



Writing For Work:

The Art of Professional
Marketing

Resumes, Cover Letters and
More

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What is a resume?

A resume is a personal advertisement of your professional experiences. It is a **summary** of your educational background and training, your business or professional experiences and qualifications, your achievements and objectives.

It is often your first impression!

Why do I need a resume?

The purpose of your resume is to provide a clear and concise representation of your skills, abilities and experiences to the reader. It is to **help you get an interview**. To achieve this goal, you must create interest for the reader. Your resume must answer the needs of the employer while being attractive and easily readable.

You may use your resume for job and internship applications, graduate admissions applications, networking or scholarships.

How do I get started?

Getting started is the easy part but writing your resume for the best possible outcome takes time... after all you can't build Rome in a day.

The more time you commit to the beginning of the process the more successful you will be. Take some dedicated time to **reflect, review, and revise** this very important document. Your work won't go unnoticed as you will be more prepared for the application and interview process.

Types of Resumes

There are three basic resume styles:

Which style is best depends upon your background.

Chronological

It is the most common and readily accepted. It starts with your current employment and works backwards. It is used for demonstrating growth and it is ideal for anyone with sufficient work experience who hasn't had too many job changes or long periods of unemployment.

Functional

This style focuses on the skills you have developed rather than when, where, or how you acquired them. It de-emphasizes dates, job titles, and employers. This type is suited for entry level and career changes.

Combination

It is a combination of both Chronological and Functional. If you have a substantial work record and want to continue in this career field, it may be the best format for you.

Identify a Target

When beginning to make decisions about your future you need to know where you want to go. Identify the target that you want to aim for and develop an understanding of the skills, knowledge and abilities needed to be competitive for the career field.

Follow these steps to create a **target position description** and identify the skill sets needed for the position. Once you know where you are going you will then compare this information to your self-assessment and see where you have been.

Featured Steps

1. Collect descriptions for positions you are qualified for or are interested in (6-10).
2. Identify the **core competencies** identified in the position descriptions. Do so by underlining all work content skills, self-awareness skills, and transferable skills (see page 3).
3. Identify all desired qualifications.
4. Consolidate the information to create a "Target Position Description".

What are Core Competencies??

Paul Green defines competency as "a written description of measurable work habits and personal skills used to achieve a work objective"

Example Competencies

- | | |
|-------------------------------------|-----------------------------|
| 1. Achievements/Results Orientation | 6. Organizational Awareness |
| 2. Initiative | 7. Analytical Thinking |
| 3. Impact and Influence | 8. Conceptual Thinking |
| 4. Customer Service Orientation | 9. Information Seeking |
| 5. Interpersonal Understanding | 10. Integrity |

Conduct a Self-Assessment

As every good student knows before you can write a research paper you must first gather the research needed to complete the paper and support your ideas. A resume is a research paper about you, the candidate, and the research you collect will supply the facts and support your ideas regarding your skills, abilities and qualifications.

Getting Started

First, begin with the tangibles

1. Develop a list of all past experiences. Including but not limited to:

• Work experiences	• Co-curricular involvement
• Internships	• Interests
• Volunteer experiences	• Specialized training
• Student leadership	
2. For each experience brainstorm **ALL** of your job responsibilities, daily tasks, and do not forget your accomplishments!
3. Now consider the special skills or knowledge you demonstrated to accomplish the identified responsibilities.

When you have completed your brainstorming for **EACH** and **EVERY** experience we encourage you to review your work and make sure that you have **exhausted** all information. It is easier to eliminate information during the writing and editing phases than to create information.

Compare your "Target Position Description" with your Self-assessment and highlight the matching areas. These are the skills you will want to highlight on your resume. **These are your strengths because they match the employer needs.**

Develop a Skills-based Resume

Key Points

- Create well written active statements
- When possible use strong verbs (develop, create, coordinate...)
- Quantify as well as qualify
- Write specifically, not generally
- Mirror language to targeted field
- Bulleted statements are preferred

Three Types of Skill Areas

Work Content Skills: These skills are learned through education, on-the-job training and experience. They reflect a specific set of information needed to perform a particular type of work, profession, and occupation. Nouns!

Examples:

- Knowledge of foreign or computer languages
- Ability to conduct laboratory experiments
- Ability to develop lesson plans

Self Management Skills: Also referred to as personality attributes. These skills allow people to adapt to their environment. These are some of the earliest developed skills and are refined as you gain more educational and work experiences.

Examples:

- Managing time
- Working & relating to peers
- Performing well under stress

Transferable Skills: These are your versatile skills that may be applied to a variety of settings. These may be learned through experiences or inherited. These are represented by Verbs, that ask "what" or "who; your answer will be work content skills or nouns.

Example:

- Oral & written communication
- Interpersonal skills
- Time management
- Planning & Organizing

Effective Bulleting

The most effective method of communication on your resume is through bullets. They are quick and easy to read and provide a concise snapshot of your skills and accomplishments. They should demonstrate your ability to perform a task and the skills used to do so.

