

Hours: Monday – Friday, 8 am – 5 pm



Résumés, Cover Letters, and Personal Branding Booklet

Résumés

Effective résumés are summaries of your skills, experiences, and career interests. A résumé won't get you a job; it should get you an interview.

Content

Write **positive, factual statements** that show a pattern in your skills, interests, education, and experiences, making you a fit for the opportunities you are seeking.

Organize information so that the reader can easily see the **pattern in your background** that makes you a good candidate.

Appearance

Résumés are professional correspondence. Usually limit to **one or two pages** printed on 8-1/2" x 11" bond paper using a high quality printer with familiar fonts (Times, Palatino, etc.) of 10-14 points in size.

Strive for a simple, uncluttered layout using **boldface or all-capital letters for headings** with at least one-inch wide left and right margins. Limit underlining, graphics, lines, and shading.

Q: *How do I get résumé help?*

A: 1. E-mail résumé to <career@gustavus.edu> as a Word attachment.
2. Come in during Peer Career Advisors Hours at the Center for Servant Leadership
3. Make an appointment with a career counselor by calling 933-7272.

Just Write It!

Use the Experience Memory Jogger list (page 3) to think of all the paid and unpaid experiences and skills related to your career interests - high school experiences may be included.

Use the résumé worksheet to gather information to use on your résumé.

Get it down on paper! Write concise, descriptive statements of experiences. The power of résumés is in the specifics and details. For the first drafts don't worry about length – just get it down. You can always cut and edit later.

Getting résumés to look good on one page requires time!

Get help from Career Development and others to polish it!

References

Employers generally assume that references are available, so **it is not required to say so on the résumé**. Use a separate sheet to go with the résumé that is titled “References for (name)” and list your references: names, positions, relationship to you (supervisor, teacher, coach, etc.), address, phone numbers, and e-mail addresses. Use the address, phone, and e-mail where they can be reached during business hours. Make sure references know you are listing them!

Experience Memory Joggers

Experience is not just paid work – **it is ALL experience** – paid and unpaid.

This list is to encourage you to think about ALL the ways that you may have gained skills, experience and knowledge.

Work

- Full-time Employment
- Part-time and Summer Jobs
- Student Employment
- Consulting/Independent contracting (music performance)
- Business Owner (lawn mowing/house painting, etc.)

Service

- Volunteering (before and during college)
- Community Service
- Clubs and Organizations (in and out of college)
- Church Activities
- Community Representative (Miss Hometown)

Activities/Talents

- Clubs/Organizations
- Sports
- Music
- Travel
- Computers
- Language Fluency
- Hobbies/Interests/Talents

Career Explorations

- Information Interviews
- Job Shadowing
- Mentoring
- Reading (professional journals, books, etc)
- Membership in Professional Associations

Academic

- Internships
- Career Explorations
- Practicum/Field Work
- Independent Study
- Study Away
- Class Projects
- Research
- Academic Camps
- Professional Meetings, Conferences, Workshops
- Service Learning
- Class Consulting Projects
- Tutoring/Mentoring

SAMPLE RÉSUMÉ

Name

(Use the name you plan to use in a professional setting)

Primary
Address

Email
Phone

Secondary
Address

LinkedIn (optional)

OBJECTIVE or CAREER INTERESTS

Optional depending on use of résumé.

EDUCATION

Junior, Gustavus Adolphus College, St. Peter, MN, B.A., May 20XX

or if you are within 2 semesters of graduation:

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 20XX

Major:

Minor:

GPA:

Study Away: Indicate where, when, for how long, and what

Special Preparation (optional): Indicate courses or other training that may be of special interest to employers

EXPERIENCE

Position Title, Employer, City, State, Dates of Employment

- Short description of activities using past tense verbs (or present tense if still active employee) to show skills

LEADERSHIP & SERVICE

List items that indicate skills, leadership, competitiveness, personal qualities or interests. High school activities may be included, but are not required.

THE “KICKER” (optional)

Make the last item a strong statement by centering across the bottom with important information such as:

Worked up to 20 hours a week while attending classes full-time

1" Margins

Résumé Specifics

Contact Information

It is helpful to résumé readers to include a current address (on the left side) and permanent address (on the right). If you have just one email address or cell phone you can center them between the addresses.

Objective/Career Interests

Candidates focused on specific positions may use a clear and concise objective; “Summer 20XX internship in finance.” Or, the objective may be changed for the specific position being submitted to.

Candidates unable to be focused and directed with an objective may use Career Interests:

- Sales, Marketing, Business Development, Customer Service
- Research and Analysis
- Project Management, Administration, Operations
- Finance, Insurance, Banking, Investments
- Human/Social Services with interest in children and families

Don't let lack of a clear objective stop you from writing your résumé!

Adjust the objective as it becomes clearer. The Objective or Career Interests is the thesis statement for the résumé. What is included there should be supported in the body of the résumé. Remember – this is a persuasion paper!

Make it Powerful!

Use as few words as possible to say as much as possible on résumés!

