

IMPROVE YOUR RESUME & COVER LETTER

Teresa Boere, Career
Educator, Career Education

COVER LETTER

March 24, 20XX

Attn: Human Resources
Department
1000 University Ave.
London, ON N6G 1K1

CURRICULUM VITAE

- ✓ Internationally experienced professional with academic training in Socio-cultural Anthropology and practical experience in Natural Resource Management, Ecosystem Restoration, and Agriculture.
- ✓ Skilled in managing a diverse range of stakeholders, including farmers; resource management consultants; and fellow academics.
- ✓ Proficient in project management, reports, budgets, and in delivering workshops and presentations.
- ✓ Proven ability to lead and coordinate the Introduction to Soils and Crops; and the Introduction to Society and Culture.

EDUCATION

Doctor of Philosophy
The University of Western Ontario

RESUME

Key Qualifications

- Proficient computer skills (SAP 2000, ALGOR, AutoCAD, MATLAB, Visual Basic and MS-Office Suite)
- Multi-linguistic (Fluent in English, Urdu, Punjabi and Hindi; Basic Japanese)
- Management of bridges (inspection, on-site monitoring, evaluation, life cycle cost analysis)
- Planning, analysis and design of bridges, both new builds and rehabilitation
- Sound knowledge of seismic analysis and design

Education

- Ph.D. in Civil Engineering
The University of Western Ontario, London, Canada
- M.A.Sc. in Civil Engineering
Saitama University, Saitama, Japan
- B.Sc. in Civil Engineering
University of Technology, Lahore, Pakistan

20XX – 20XX

20XX – 20XX

20XX – 20XX

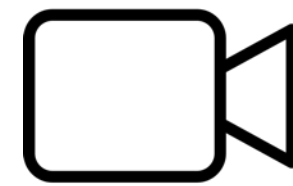
20XX – Present

TECHNOLOGY REMINDERS



MUTE

Please keep yourself on mute.



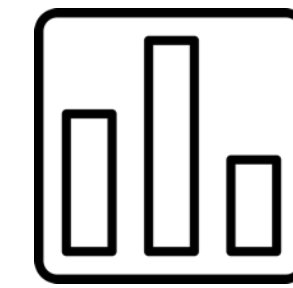
VIDEO

We want to see you! Open your video if comfortable.



CHAT

Grant is here to answer your questions.

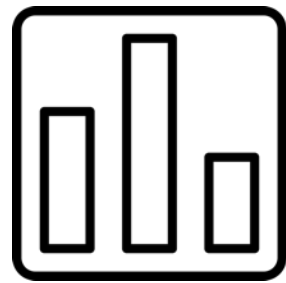


POLLS

To better understand your experiences and opinions.

TODAY'S SESSION

WHAT WE WILL COVER



TRUE OR FALSE

A quick poll to access
common myths



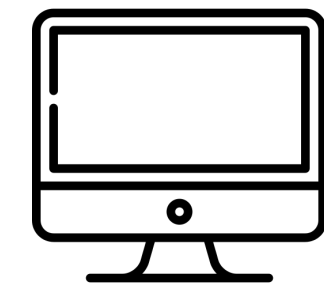
RESUMES

Three easy-to-remember
guidelines



COVER LETTERS

Standard format
and do's and
don'ts



RESOURCES

Services and
digital resources
to access at your
leisure



What do you mean it's not a good resume? It's the most expensive one on Etsy!

GUIDELINES FOR AN EFFECTIVE RESUME



RELEVANT

There's no one size fits all! You must explicitly show the employer what they're looking for.