Example Bullets:

- Performed both business and legal research paying close attention to current trends and liability
- Conducted ongoing sales calls with account executives and established five new accounts
- Researched and presented green initiatives to management to reduce paper waste and waste removal costs

General Chronological Resume Template

Name
Street Address, City, State, Zip Code
(Area code) Telephone yourname@email.com

Objective/ Summary Statement	This opening statement helps to add focus to your resume. It provides a brief bit of information that will offer the reader a clue about you as a candidate. A well-crafted statement may mean the difference between being considered for a position. However, the decision is yours if your opening statement is too specific or not inclusive of the skills desired for the position, you may not be considered. Many jobs seekers include an objective in their cover letter.	
Education/Professional Training	Should be listed whenever it helps your cause. If you are a recent graduate with little or no work experience, it is your primary asset and should appear near the beginning of the resume.	
GPA	If your grade point average is over a 3.0 list it on your resume. If your GPA is over a 3.0 in major (courses required for your specific major) list that average also.	
Course Work	<ul style="list-style-type: none"> • Course should be listed for resume scanning purposes, the courses listed should relate to your objective. 	
Experience	Company Name, City, State Job Title Responsibilities/Accomplishments/Duties <ul style="list-style-type: none"> • Use bulleted statements to clearly and concisely describe skills and accomplishments • Show a growth and breadth of skills as they relate to the intended career field • Use action verbs and maintain an active voice in the present tense 	Dates
Internships	Treat them as you would employment. In most cases, they should be listed following education. Make sure you note the required hours.	
Military History	Include branch of service, rank, type of discharge (if honorable), dates, special skills, training or foreign assignment.	
Co-Curricular Activities, Volunteer, Community Involvement	<ul style="list-style-type: none"> • List all clubs and organizations you belong to and all volunteer and community work you have done with dates of participation • If you held a position of leadership, you may want to describe gained skills, projects, etc. 	
Interests	<ul style="list-style-type: none"> • Include team or endurance sports and brain activities (bridge, chess). Your interests or hobbies should be well developed and you must prepare to speak about them during the interview 	
Awards/Scholarships/Honors	Provide the name of the award, date received and if necessary a brief (3-5 word) statement describing the award.	
Languages	Fluent/ Proficient; Speak; Read	
Travel	<ul style="list-style-type: none"> • Extensive time abroad • List Country, time abroad, activities if they relate 	

References

Two schools of thought... You choose!

Do not provide names and contact information in advance of being asked for the information. A good rule to live by: <i>never give the employer more than they ask for.</i>	Most employers will request a list of references at some point during the application/interview process. Include the available information as a part of your application.
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Regardless of your approach

- Prepare reference list and bring an extra copy to the interview
- References should be listed on a separate sheet of paper and only include 3-5 contacts
- Ask reference in advance if they can offer a POSITIVE review of your work and their desired contact information
- Provide
 - Name, Title, Name of company, Address, Phone number, Email address and Relationship to you (optional)

Summary Statements

- A brief statement providing a summary of your skills to the employer
- Replaces the need for objective
- Provides focus
- Who you are and your experience
- Your skills, abilities, accomplishments
- Your technical knowledge or qualifications

I'm a (professional, i.e. Teacher, Artist, Engineer):

My (special, unique, outstanding, high level, extensive) skills are:

I'm known to be (characteristics):

Note! Remove "I" statements in final version of summary statement.

Example:

I am a college graduate with a degree in business administration. I possess skills in team leadership, marketing, and research. I am known to be extremely hard working and personable.

To:

Knowledgeable business administration graduate with experience and skills in team leadership, marketing and research. Extremely detailed, hard working and personable.

Additional Examples:

Motivated results oriented new graduate experienced at completing large projects within time. Demonstrated proficiency in project design and layout, document proofing and editing, and data collection and analysis. Proficient in MS Office, Internet research, MAC, and PC.

Proficient communications student with demonstrated knowledge of public relations theory. Talented researcher, writer, editor with effective communication and presentation skills. Creative, enthusiastic professional with a keen understanding of analysis.

Project Manager with 15 years of experience in education administration with universities, colleges and further education. Extensive business process knowledge, technical experience and track record of sustaining Human Resource and Financial systems and applications. Utilizes leadership, communication and interpersonal skills to build teams that meet/exceed goals. Project Management Professional Certified.

Highly competent results oriented project manager experienced at completing large projects on time and budget. Demonstrated skills in formulating business requirements and supporting project documentation, successfully managing project scope, stakeholders, risks and issues.

Final Touches

Up to this point, we have focused our energy on content now we have to shift and focus on format. How a resume looks is just as important as what a resume says. Follow this list of DOs and DON'Ts to get your resume noticed.