- Use past tense (or present tense if still employed) action words in short, concise, clear phrases
 - Planned, organized, executed 4 events for 100+ participants
 - Developed new, time-saving cost-efficient procedures
- Complete sentences are not required
- Avoid personal pronouns (I, my, etc.)
- Do list accomplishments
- Quantify accomplishments as much as possible
 - Trained and gave work direction to staff of 10
 - Saved company \$10,000 by analyzing collection process.
 - Increased sales 20%

Leadership and Service

List College, high school, and community roles that show your skills and experience. Give clear descriptions.

Gustie Greeter → College Orientation Leader
Big Partner → Youth Mentor
Collegiate Fellow → Residence Hall Advisor
Pound Pals → Animal Shelter Volunteer

Sample Position Description Make-Overs

Golf Course Assistant

Before: Assisted golfers with times and golfing fees, cooked simple items, maintained a clean work environment

Make-Over: *Scheduled tee times, accepted fee payments, customer reception and service.*

Collegiate Fellow

Before: Leader of 54 freshman girls. Developed programming to assist in development and success of residents. Took turns supervising the dorm at night and enforced college policy. Role model for students and their mediator to the administration.

Make-Over: *Selected by College as role model and leader to create positive living/learning community for 54 first year women. Planned/implemented education and social programs, supported academic and personal success of residents, interpreted/implemented College policy, mediated conflicts and students/college liaison.*

Retail Sales

Before: Waited on customers, helped making buying decisions, took money, straightened up the store, kept store clean.

Make-Over: *Customer service, cash transaction, inventory management, store operations.*

Teacher

Before: Helped students to read better.

Make-Over: *Brought students from below grade level to two grades above grade level in language arts with strategies such as interactive writing, sharing reading, story webs and comparisons.*

Admission Tour Guide

Before: Gave prospective students campus tours, stuffed enveloped for mailings, and filed.

Make-Over: *Marketed College by conducting campus tours for prospective students and families, completing direct mail projects, office reception and administrative support.*

Public Relations Intern

Before: Watched people work, wrote articles, attended meetings, made flyers.

Make-Over: *Created news releases. Composed articles of company newspaper. Coordinated special events logistics. Developed PowerPoint presentations for company speakers bureau. Designed company flyers and brochures. Career shadowed variety of professional staff.*

Résumé Action Words and Phrases

Personal Qualities:

- organized
- motivated
- effective
- responsible
- assertive
- risk-taker
- trustworthy
- achiever
- cooperative
- dedicated
- efficient
- reliable
- resourceful
- capable
- punctual
- curious
- poised
- enterprising
- endurance
- team member
- creative
- work well with others
- challenge-oriented
- work well under pressure

Skills and Abilities:

- planned
- solved problems
- created
- trained
- communicated
- innovated
- initiated
- analyzed
- managed
- researched
- budgeted
- administered
- conceived
- wrote
- delegated
- taught
- prioritized
- organized
- directed
- invented
- persuaded
- evaluated
- demonstrated
- supervised
- composed
- expanded
- instructed
- modified
- scheduled
- synthesized
- coordinated
- compared
- negotiated
- operated
- appraised
- presented
- led
- developed
- implemented
- assisted
- designed
- practiced
- completed
- computed
- installed
- conducted

Résumé Worksheet

Name

Current Address

Street

City, State, Zip

Telephone XXX-XXX-XXXX

Email name@gustavus.edu

LinkedIn or Website (optional)

Permanent Address

Street

City, State, Zip

Objective or Career Interests (optional):

Education:

Junior, Gustavus Adolphus College, St. Peter, MN, B.A. expected May 20XX **OR**

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 20XX

Name of school, city, state

Major, GPA

Selected Courses (optional)

Skills/Competencies

Computer:

Language:

Certifications:

Lab:

Leadership:

Experience:

Position, Employer, City, State, Dates

(List activities/responsibilities)

Position, Employer, City, State, Dates

(List activities/responsibilities)

Position, Employer, City, State, Dates
(List activities/responsibilities)

Position, Employer, City, State, Dates
(List activities/responsibilities)

Leadership and Service:

Honors/Awards:

**“Kicker Statement”
(optional)**

Final Checklist

- Attractiveness: Upon first glance, do I want to read it?
- Relevance: Is my résumé relevant to my career objective? Does it show why I am a good candidate for the position I am applying to?
- Overall Appearance: Does my degree and most important work experience stand out? Are the spacing, layout, margins, and typestyle neat and consistent? Is it free of typos and grammatical errors?
- Readability: Font size no less than 10 pt.
- Length: Could anything be deleted, shortened, or combined?
- Completeness: Is all important information included?
- Action-Oriented: Do sentences begin with action verbs? Do descriptions highlight accomplishments as well as duties?
- Specificity: Does the résumé highlight specific skills and areas of knowledge? Are accomplishments quantified wherever possible?

It's Your Résumé

There are a lot of suggestions, advice, and opinions about résumés. It is your résumé and it should reflect you accurately and honestly in your style.