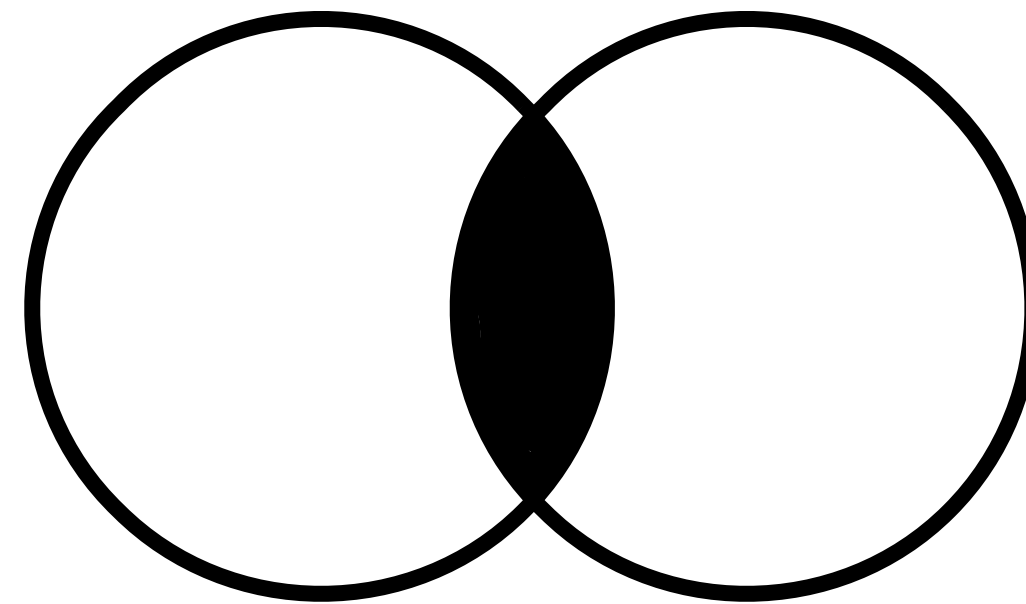
ACCOMPLISHMENT BASED

Write about what you accomplished and your unique contributions.



EASY TO READ & WITHOUT ERRORS

Create a document that's not only error-free, but also aesthetically pleasing!



#1 RELEVANT

What you want to say must also align with what they are interested in knowing

IMPACT

Developed a framework for company-wide globalization initiative to improve the sharing of institutional knowledge, enhancing efficiency of weekly communication and eliminating 50% of all-staff meetings.

TEAMWORK

Collaborated on a team of 4 to investigate existing business communication practices that resulted in the development of a framework to support the company's new globalization initiative.



SPIN 1 RESUME BULLET POINT 5 DIFFERENT WAYS

Developed framework for globalization initiative to improve the sharing of institutional knowledge.

COMMUNICATION

Liaised with senior leadership during the development of a framework that improved efficiency of company-wide communication, ultimately cutting unnecessary staff meetings by 50%.

ABILITY TO WORK INDEPENDENTLY

Managed implementation and deployment of company-wide wiki as part of an effort to improve communication across departments, leading to a sharp reduction of unnecessary staff meetings.