Resume DO's

1. Use language that provides the reader a sense of who you are and what you are capable of accomplishing
2. Pay attention to the layout and appearance; your resume should be readable in less than 30 seconds
3. Use consistent formatting throughout the document including punctuation
4. Your resume is a brief summary of your skills and abilities not an autobiography; keep it to 1-2 pages
5. Create and review each resume with the employer's needs in mind
6. Emphasize transferable skills and accomplishments
7. When possible quantify your statements, numbers can go a long way in making a good impression
8. Draw attention to your activities, awards and other value-added experiences
9. Share your final draft with at least 3 people and seek constructive feedback
10. Proofread, Proofread, Proofread and when you are done Proofread it again.

Resume DON'Ts

1. Exaggerate or lie on your resume
2. Use of Titles: Resume, Fact Sheet, Etc.
3. Do not include your availability or salary expectations unless asked; and then provide this in the cover letter
4. Do not list ONLY your job duties review to make sure that you included Abilities, Skills and Knowledge (ASK)
5. Have someone other than you write your resume
6. Explain reason for leaving other employment
7. Do not include abbreviations, jargon, charts, photographs, health/physical descriptions or marital status
8. Repeat the same action words instead choose a variety of words throughout the document
9. Use unreadable size fonts or extra large margins
10. Apply for a position with any errors on your resume

Optimal Resume

Still stuck??

The Office of Career Planning has the tool for you. Optimal Resume is an online resume builder used by students to easily create and manage up to 5 unique resumes. It is NOT a resume wizard or template, which we strongly advise against using. Instead, it is a formatting tool to help you build a resume that will grow with you and your experiences.



Check it out at www.medaille.edu/careerplanning/resume.asp

You will need to create an account using your Medaille College email address but once inside the possibilities are endless. The program offers additional tools, sample resumes and a review center!!!

What is a Cover Letter and Do I Need One?

Cover letters are a means of introduction. They are meant to complement your resume and are required with **each and every** resume you send out. Together, a well-crafted resume and cover letter present you effectively to an employer. A cover letter makes it clear you want the job. It not only summarizes your qualifications and targets them toward an employer's needs, it also takes your resume, a rather formal document, and personalizes it.

Plan to write a **new** cover letter for each position you are submitting an application. This will be an opportunity for you to create the link between your experiences and the position description crafted by the employer. Your application materials should reflect your knowledge of the position and present to the employer that you are the right candidate for the interview. This should be easy if you have done your self-assessment homework!

A cover letter is as equally important as the resume and can set you apart from other candidates. Take care while writing this letter since it is also an opportunity to demonstrate writing and communication skills. This is especially important to professionals progressing up the ladder and aspiring to bigger things. The cover letter is your chance to make a good first impression—make sure you treat it as such.

Types of Cover Letters

Application Letter:

Written when you are responding to a known vacancy such as an ad in the newspaper or on the internet. An application letter can also known be known as a letter of intent.

Approach Letter:

Used when you are inquiring about employment possibilities within an organization when you don't know of any. This could be an attempt to network, or to ask for career advice, suggestions and guidance. The approach letter is also useful when a person gives you permission to use them as a referral. Using their name is just another form of networking.

Regardless of which letter fits your needs, there are simple guidelines to consider with each one.

Covering the Basics

- Use good quality paper specifically marketed for resumes and cover letters. Even better, use the same paper you used for the resume and buy the matching envelopes. It will complete the presentation and show attention to detail.
- Fonts should be clean and simple. Do not use script fonts. Font size should be between 10–14 points. Again, using the same font you used for your resume will make for a cohesive presentation.
- The cover letter must be error free. That includes grammatical errors, punctuation, and spelling. Have at least two other people proof the cover letter. Suggestions for proofreaders include Career Planning personnel, professors, and administrative assistants.
- **Do not** use a form letter. Write each cover letter specifically for the organization/position to which you are applying.
- Keep the letter to one page.
- The writing must be direct, powerful, and to the point. Be positive and upbeat. Don't apologize for bad grades or lack of experience.
- Avoid abbreviations and acronyms—spell it out.
- Address the letter to a specific party. Do not use *To Whom It May Concern*, or *Dear Human Resources Representative* as your salutation. If unsure to whom the letter should be addressed, call and ask for the name and the correct spelling. *Before you call, make sure the ad does not forbid phone calls.*

The Letter

Since a cover letter is a personal advertisement, we turn to some good advice regarding marketing: a well-known formula for writing successful advertisement stresses these suggestions:

- Capture and sustain the reader's interest by persuasively describing and explaining the benefits of your product or service.
- Create additional credibility and desire by presenting evidence, testimonials, or further explanations of the value of your product or service.
- Stimulate action for the order or purchase.

Keep this advice in mind as you begin to create your cover letter!

