

THE
CATHOLIC UNIVERSITY
of AMERICA



5 Module Career Course

Module 2 – Resume & Cover Letter

Agenda

1. Resumes
 - Template
 - Format / Style
2. Writing strong content:
 - Action -> Result
3. Cover Letters
4. Next Steps





What is the objective of a resume?



The Objective



Land an interview



Resume Template

FIRSTNAME LASTNAME

Street Address City, State XXXXX
youremail@gmail.com (202) XXX - XXXX

Summary

This is OPTIONAL. If you are going to do this, make it brief - three lines - and make it a SUMMARY of the skills and experiences you bring to the prospective employer. TAILOR to the position you are applying for using Keywords. DO NOT write this section as an objective statement - e.g. I am seeking an entry level position

Education

THE CATHOLIC UNIVERSITY OF AMERICA (CUA)

Washington, DC

Bachelor of Science in Business Administration, Concentration in X

Month, Year of Grad

- *Relevant coursework:*
- *GPA:* If above 3.3/if company asks for it
- *Honors/Awards:* Dean's list or other awards/recognition
- *Clubs/Activities:* membership of student clubs/organizations
- *Special Projects:* highlight any projects you've worked on if it's relevant to the job you are applying for. E.g. a major marketing strategy project would be relevant if you are applying for marketing related jobs. What was the problem, what are the actions/analyses you undertook, and what was the result?

Professional Experience

COMPANY NAME (most recent)

City, State

Position Title

XXXX - XXXX

- Strong action verb in PRESENT tense (if currently working), PAST tense otherwise. Focus on accomplishments and results. Use PAR (Problem-Action-Result) formula
- Work cross-functionally to deliver... action/accomplishment/result
- Collaborate with a team of four... action/accomplishment/result
- Analyze financial statements... action/accomplishment/result

COMPANY NAME

City, State

Position Title**XXXX – XXXX**

- Strong action verb in PAST tense. Focus on accomplishments and results. Use PAR (Problem-Action-Result) formula
- Delivered presentation to senior management... action/accomplishment/result
- Helped create a digital marketing strategy for a major client... action/accomplishment/result
- Conducted a competitive analysis of the XX industry... action/accomplishment/result
- Built client relationships and business opportunities by... action/accomplishment/result

Volunteer Experience**ORGANIZATION NAME**

City, State

Position Title**XXXX – XXXX**

- Strong action verb in PAST tense. Focus on accomplishments and results. Use PAR (Problem-Action-Result) formula
- Led a campaign to increase membership... action/accomplishment/result
- Helped launch an initiative in the community to... action/accomplishment/result


Activities

- *Leadership:* include any leadership positions at school (e.g. student clubs, government) or in the community (e.g. service positions)
- *Sports:* Include relevant clubs, or sports/extracurricular outside of school


Skills

- *Languages:* Native speaker of X. Fluent in X. Conversational in Y
- *Computer:* Microsoft Excel, Word, PowerPoint, Prezi, SurveyMonkey





Formatting/Style Rules



Format

- 1 page
- Font type
 - Times New Roman (recommended)
 - Can vary with type of template
- Font size
 - 10 pt minimum
 - 12 pt maximum
 - 14 pt **bold** for name
- Margins
 - 0.5 in minimum
 - 1.0 in maximum



Format

- Be consistent with
 - Punctuation
 - Abbreviations
 - Capitalization
 - Numbers
 - Currency
- Avoid overcrowding and using same action verbs throughout resume
- **NO TYPOS**



Style

- Don't use personal pronouns (i.e. I, we, my, their)
- Use the correct legal entity name of educational institutions and previous employers – don't abbreviate
 - The Catholic University of America
- Never write “References Available Upon Request”





Resume Content

Resume Content Basics

- **Don't write job descriptions!**
 - Write about what YOU did – what did you accomplish?
 - What skills do you have and how did you use them to achieve result X?
- **Bullets better than full sentences**
 - Make them concise, punchy
 - Again “Show, don't tell!”
 - Major accomplishments in your life- academic, activities, work experience



Key Sections

1. Summary
2. Education
3. Experience
4. Activities
5. Skills



Summary

- ~~Objective statement~~
- Summary Statement

What not to do:

Obtain an entry level position at XYZ company where I can gain valuable experience outside of my coursework and build a career in accounting and finance.



Summary Example 1

“ I am a senior in the School of Business and Economics at the Catholic University of America, graduating in May 2015. I have solid skills in finance, accounting, and business analysis, as well as solid work experience in these areas through several internships. I seek an entry-level role where I can use these skills to make a significant contribution to a company or team.”