MOTIVATION

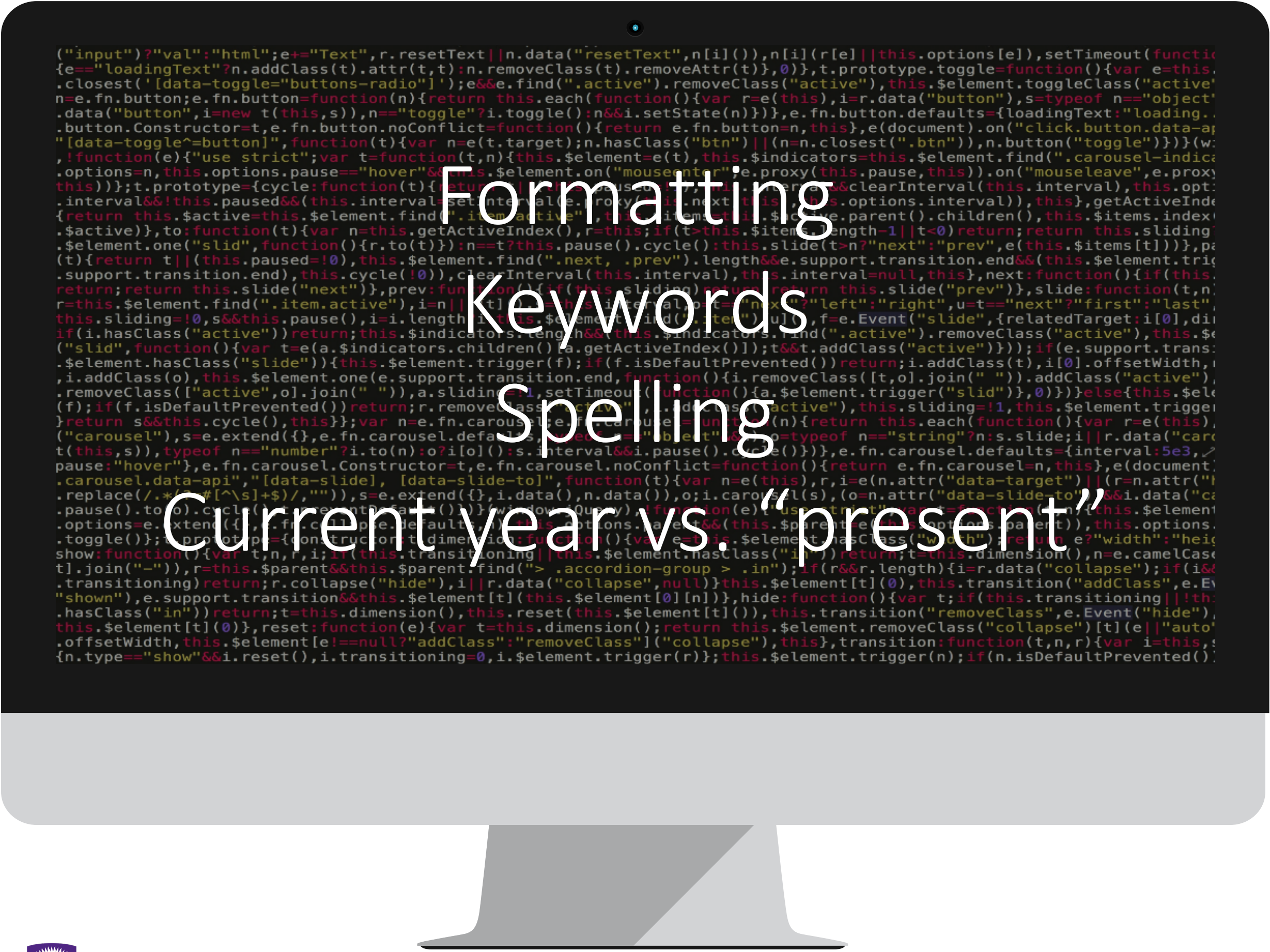
Initiated the development of a framework to improve the efficiency of company-wide communication after a group analysis of current business communication practices suggested areas of possible improvement.

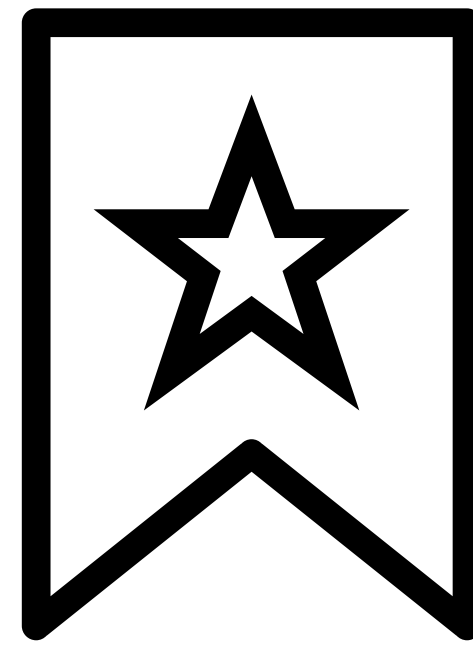
SPIN 1 RESUME BULLET POINT 5 DIFFERENT WAYS

Developed framework for globalization
initiative to improve the sharing of
institutional knowledge.

APPLICANT TRACKING SYSTEMS (ATS)

Sometimes, your first resume reviewer is an ATS, not a human





#2 ACCOMPLISHMENT BASED

Showcase your skills, actions and the outcomes
of your work.



WRITING AN
ACCOMPLISHMENT STATEMENT

STEP 1 - REFLECT



MADE A DIFFERENCE

in your work, school, or
community. What was it and
how did you make it happen?



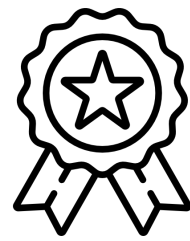
SAVED MONEY

or time for an organization,
team or club; quantify your
accomplishments if possible



HAD SUCCESS

When organizing an event or
initiative with a positive
outcome



RECEIVED RECOGNITION

or an award for a job well
done or going beyond
expectations

EXAMPLE

Taught English as a Second Language to children – was a
very rewarding experience, I bonded well with the
children, they looked forward to coming to my lessons
even though they were on Saturdays.