The Opening

- Is one paragraph.
- Needs to focus on the organization/person you're writing to.
- You want an opening that will grab the attention of the reader.
- Plan and organize the letter to communicate clearly your message to the reader.
- Indicate the reason for writing early in the letter. Continue to reinforce your message throughout the correspondence.
- Make reference to the type of work or job you are applying for.
- Tell where you heard about the job or organization. If someone gave you permission to use their name as a referral, here is where you want to mention their name.

Some Sample Sentences

- In response to the vacancy announcement on your website, please consider my resume in your search for a Sales Service Coordinator.
- Please consider my qualifications for the position of Public Relations Coordinator, which you advertised in the April 9, 2010 edition of the *Buffalo News*.
- What you need and what I can do sound like an excellent match.
- Your ad captured my attention.
- Joseph Davis from the Buffalo-Niagara Partnership told me about your ambitious expansion plans. I would welcome an opportunity to speak to you further about this exciting initiative.
- I thrive on challenge and feel that my skills and experience are applicable to the vacancy you have advertised on your webpage.

The Body

- Consists of two or three paragraphs.
- Focuses on your qualifications, skills, training, and educational background and how it applies to the job.
- Mirror the language used by the employer to emphasize your skills.
- Refer the reader to the enclosed resume.
- You have the option of using bulleted points in order to focus on what you have to offer the employer.
- Enhance the information already on the resume, but don't repeat it.

Some Sample Sentences

- As a recent graduate from Medaille College, I believe you will find I exhibit intelligence, common sense, initiative, maturity, and stability.

Sample Sentences continued

- While at Medaille College, I was an active member of the Student Government Association. As a senator, I utilized my leadership, time management, and communication skills to...
- I thrive in a team environment and enjoy the successes that come from a collaborative effort.
- My work at Baker Victory Services, a facility similar to yours, involved counseling physically and emotionally disabled adolescents. I found the job to be personally rewarding and the experience only reinforced my decision to pursue a career in the human services sector.
- The work performed under my direction has come in at, or below budget. We met project deadlines.
- During my student teaching with the Buffalo City Schools, I was able to integrate a variety of learning experiences, such as...

The Conclusion

- Indicate your desire for a personal interview. Suggest a date for a meeting or phone call with the intentions of following through.
- Repeat your phone number in the letter and offer any additional assistance in clarifying your qualifications.
- Close with a statement or a question that will encourage a response.

Some Sample Sentences

- I welcome an opportunity to elaborate on how I may make a meaningful contribution to your organization as a manager. Thank you for your kind consideration. I look forward to speaking with you soon.
- Please contact me at 716-555-5555 to discuss further any details.
- My past work experience, combined with my education, make me uniquely qualified for this position. A message may be left at 716-555-5555 at anytime. If I have not heard from you by April 16, I will contact you regarding the status of my application.
- Could your company use a high achiever who thrives on challenge and growth? If so, please contact me at 716-555-5555 so we may discuss future opportunities with your organization.
- I would like to learn more about your trainee position.

Summary

With some hard work and attention to detail, your cover letter and resume combined will get you that important interview. However, remember, first impressions do count in this case. Employers want to know you take pride in yourself and your work. Cover letters are a reflection of the kind of work you are capable of producing.

The application process will get your foot in the door but you will need to provide the necessary information to support your positive first impression during the interview. You have already begun to do the work necessary through the self-assessment and research phases it took build your application but proper preparation means practice. Pick up our **Interviewing Handbook** for more information on **HOW** to successfully interview and then schedule a mock interview with one of the career planning professionals.

Guidelines for Cover Letter

Name
 Your Present Address
 City, State Zip Code
 Phone Email

Use the same header from your resume for a consistent look

Date of Letter

Individual's Name
 Title
 Employer
 Street Address
 City, State Zip Code

Dear _____:

First paragraph. In your initial paragraph, indicate the reason for writing, the specific position or type of work for which you are applying, and how you learned of the opening (placement center, news media, friend, employment service).

Second paragraph. Mention why you are interested in the position, the organization, its products or services; above all, explain how your academic background makes you a qualified candidate for the position. If you have had some practical work experience point out the specific achievements or unique qualifications. Try not to repeat the same information the reader will find in the resume.

Third paragraph. Refer the reader to the enclosed resume or application blank, which summarizes your qualifications, training and experience. You may also make the employer aware your credentials can be obtained from the Medaille College Career Planning and Placement Office.

Final paragraph. In the closing paragraph, indicate your desire for a personal interview. You may want to suggest alternative dates and times or simply advise of your flexibility as to the time and place. Repeat your phone number in the letter and offer any assistance to help in a speedy response. Finally, close your letter with a statement or question which will encourage a response. For example, state you will be in the city where the organization is located on a certain date and would like to set up an interview. Alternatively, state you will call on a certain date to set up an interview. You may consider asking if the company will be recruiting in your area, or if it desires additional information or references.

Sincerely yours,

(Your handwritten signature)

(Type your name)

Enclosure *(Denotes resume, application, etc., which are enclosed)

NOTE: Paragraphs 2 and 3 can be combined if very short. It is acceptable to have additional paragraphs if the information is relevant and well written.

