA: x.x (if 3.0 or better)  
School      City, State

### SKILLS & ACCOMPLISHMENTS

*{Top 3-4 skills relevant to the above stated job objective in priority order. Follow with top 3-4 accomplishment/results statements that demonstrates skill, also in priority order.}*

#### ONE RELEVANT SKILL

- An accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.

#### ANOTHER RELEVANT SKILL

- An accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.

#### ANOTHER RELEVANT SKILL

- An accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.
- Another accomplishment/result that demonstrates this skill.

### PROFESSIONAL/STUDENT ORGANIZATIONS & AFFILIATIONS

Position	Organization	Month/Yr-Month/Yr
Position	Organization	Month/Yr-Month/Yr

### EMPLOYMENT HISTORY

Job Title	Month/Year – Month/Year
Employer Name	City, State
Job Title	Month/Year – Month/Year
Employer Name	City, State
Job Title	Month/Year – Month/Year
Employer Name	City, State

---

## SAMPLE CHRONOLOGICAL RESUME

---

### NITA JOB

222 Denton Drive • Denton, TX 76203 • 123-456-7890  
nitajob@helpme.com

**OBJECTIVE** To obtain a Research & Development position

#### SUMMARY OF QUALIFICATIONS

- Seasoned professional with significant field experience in manufacturing, including technology development and management
- Successful start-up of an R&D facility within time and budget constraints
- Honored for excellence in technology invention and development
- Solid leadership, teamwork and project management capabilities
- Fluent in Spanish and English

#### EDUCATION, HONORS & CERTIFICATIONS

**Master of Science in Engineering** December 2001  
**Bachelor of Science in Engineering** December 1999  
University of North Texas Denton, TX

#### MIT Sloan School Executive MBA Program

Certificate, “Developing & Managing a Successful Technology & Product Strategy” and “Strategic Marketing Planning” 2001

Certified, Energy Control & Management Professional 1994  
Certified, Pollution Prevention Management Professional 1993

#### PROFESSIONAL EXPERIENCE

**Manager, Technology & Development** May 2003—present  
Texas Design Anywhere, TX

- Designed new technological marketing organization and pre-start up of the function as a member of the Marketing Design Core Team
- Designed and implemented a new technological marketing organizational structure
- Increased output of the Marketing Team by 50% with results confirmed by a marketing survey

**Manager, Engineering** January 2002—April 2003  
California Design Anywhere, CA

- Planned, designed and implemented a new R&D structure using the facility’s specifications
- Created organizational philosophies to concur with the improved structure
- Selected site for a new building, while remaining within budget constraints
- Created the conceptual plan and design for a new R&D function in Los Angeles

#### PROFESSIONAL ASSOCIATIONS

Member, Society of Women Engineers Dec. 1999 - present  
Member, Institute of Electronics and Electrical Engineers Aug. 1997 - present

---

## SAMPLE FUNCTIONAL/SKILL BASED RESUME

---

### NITA JOB

222 Denton Drive • Denton, TX 76203 • 123-456-7890  
nitajob@helpme.com

**OBJECTIVE** To obtain an Events Manager position

#### SUMMARY OF QUALIFICATIONS

- Over 2 years event management, marketing, training and coaching experience
- Strong communication, presentation and time management skills
- Confident and poised in interactions with individuals at all levels
- Fluent in Spanish, French and English

#### EDUCATION

**Master of Arts** December 2010  
University of North Texas Denton, TX  
**Bachelor of Arts** May 2006  
University of North Texas Denton, TX

#### PROFESSIONAL SKILLS

##### Management

- Experienced in all aspects of event management and tournament directing, including logistics, transportation, security, safety, coordination of activities, recruitment of volunteers, publicity, and scheduling of celebrity appearances
- Assisted with the selection of staff, raised funds, planned trips, scheduled activities and publicized events

##### Marketing/Promotion

- Coordinated media appearances and press conferences for celebrities, including transportation and security
- Experienced in marketing, advertising and promoting special events

##### Administration

- Developed budgets and office policies and procedures to ensure efficiency of operations
- Revitalized underperforming club programs and achieved 90% increased profitability

#### EMPLOYMENT HISTORY

Events Manager Assistant August 2003— present  
Très Baton Country Club Anywhere, TX  
Coordinator of Promotional Activities January 2002—August 2003  
Shooting Star Enterprises Anywhere, LA