WRITING AN ACCOMPLISHMENT STATEMENT

STEP 2 - BREAKDOWN

C

CHALLENGE

What was the challenge, problem, or
issue you faced?

Engaging children in Saturday classes

A

ACTION

What was the action you took? How did
you respond to the problem or issue?

What skills did you use?

*Developed creative activities, used
customized approach to communication*

R

RESULT

What was the benefit of your actions?

Who benefited....how?

*Children enjoyed class, had fun, got
correct answers*



WRITING AN ACCOMPLISHMENT STATEMENT

STEP 3 - TRANSFER

Taught English as a Second Language lessons
to children *utilizing creative activities and
adapting communication style to the needs of
each child* **resulting in improved test scores.**

Addressed customer concerns and worked
with agitated clients *to resolve conflicts in a
professional and courteous manner.*

EXAMPLES



CHAT

Researched and wrote a paper on the effects of cyber bullying on pre-teenagers and was invited to present findings at a national conference for Safe Schools.

Wrote a 44-page review of existing research that formed the rationale for requesting and winning a \$2,000 research grant.

Organized a fashion show fundraiser which raised \$1200 for the Canadian Breast Cancer Foundation and increased student awareness.

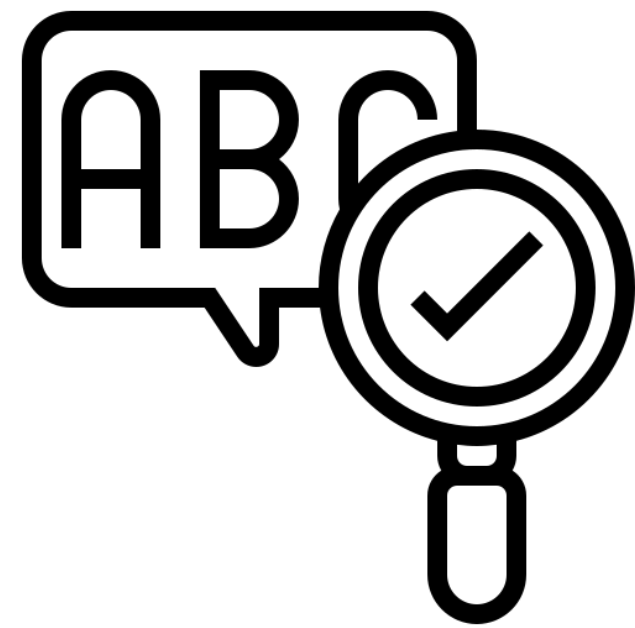
Facilitated groups of 5-15 first year students in activities and discussion which helped them in their transition to university.

SKILL ACTION VERBS

SEE MORE

Analysis / Critical Thinking / Problem-Solving

Adapted	Crafted	Effectuated	Justified	Referred
Aligned	Created	Eliminated	Leveraged	Replaced
Analyzed	Customized	Engineered	Managed outcomes	Resolved
Anticipated issues	Defined	Estimated	Mediated	Reviewed
Catalogued	Detected	Gained	Negotiated	Solved
Clarified	Determined	Identified	Observed	Sparked
Classified	Developed	Improvised	Outlined	Stimulated ideas
Considered	Devised	Inspected	Pinpointed	Strategized
Consolidated	Distributed	Installed	Predicted	Submitted
Constructed	Diverted	Integrated	Prioritized	Used judgment
Correlated	Divested	Invented	Projected	Used perspective
Critiqued	Drafted	Investigated	Proved	Validated



#3 EASY TO READ & WITHOUT ERRORS

Warning misspelt signs ahead!