Finally, a Note of Thanks

One of the most important yet least used tools in a job search process is the thank-you letter. It is used to establish goodwill, to express appreciation, and/or to strengthen your candidacy.

Thank-you letters should be sent to anyone who helps you with your job search process. Make your letters warm and personal while following the rules for business correspondence. You may also use this opportunity to:

- Reemphasize your strongest qualifications
- Reiterate your interest in the position
- Provide supplemental information not previously provided
- Draw attention to the good match between your qualifications and the job requirements
- Express your sincere appreciation

Sample Thank You Letter

MARY SCOTT

716.458.1234

18 Agassiz Circle, Buffalo, NY 14214

mscott@student.com

January 15, 2010

James Jones
 Assistant Vice President
 Executive Search Consultants
 2426 Harman Avenue
 Anytown, NY 14688

Dear Mr. Jones,

At this time, I would like to thank-you for allowing me an opportunity to interview with you to further discuss my qualifications for a position as an _____.

I feel confident that I have the credentials that your company is seeking through past work experience and education. I can say that I received a great deal of information about the company from my interview with you. I feel that this is the type of firm that I have been seeking. Given the opportunity, I could make a significant contribution to the firm overtime.

Once again, I would like to thank you for your time and cooperation. I look forward to hearing from you soon.

Sincerely yours,

Mary Scott

Mary Scott

NOTE: It may be acceptable and more appropriate to send a handwritten note. Keep the note professional and legible.

Action Verbs

Accomplished	Developed	Invented	Scheduled
Achieved	Devised	Investigated	Schooled
Adapted	Diagnosed	Launched	Screened
Addressed	Directed	Lectured	Set
Administered	Dispatched	Led	Shaped
Advanced	Distinguished	Maintained	Skilled
Advised	Diversified	Managed	Solidified
Allocated	Drafted	Marketed	Solved
Analyzed	Edited	Meditated	Specified
Appraised	Educated	Moderated	Stimulated
Approved	Eliminated	Monitored	Streamlined
Arranged	Enabled	Motivated	Strengthened
Assembled	Encouraged	Negotiated	Summarized
Assigned	Engineered	Operated	Supervised
Assisted	Enlisted	Organized	Surveyed
Attained	Established	Originated	Systemized
Audited	Evaluated	Overhauled	Tabulated
Authored	Examined	Oversaw	Taught
Automated	Executed	Performed	Trained
Balanced	Expanded	Persuaded	Translated
Budgeted	Expedited	Planned	Traveled
Built	Explained	Prepared	Trimmed
Calculated	Extracted	Presented	Upgraded
Catalogued	Fabricated	Prioritized	Validated
Chaired	Facilitated	Processed	Worked
Clarified	Familiarized	Produced	Wrote
Classified	Fashioned	Programmed	
Coached	Focused	Projected	
Collected	Forecasted	Promoted	
Complied	Formulated	Provided	
Completed	Founded	Publicized	
Composed	Generated	Purchased	
Computed	Guided	Recommended	
Conceptualized	Headed up	Reconciled	
Conducted	Identified	Recorded	
Consolidated	Illustrated	Recruited	
Contained	Implemented	Reduced	
Contracted	Improved	Referred	
Contributed	Increased	Regulated	
Controlled	Indoctrinated	Rehabilitated	
Coordinated	Influenced	Remodeled	
Corresponded	Initiated	Repaired	
Counseled	Innovated	Represented	
Created	Inspected	Researched	
Critiqued	Installed	Restored	
Cut	Instituted	Restructured	
Decreased	Instructed	Retrieved	
Delegated	Integrated	Reversed	
Demonstrated	Interpreted	Reviewed	
Designed	Interviewed	Revitalized	
Directed	Introduced	Saved	

Transferable Skills

Communication

Knowledge, Judgment, or Skill to:

- Persuading (selling products/ideas)
- Public Speaking
- Dramatic Ability
- Oral Clarity
- Effective Writing Skills
- Promotional Writing
- Technical Writing
- Historical Writing
- Letter Writing
- Speech Writing
- Foreign language
- Listening skills

Creativity

Knowledge, Judgment, or Skill to:

- Inventing new ideas
- Conceptual
- Creating works of arts
- Applied – drawing charts, diagrams, performing music, editing written works

People Contact

Knowledge, Judgment, or Skill to:

- Teaching
- Helping Others
- Interviewing
- Negotiating
- Coaching for performance
- Supervising
- Managing
- Training
- Establishing Rapport
- Counseling
- Confronting
- Entertaining
- Working on Committees
- Meeting the Public
- Taking directions from others
- Leading Others

Research

Knowledge, Judgment, or Skill to:

- Scientific investigation
- Library
- Laboratory
- Gathering information in a systematic way
- Synthesizing information
- Intellectual curiosity