Summary Example 2

“Recent graduate in business management with 2 years of work experience in data management and customer service; also significant coursework in business analysis, accounting, and economics. Supervisors have consistently recognized organizational skills and ability to take on multiple responsibilities at once. While studying full-time and maintaining a 3.5 GPA, held several part-time jobs on campus, and volunteered over 120+ hours to a community project on homelessness.”



Summary Example

“Recent graduate in business management with 2 years of work experience in data management and customer service. Significant coursework in business analysis, accounting, and economics. Supervisors have consistently recognized organizational skills and ability to take on multiple responsibilities at once. While studying full-time and maintaining a 3.5 GPA, held several part-time jobs on campus, and volunteered over 120+ hours to a community project on homelessness.”

1. Top line introduction statement
2. Highlight any work experience
3. Call out a key skill / competency
4. Something else
 - Community

service

-Foreign travel



Education

- Proper legal name of institution (don't abbreviate!)
- Bachelor of Arts/Science in X
- Major in X; Minor in Y
 - Active in...
 - Special courses / projects
 - Dean's list
 - Other awards/recognition



Experience

- ****Key content****
- Start with current/most recent position
- Include ALL work experience
 - Paid and unpaid
 - Internship
 - Volunteer
 - Projects



Experience

Don't think you have enough applicable experience?

Split the experience section into 2 sub-heads

1. Work Experience – part or full-time professional work, internships
2. Other Experience – volunteer work, campus jobs



Formula for writing bullets

X -> Y

Action you took -> Result achieved

Always ask:

What was my impact?

What value did I bring?



What do we mean?

Don't write

- Assisted on a market analysis report for the manager

Write

- Worked as part of a team conducting market analysis used to execute go-to-market strategy resulting in 20% increase in brand awareness



Bullet Point Focus

- Every bullet point must convey something specific and valuable
- Aim for 3-4 bullet points per job/ activity
- 2 lines of text per bullet is ideal
 - No more than 3 lines
- Use your real estate – especially the top half
– wisely



Start with strong **action verbs**

- Led
- Directed
- Executed
- Built
- Presented
- Launched
- Created
- Founded
- Authored
- Managed
- Assessed
- Evaluated
- Analyzed
- Forecasted
- Represented
- Planned
- Implemented
- Recommended





Show **IMPACT!**



What did you do?

What did you actually do in your job? Where did your actions lead?

Did it help...

- Raise funds
- Increase revenues
- Cut costs
- Decrease turnover
- Built relationships



Data, numbers, examples

Quantify as many results as possible!

- Percentages (%)
- Dollars (\$)
- Scale & size numbers
- Other data
- Any supporting evidence



Example: CUA student

Marketing major

- Led a team of four in a MarkStrat simulation to increase Share Price Index from 1,000 to 4,858, Revenue from \$39M to \$270M, and Earnings Before Tax from \$7M to \$82M due to a superior marketing strategy
- Increased market share from 17% to 42% in six years, and created two new brands by focusing on customer segmentation and R&D



Examples

Social Media

- Increased social media traffic by 15% over 3 months to the XX company page, which gets about 6 million visits per year.

Marketing

- Ran 2 major online marketing campaigns, reaching 20,000 new users and driving up user engagement by 12%.



Examples

Accounting/Auditing

- Worked closely with senior accountant to help a key client reduce income tax payable by 40%; achieved this reduction by breaking down cost and expense components and helping forecast future cash flow more precisely.

Corporate Finance

- Helped analyze a company's cost structure and major cost drivers to cut unnecessary items from overhead and achieve 20% cost savings.



Examples

Volunteer

- Organized 40+ volunteers and led a sustained phone banking operation over 3 months.

Internship

- Helped organize the company's 2014 Global Tech Conference with 500+ participants.



Practice

Led staff in growing depth and quality of student services to match those of competing universities.

- What kind of numbers should be included?
- Where should they be inserted?



Practice

Earned **three promotions** in **two years** by leading **six-person staff** in growing quality of student services to match those of university **25 times larger**.





Now you try!



Other sections

Activities

- Conversation starter
- Show broad interests – well rounded
- Leadership and achievement

Skills / Certification

- Languages
- Other special skills
- Computer





Cover Letter



Three key parts

- Intro para - who you are + interest in company and/or position
- The key skills and experiences I hope to contribute to this role:
 - Analytical skills
 - Some marketing/finance/X experience
 - Leadership and teamwork
- Closing para: reiterate interest..



Next Steps

- ✓ Update your resume to the standards presented today, using the Action-Result formula
- ✓ Draft a simple cover letter that you can use as a template
- ✓ Make an appointment with Jane or Jon for resume and cover letter review + individual coaching



Questions?

**Make an appointment with
your Career Services Office!**

JaneSmith@university.edu

JonSnow@University.edu



Tel: xxx xxx xxxx