DE-CLUTTER YOUR RESUME

- Use an organized layout and a strong visual order
- Avoid distracting formatting such as oversized font, heavy lines, or overuse of highlighting
- Consider the visual centre of the page and how recruiters read resumes
- Make it aesthetically pleasing

KEEP

DECLUTTER
OR
DONATE



SPELL CHECKER NIGHTMARES

Accomplishments: Instrumental in ruining the entire operation for a Midwest chain store

Skills: Strong Work Ethic, Attention to Detail, Team Player, Self Motivated, Attention to Detail

Job Duties: Provided superior in-person customer service using the telephone

Awards: Received a plaque for Salesperson of the Year

RESUME CONTENT

ADDITIONAL HEADINGS

- Awards / Achievements
- Professional Development / Certifications
- Relevant / Other Experience
- Volunteer / Extra-Curricular Activities

Contact Information

Profile / Summary

Education

Experience

Mona Mustang

1151 Richmond St, London, Ontario N6A 3K7, (519) 661-2111, mmustang2@uwo.ca

SUMMARY OF QUALIFICATIONS

- ✓ Specialization in Finance and Administration
- ✓ Experience in accounts payable/accounts receivable/financial statements
- ✓ Exceptional organization and planning skills
- ✓ 6 years customer service experience with a positive reputation
- ✓ Technical skills in Microsoft Office, Adobe Suite, and Photoshop
- ✓ Fluent in English and Spanish; conversational French

EDUCATION

**Candidate for Bachelor of Management and Organizational Studies
Finance and Administration** Spring 2XXX
DAN Department of Management and Organizational Studies
The University of Western Ontario (Western), London, Ontario

- Awarded conditional pre-admission to **Honors Business Administration (HBA) program at Ivey Business School** (studies to commence in September 21XX)
- Entrance Scholarship of \$2500, renewed 4 years
- Relevant Courses included: Business Administration, Marketing, Communications and Consumer Brands Marketing

FINANCE & MARKETING

VP Finance 2XXX-Present
Purple Spur Society, Western, London, Ontario

- Managed budget of \$10,000 for all club activities, successfully meeting budget targets
- Assumed accountability for cash outs, bank deposits and statement reconciliations
- Maintained financial records through the use of spreadsheets, databases, and other financial software

Marketing Project Summer 2XXX
Marketing Research Group, London, Ontario

- Researched and developed a comprehensive marketing plan for a senior business course
- Presented and defended a proposal to a committee of professional academics and peers; received positive comments on depth of research and strength of argument

CUSTOMER SERVICE

Assistant Manager 2XXX – 2XXX
Japan Camera Centre, London, Ontario

- Consistently exceeded month sales quotas by selling cameras priced up to \$3000
- Dealt effectively with the public and resolved problems with professionalism
- Initiated several changes in the appearance of the store and displays, enhancing customer appeal

Joe Smith
123 Anywhere St
London, Ontario
A1B 2C3
Cell: (519) 555-1234

Career Objectives

To obtain full time employment in a progressive organization in which I can utilize my knowledge and experience. Through this I will be able to learn and grow within the company.

-EDUCATION

2011 UNIVERISTY OF WESTERN ONTARIO
Biology Degree
2012-2016
READING SECONDARY SCHOOL
Obtained OSSD in June 2012.

PROFESSIONAL EXPERIENCE

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Oct. 2007 – Aug. 2008 Minacs
Call Centre Representative
Fraud Department- Western Union

- Received incoming calls
- Post wire transfer
- Resolve error made on customer wire transfer
- Posting of new information and change of information on customer wire transfer
- Responding to customer queries regarding wire transfer
- Advise customer on steps to take in trying to recover their money
- Conducted fraud interviews

Nov. 2006 - June. 2007 John Labatts Centre
Cashier and Warehouse Clerk (part-time)

- Handling of the cash register
- Ensure that the cash register is balanced at the end of each shift
- Stocking of the warehouse
- Booking of appointments for Hockey Tournaments
- Ensuring the locker rooms are ready for each team to use
- Receive item shipped to the warehouse
- Order picking of item to be shipped to customer

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Nov. 2006 - March 2007 GO Market
Marketing Representative. & Supervisor

- Supervise the sales team for livedeal.ca sales events
- Sales and marketing representative for Nintendo & Energizer
- Made sure the event was organized and the booth was set up
- Set up displays in stores
- Demonstrated the product
- Educated the consumers on product knowledge
- Answer all customer enquires

Volunteer Experience

Teacher Assistant/Basketball Coach, ABC Public School

- Worked with children that had ADD and ADHD
- Helped the teacher with the class as a whole
- Coached the Basketball team for the school