Managerial

Knowledge, Judgment, or Skill to:

- Coordinating administrative tasks/events
- Making decisions
- Attending to details
- Financial transactions
- Scheduling
- Working under pressure
- Budgeting
- Formulating policies and procedures
- Problem solving
- Orderly record keeping
- Ability to establish priorities
- Planning program
- Organizing people
- Arranging social events

Technical/Computing

Knowledge, Judgment, or Skill to:

- Data Processing
- Working with scientific equipment
- Computing quantitative data
- Synthesizing data
- Quantitative data
- Computer programming
- Computer operations

Manual/Physical

Knowledge, Judgment, or Skill to:

- Building or constructing
- Stamina
- Outdoor work
- Eye/hand coordination

Leadership

Knowledge, Judgment, or Skill to:

- Exhibit self-motivation and a positive attitude
- Motivate individuals and groups to perform
- Encourage effective teamwork
- Design and implement plans of action
- Set goals and follow through
- Assess and evaluate situations effectively
- Manage time efficiently and effectively through scheduling and prioritizing
- Handle multiple demands for commitment of time, energy, and resources
- Identify critical issues quickly and accurately
- Meet the needs of both the organization and the employees when possible
- Organize and plan projects or events
- Use integrity in decision-making

Program Administration

Knowledge, Judgment, or Skill to:

- Interpret rules and regulations
- Analyze data and information
- Present ideas both orally and in writing
- Create innovative solutions to complex problems
- Ensure that tasks are completed on time
- Prioritize daily workload

Information Management

Knowledge, Judgment, or Skill to:

- Research, investigate, and compile information
- Synthesize facts, concepts, and principles
- Compile, sort, and interpret data
- Identify and combine a variety of resource materials into final copy
- Formulate relevant questions and develop ways to supply and clarify answers
- Communicate facts and ideas clearly both orally or in writing
- Learn and use various computer programs and other information technology
- Access and apply specialized knowledge
- Manage a budget and keep accurate financial records

Creativity

Knowledge, Judgment, or Skill to:

- Solve problems creatively, logically, and practically
- Create new processes or products using science, math, and/or imagination
- Write interesting and clear articles, reports, etc.
- Design activities to interest participants
- Market and display products to appeal to target audience
- Create visually intriguing and skilled designs, displays, or works of art
- Demonstrate convincing public speaking or acting skills
- Design web pages

Interpersonal Communications

Knowledge, Judgment, or Skill to:

- Exercise "give and take" to achieve group results
- Understand and work within the group culture
- Listen actively and attentively
- Delegate tasks and responsibilities
- Interpret behavior and emotional patterns in individuals and groups
- Teach, supervise, and train others using easy-to-understand concepts and hands on experience
- Display understanding of, and respect for, people from diverse backgrounds
- Conduct in-depth interviews
- Express ideas and thoughts based on facts
- Mediate conflict with tact and diplomacy

Personal Development

Knowledge, Judgment, or Skill to:

- Analyze life experiences for growth or change
- Identify, describe, and assess needs, values, interests, strengths, and weaknesses of individuals
- Instill self-confidence and self-esteem in others
- Develop personal moral code
- Demonstrate flexibility and commitment to change and learning
- Learn the value of hard work and persistence
- Devise means of dealing with extra stress
- Build from an historical perspective

Sample Chronological Resume

Meg Bragdon

18 Agassiz Circle, Buffalo, NY 14214 • 716.880.2178 • megan.m.bragdon@medaille.edu

SUMMARY STATEMENT

Highly motivated results oriented new graduate experienced at completing large projects within time. Demonstrated proficiency in project design and layout, document proofing and editing, and data collection and analysis. Proficient in MS Office, Internet research, MAC, and PC.

EDUCATION

Bachelor of Science, English, Medaille College, Buffalo, New York, Anticipated Degree Completion: May 2011
GPA: 3.8/4.0

COURSEWORK

- Creative Writing
- Business & Professional Writing
- Advanced Report & Proposal Writing
- Literary Theory & Criticism
- Fiction Writing
- Major Literary Forms

HONORS AND AWARDS

Medaille Collegiate Scholarship, 2003 - 2009

INTERNSHIP EXPERIENCE

Aspatore Books, Boston, MA 06/09-08/09

Editorial Intern

- Performed both business and legal research paying close attention to current trends and liability
- Provided support with editorial tasks such as proofing, editing and formatting
- Demonstrated strong oral communication skills through phone interviews with top executives/lawyers
- Utilized Internet and industry resources to enhance research skills

Buffalo News, Buffalo, New York 09/08-12/08

Advertising Intern

- Demonstrated high degree of customer service orientation while supporting all sales operations for the company
- Researched potential clients and produced proposals to solicit business
- Conducted ongoing sales calls with account executives and established five new accounts
- Prepared and distributed attractive materials to advertisers
- Actively involved in various phases of ad production including basic layout, proofs and editing