XYZ Public School

- 338 hours accumulated
- Supervision of children from kindergarten to grade 5
- Time management
- Organization and creation of children's activities
- Volunteer basketball coach for Brampton Minor Basketball association
- Volunteer basketball referee at Fernforest Public School

Extracurricular

- Peer Menor – Leadership and Mentorship Program, UWO
- VP Finance –Association of International Relations, UWO
- Intramural Volleyball Team Captain, UWO

REFERENCES AVAILABLE UPON REQUEST

Alex Mustang

1151 Richmond St
London, ON, N6A 3K7
(519) 661-2111
alexmustang@gmail.com

RELEVANT SKILLS

Excellent communication and leadership skills: developed through various community leadership experiences such as Peer Guide Team Leader, Western Serves Students Coordinator, and Student Association President.

Team player and collaborator: developed through various computer science projects and community leadership involvements.

Strong analytical and organizational skills: cultivated through many class projects and outside school work, such as database developer.

Creative problem solver: shaped through leadership activities, such as securing club funds, volunteer sponsorships and agencies, as well as class projects.

Excellent time and task management skills and multitasking skills: developed through holding multiple leadership positions during academic years and maintaining strong academic records.

Educated in business process modeling and business impact analysis: acquired from various business courses taken in university.

Fluent in English and Mandarin

EDUCATION

Bachelor of Science, Computer Science and Biology
The University of Western Ontario (Western), London, ON
Concentration: Double Major in Computer Science and Biology
August 2XXX

WORK EXPERIENCE

Database Developer Summer 2XXX
University Secretariat, Western, London, ON

- Developed a Microsoft Access database to keep track of 325 Board, Senate and committees members, which allowed University Secretariats to update database and create reports through custom user interface.
- Identified, designed and analyzed the database with minimal supervision.

Research Programmer Summer 2XXX
Computer Science Department, Western, London, ON

- Developed a Social Network application using SOAP and a Stock Quoting application using REST; compared their differences as well as highlighted each web services' advantages and disadvantages.

Alex Mustang

(519) 661-2111 · alexmustang@gmail.com

Page 2

TECHNICAL SKILLS

Database Systems: MySQL, DB2, SQLite
Markup Languages: HTML, XML
Operating Systems: OS X, Ubuntu, Opensuse, UNIX, Windows XP
Programming Languages: Java, C, C++

HONORS AND AWARDS

Nortel Network Scholarship of Distinction in Computer Science 2XXX

- Awarded for best first year computer science student

COMMUNITY LEADERSHIP

Peer Guide Team Leader 2XXX, 2XXX, 2XXX, 2XXX
International and Exchange Student Center, Western, London, ON

- Developed and supported a community atmosphere for international and exchange students; assisted students with adapting to and solving personal, academic and social issues of students; and led a team to help international students make the most of their university experience.
- Demonstrated an open minded attitude and cultural sensitivity through peer guiding students with diverse cultural backgrounds and experiences.

Service Learning Student Coordinator 2XXX, 2XXX, 2XXX, 2XXX
Student Success Center, Western, London, ON

- Assisted to plan and execute third annual Western Serves Program at Western to raise awareness of community service learning; responsible for the logistics of the event that included contacting volunteer agents, as well as recruiting and training the logistic team.
- Used creative thinking and communication skills to secure new sponsors and new non-profit organizations.

President 2XXX, 2XXX, 2XXX, 2XXX
Chinese Students Association, Western, London, ON

- Managed and Organized the Chinese Student Association through effective marketing, fundraising and operations management.
- Facilitated association growth from 70 to 250 memberships, and \$600 to \$6,000 in sponsorship.
- Acted as the final decision-maker for all procedures; and strategically planned all aspects of the association from marketing strategy to personnel selection, training and development.

REFERENCES

List references on a separate document, using the same header and style as your
resume/cover letter

Ask permission to have someone act as a reference

Keep your references informed about positions you're applying to

Thank your references once job search is complete

Your Name

Your contact information

References

Name of Referee (supervisor, manager, colleague, etc.)

Current position & company name

Previous title and company name (if applicable).....

City, Province, Country

.....**Tel #** (Specify Business / Cell, etc.)