SKILLS

Excellent organizational abilities

Effective oral and written communication skills

Data collection and synthesize of information

Efficient time management and produce under pressure

PROFESSIONAL MEMBERSHIPS

American Copy Editors Society, Student Member 2007-present

INVOLVEMENTS

Medaille Perspective, Editor, Buffalo, NY 09/07- Present

Medaille College Residence Life, Resident Assistant, Buffalo, NY 08/08 – 05/09

Sample Functional Resume

Ronald Beiter

18 Agassiz Circle
Buffalo, NY 14214

716.880.2210
rbeiter@medaille.edu

CAREER OBJECTIVE

Business Administrator

EDUCATION

Bachelor of Science, Business Administration
Medaille College, Buffalo, New York,

Anticipated Degree Completion: May 2011
GPA: 3.8/4.0

AREAS OF COMPETENCY

Management and Supervision

- Recruit, hire and train all staff members responsible for creating and implementing hiring and termination procedures
- Conduct regular performance reviews and initiate *Outstanding Barista* program increasing staff morale

Administration and Organization

- Manage \$3000 residence hall budget; processed all activity records
- Skilled in MSWord, WordPerfect, Excel, PowerPoint, and Lotus 1-2-3
- Distribute and analyze over 1500 product survey sheets, compile and edit responses, and prepare summaries
- Accurately balance cash drawer and record customer transactions

Communication

- Analyze product portfolio, identify industry trends and develop research-based recommendations
- Interview and evaluate resident assistants during selection process
- Direct monthly hall meetings; chair activity committee; advise and counsel hall residents
- Interact with administration and faculty on Presidential Advisory Committees, formulate policy recommendations for President
- Handle customer inquiries and daily contact with public

EXPERIENCE PROFILE

Bank Teller, Key Bank	Lewiston, New York	May 2007- Present
Staffing Manager, Commons Café	Buffalo New York	January 2010- Present
Resident Assistant, Medaille College Residence Life	Buffalo, New York	August 2008-May 2010
Intern, In-Store Bakery Marketing, Rich's Products Corporation	Buffalo, New York	May 2009-August 2009

SCHOLARSHIPS AND AWARDS

True Blue and Gold Scholarship, Medaille College	September 2007-Present
Who's Who Among American College Students	October 2009
Alpha Chi Honor Society, Medaille College	October 2009

CO-CURRICULAR INVOLVEMENT

Students in Free Enterprise, Medaille College	Buffalo, New York	September 2009-Present
Student Activities Board, Medaille College	Buffalo, New York	September 2007-May 2008

Sample Application Letter for an Advertised Position

Mary Scott

18 Agassiz Circle,
Buffalo, NY 14214

716.458.1234
mscott@student.com

January 1, 2010

John Smith
Manager of Operations
Wilcox Corporation
223 Main Street
Buffalo, NY 14214

Dear Mr. Smith:

In response to your advertisement on the Medaille College Career Planning Office website for a Managerial Trainee, I have enclosed my resume.

In May, I will be completing my requirements for a bachelor's degree in Business Management. Along with a strong emphasis on theory and practical application, my degree required six credit hours of internship experience. Additionally, while maintaining high academic standards, I worked at the college to offset tuition fees and involved myself in co-curricular activities.

My educational background and work experience has helped me develop some key traits which I feel will be useful to your organization. They include:

- Excellent communication skills
- Strong organizational ability
- Leadership and teamwork
- Willing and quick learner

I would be happy to meet with you to discuss my qualifications and how I may contribute to your organization. I may be contacted at 716-555-5555. I will call you within a few days to schedule an appointment. I appreciate your consideration and look forward to meeting you.

Sincerely,

Mary Scott

Mary Scott

Enc.

Sample Approach Letter Using a Reference

Mary Scott

18 Agassiz Circle, Buffalo, NY 14214

716.458.1234

msscott@student.com

January 1, 2010

Richard Davis
Sales Manager
Buffalo Home Healthcare
1825 Main Street
Buffalo, NY 14214

Dear Mr. Davis:

Dr. Kevin Bosner, Assistant Professor of Business at Medaille College, recommended I write you. I am currently seeking employment as a management trainee and understand you have worked closely with Dr. Bosner in the past to place Medaille graduates. I believe you will find my educational background, internship experience, and employment history to be a perfect fit for your organization.

In May, I will be completing my requirements for a bachelor's degree in Business Management. Throughout my time at Medaille, I have diligently maintained high academic standards. I found my major related courses to be challenging and rewarding. Most memorable were my two internships. These real world experiences served to reinforce my passion for marketing and sales.

Additionally, I worked at the college to offset tuition fees and involved myself in co-curricular activities. I am accustomed to a fast-paced environment, thrive on teamwork, and strive to sustain a level of work quality above my peers. I go above and beyond to see a project to completion.

I would greatly appreciate the opportunity to interview with you. I can be reached at 716-555-5555. I will call in a few days to confirm my interest in a position with your organization.

Sincerely,

Mary Scott

Mary Scott

Enc.

Resume Rubric

by Amy Raphael

	Resume should effectively land you an interview. GOOD JOB!	Resume could land you an interview (borderline case).	Resume is average, needs improvement to rise to the "top of the stack."	Resume needs significant improvement and would be discarded during screening
Format	This resume fills the page but also is not overcrowded. There are no grammar or spelling errors. This resume could be easily scanned.	This resume almost fills the page but has some uneven white space. There may be a single spelling or grammar error here.	The font and spacing of this resume are not appealing and easily scanned. There are more than one spelling or grammar errors.	This resume is either one-half page or two to three pages long. The font is too big or may be hard to read. There is more white space than words on the page. There are multiple spelling errors.
Education Section	This section is organized, clear, and well defined. It highlights the most pertinent information. This section includes: institution with its location, graduation date, major, degree, GPA, study abroad, and any relevant course work.	This section is organized and easy to read. This section includes: institution with its location, graduation date, major, and degree. GPA is missing from this section. Also, "extra" information such as study abroad and course work are not mentioned.	This section is not well organized. Information such as institution with its location, graduation date, and major are included. Degree and GPA are not listed. There is no order to how information is formatted in this section.	This section is missing the most crucial information. Institution is listed without a location. Graduation date is not listed. Major is listed but not degree. No GPA is stated in this section.
Experience Section	This section is well defined, and information relates to the intended career field. Places of work, location, titles, and dates are included for each position. Descriptions are clear and well marketed in the form of bullet statements beginning with action verbs. This section could be split into related and other experience.	Descriptions are clear in the form of bullet statements beginning with action verbs. Descriptions are not detailed enough to fully understand what was done. Information does not relate 100 percent to the intended career field. Places of work, location, titles, and dates are included for each position.	Descriptions are not in the form of bullets beginning with action verbs. Complete sentences in paragraph form are used to describe previous positions. Places of work are included for each position but not locations, dates, and titles.	This section is not well defined, and there is no order to the descriptions of each position. Descriptions are not detailed and offer no illustration of what was done. No locations and dates of employment are listed.
Honors/ Activities	This section is well organized and easy to understand. Activities and honors are listed and descriptions include skills gained and leadership roles held. Dates of involvement are listed.	This section includes all necessary information but is difficult to follow. Leadership roles within organizations are listed but skills are not defined. Dates of involvement are listed.	This section is missing key information such as leaderships positions held or dates of involvement. Organizations are listed describing the organization, not individual involvement.	This section is missing or contains very little information. Organization titles or dates of involvement are not listed. No descriptions are listed

Cover Letter Rubric

by Amy Raphael

	Cover letter should get you the interview. GOOD JOB!	Cover letter could land you an interview. This is an average letter (borderline case.)	Cover letter needs significant improvement and would be discarded during screening
Business format and overall quality of writing ability	This letter uses correct business format with date and addresses at the top, and a signature at the bottom. This letter is clear and concise, and grammatically correct. There are no spelling errors.	This letter uses correct business format with date and addresses at the top, and a signature at the bottom. There are minimal grammar and spelling errors. This letter is decent in content but does not convince an employer to call.	Business formatting is not used in this letter. There is no address or date at the top. This letter is not signed. There are multiple grammar and spelling errors. The content of this letter does not make sense to the reader.
Section 1: Introduction	This section identifies the position you are applying for. You have described how you heard about the opening. This section identifies why you are interested in this job. Wording is creative and catches an employer's attention quickly.	This section identifies the position you are seeking. This letter does not describe how you heard about the opening. You vaguely describe why you are interested in this job. This section is bland and might not catch someone's attention fast enough.	This section does not clearly identify what position you are seeking. There is no description of how you heard about the position or why you are interested. This letter definitely will not grab an employer's attention and keep them reading.
Section 2: Identification of skills and experiences as related to position	This letter identifies one or two of your strongest qualifications and clearly relates how these skills apply to the job at hand. This letter explains specifically why you are interested in this position and this type of job, company, and/or location.	This letter identifies one of your qualifications but it is not related to the position at hand. This letter restates what is on your resume with minimal additional information. You explain why you are interested in this position but you are still too vague.	This letter does not discuss any relevant qualifications. You have not related your skills to the job you are applying for. This letter does not state why you are interested in this position, company, and/or location.
Section 3: Closing	This letter refers the reader to your resume or any other enclosed documents. This letter thanks the reader for taking time to read this letter. You are assertive as you describe how you will follow up with the employer in a stated time period.	You thank the reader for taking time to read this letter. You do not refer the reader to your resume or application materials. This letter assumes that the employer will contact you to follow up.	This letter does not thank the reader for taking time to review this letter. There is no reference to a resume or other materials. This letter does not mention any plan for follow up.