Best time to contact

.....**Email address** (alternative method of contact)



COVER LETTERS



3 BASIC COVER LETTER GUIDELINES



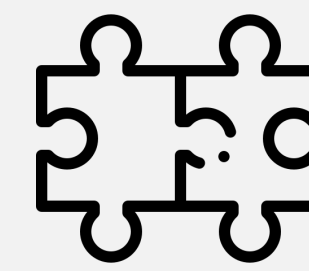
ME

Highlight your skills and abilities relative to the employer's needs .



YOU

Demonstrate your knowledge of organization. What have you learned from your research?



US

Highlight your most significant accomplishments, abilities, and experiences that are specifically relevant to the employer and the job requirements.

COVER LETTER FORMAT

Your Name +
Personal Contact
Information

Date +
Address + Name

Outline the
position you are
applying for

ME + YOU + US

SARAH MUSTANG

1151 Richmond St, London, Ontario N6A 3K7, (519) 661-2111, smustang@uwo.ca

December 8, 2009

Mr. James Taylor
Manager, Times Two Publishing
543 York Street
London, ON N5C 2P3

Dear Mr. Taylor:

I am graduating this year with an Honours Bachelor of Arts Degree in English from The University of Western Ontario and am very enthusiastic about venturing forth into the world of work. After having done considerable research, I am focusing my energies on pursuing a career in the field of Public Relations and Marketing.

My educational background has provided me with a strong foundation upon which I have built my analytical and presentation skills. In addition, my community involvement and paid-work experiences have enhanced my research, communication and interpersonal skills. I have also demonstrated a flexibility and creativity in my work with people from diverse cultural and social backgrounds. My dedication to school, work and the community are indicative of my commitment to hard work, excellent time-management and decision-making abilities. I am confident that I have established an excellent foundation upon which to build and pursue my goals in Public Relations and Marketing.

Times Two Publishing attracted my attention when reading the most recent edition of Publishing Forum, and the article on your company's expansion into the South American and Asian markets. My experience studying and working in Europe, and my travel to South American and North Africa have made me keenly aware of the necessity and opportunities for pursuing global markets. The opportunity to be a valued member of your marketing and publishing relations team would be a wonderful experience for me.

I am confident that I could both contribute and learn a great deal about the public relations and marketing fields working with Times Two Publishing. I thank you very much for your consideration, and I will telephone you within the next two weeks to ensure that you have received my information, and to arrange a time for us to meet and talk further about opportunities with your renowned organization.

Sincerely,

Sarah Mustang

COVER LETTER

DO'S

DEMONSTRATE CONFIDENCE

TAKE TIME TO RESEARCH THE COMPANY
AND THE POSITION

MAKE SURE THE OVERALL TONE IS QUITE
UPBEAT AND ENTHUSIASTIC.

USE SEVERAL SHORT PARAGRAPHS TO
MAKE YOUR COVER LETTER EASIER TO
READ.

TALK ABOUT HOW YOU MEET THE
REQUIREMENTS OF THE POSITION.

PROOFREAD YOUR LETTER AND ASK
SOMEONE ELSE TO READ IT AS WELL.

COVER LETTER

DON'T'S

DON'T REPEAT YOUR RESUME IN YOUR
COVER LETTER.

DON'T SEND A RESUME WITHOUT A
COVER LETTER, UNLESS SPECIFIED TO
DO SO.

DON'T CALL ATTENTION TO WHAT YOU
MAY BE LACKING – FOCUS ON WHAT
YOU BRING!

DON'T USE THE SAME COVER LETTER TO
APPLY TO EVERY POSITION.

RESOURCES & EXAMPLES



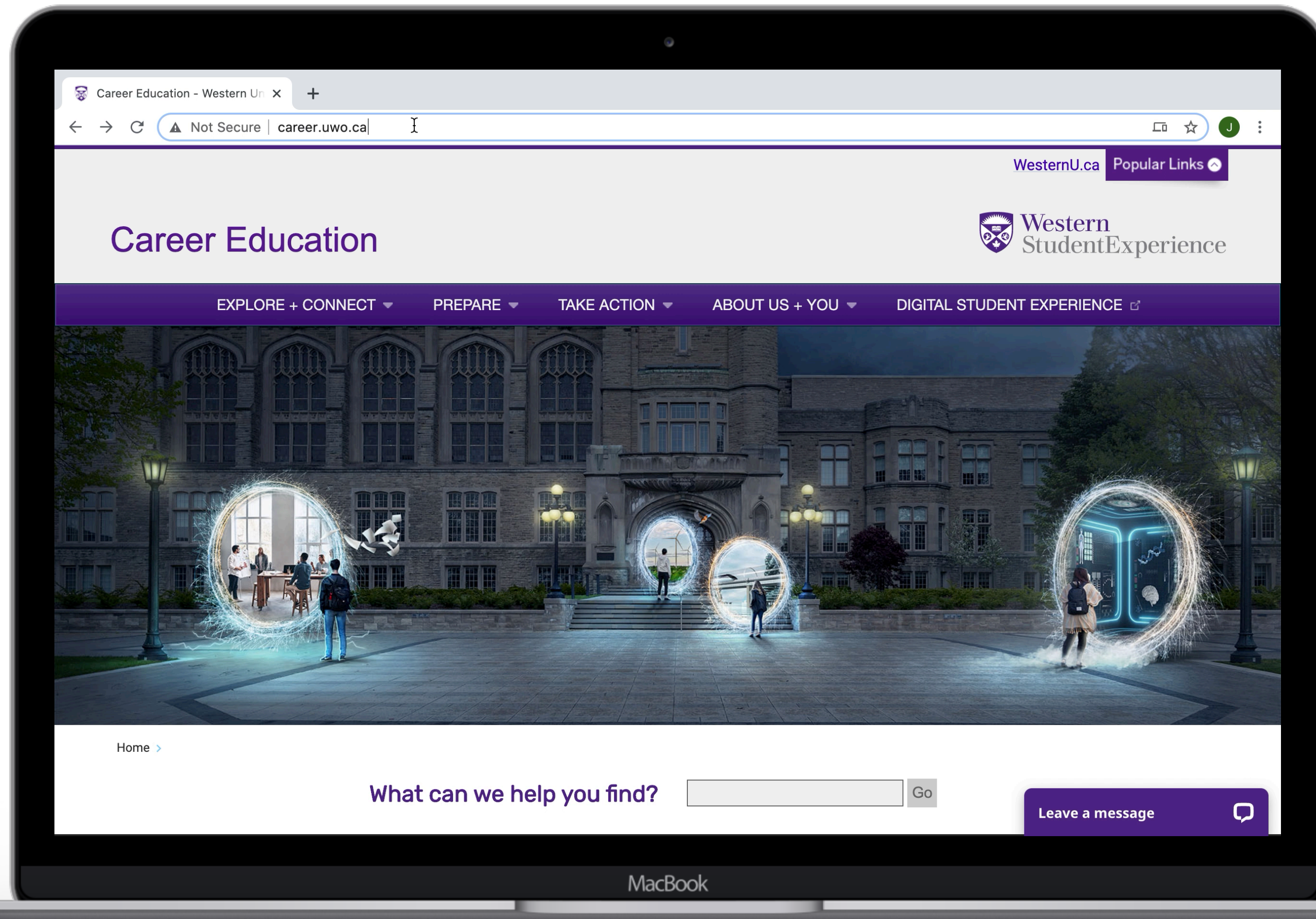
CAREER WEBSITE

career.uwo.ca



GOOGLE SEARCH

- sample job description for Financial Advisor
- sample job posting for Software Developer
- sample resume for Civil Engineer



CAREER.UWO.CA

CONNECT WITH US

We help students prepare for and pursue meaningful work.

We support students in better understanding who they are and who they want to become.



WORKSHOPS

Attend sessions on virtual job search strategies, growing your professional network, interviewing in a virtual world and improving your resume and cover letter.



CAREER APPOINTMENTS

1:1 support with virtually ANY career related topic! We are also well-equipped to support mental health concerns impacting your career success.



WERC

Your one-stop-shop for personalized feedback on resumes, cover letters, CVs, LinkedIn profiles and starting October 13, with interview practice too!



ONLINE RESOURCES

Real examples, up-to-date articles, and accessible career resources that address our most popular career questions.

THANK YOU



@westernstudentexperience



@westernuSE



@westernstudentexperience