Name Student

Objective

Career Position in Mathematics, with a specific interest in Statistical Analysis or Computer Programming; willingness to travel or relocate; intend to continue education as a pastime for self-fulfillment

Contact

Tel: ###-###-####
E-mail: student@gustavus.edu
Address: 1234 Street, City, ST ZIP

Education

Bachelor of Arts, **Gustavus Adolphus College**, St. Peter, MN, May 20XX
Major: Mathematics Minor: Computer Science Concentration: Statistics GPA: 2.9/4.0
Relevant Courses: Math Modeling (358), Intro Statistics (142), Applied Statistics (242), Probability Theory (341 & 342), Complex Variables (321), Computer Science (177 & 178), Graph Theory (236), Intro Analysis (220), Calculus (122 & 222), Linear Algebra (221), Theory of Computation (265)
Positions Held: Rugby Match Secretary, Member of the Phi Alpha Fraternity

Key Skills

- Proficient with the programming languages Java and Scheme
- Experienced with statistical packages such as Statcrunch
- Skillful in MS Office i.e. (Word, Excel)
- Course experience collecting and analyzing/modeling data
- Ability to work individually or as a member of a team
- Polished in analytical thinking

Community Service

Relay for Life: Set up crew for fundraiser
Halloween Fun Run: Traffic control and encouragement for participants
Loney Fest: Sold tickets and T-shirts for a fundraiser for a student injured in a diving accident
American Red Cross: Active blood donor

Employment

PepsiCo, Burnsville, MN Full-Time
Merchandise June 20XX to Present
• Worked with store managers and store representatives to control product flow
• Built store displays according to specifications from store representatives
• Used power lifts to stack and un-stack pallets of product
• Supplied product to exhausted displays and other locations within the store
Running Aces, Columbus Township, MN Part-Time
Bar Back May 20XX to August 20XX
• With bartenders maintained sufficient product flow from storage
• Set up portable cash bars for events; closed operations
Gustavus Adolphus College, St. Peter, MN Full-Time
Weight Room Attendant September 20XX to May 20XX
• Opened/Closed; Maintained safe environment for weight room users
• Crowd control and other positions at sporting events

References

- Name, ###-###-####, name@url.com, Supervisor: Running Aces
- Name, Number, Email, Relationship

9999 Street LE SUEUR, MN 56058
CELL 999 999 9999 EMAIL STUDENT@GUSTAVUS.EDU

STUDENT NAME

EDUCATION

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 20XX
Majors: Business Management and Communication Studies GPA: 3.6

EXPERIENCE

PUBLIC RELATIONS INTERN, INTERNATIONAL EXPERIENCE, NORTHFIELD, MN, SUMMER 20XX

A Swedish and Danish linguist and ombudsmen between exchange student host families and international students. Developed program press releases for local media to recruit new host families.

CRISIS COMMUNICATION INTERN, SØREN KOMMUNIKATION, COPENHAGEN, DENMARK, JANUARY - MAY 20XX

Conducted background research (related and historical events) to develop communication strategies to respond to unfolding crises for corporate branding client organizations and firms in Denmark.

PROJECT MANAGEMENT COORDINATOR INTERN, BAILIWICK DATA SYSTEMS, CHASKA, MN, SUMMER 20XX

At a software development company assisted managers in preparing reports, ordering materials and communicating with vendors. Personally oversaw numerous customer installs, coordinated with contractors, vendors and clients.

PRODUCT DEVELOPMENT INTERN INNOVATIVE NUTRITIONAL TECHNOLOGIES, MANKATO, MN, SUMMER 20XX

Created charts plotting growth trends and researched underutilized company products and markets; Supported launch of new product for racehorse industry by obtaining professional product endorsements, developing marketing plan including communications and sample distributions

BARN MANAGER/PROFESSIONAL RIDER CY FARMS, LESUEUR, MN, 20XX-PRESENT
Participate in all aspects of family farm with 20 - 30 thoroughbred horses.

LEADERSHIP

President/Treasurer, Gustavus Alpha Phi Omega National Service Fraternity:
Account for grants/ funding from national organization, coordinate service projects for 40 members, direct fundraising & allocate resources

Volunteer Chair, Gustavus Tau Mu Tau Sorority: Community service and fundraising, personally responsible for annual charity project that raised over \$2500 for area families in need

President, Gustavus Lambda Alpha Nu Business Fraternity: Organize, plan and promote networking and career skills events for 50+ members

Captain/Show Chair, Gustavus Equestrian Team: Leadership for 20 members; led planning and hosting 200 participants at annual campus meet

NAME

000 Address, City, ST Zip
555.555.5555 • student@gustavus.edu

OBJECTIVE

To obtain a research oriented position and gain experience leading to a career in molecular biology.

EDUCATION

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 20XX
Major: Biology Major GPA: 3.6

Selected Courses:

Molecular Genetics	Independent Research	Biochemistry I & II	Genetics
Microbiology	Physical Chemistry	Cell/Molecular Biology	Human Embryology
Organic Chemistry I & II		Intro to Molecular Genetic Research	

Laboratory Skills:

Southern Blotting	DNA Sequencing	HPCC	GC
DNA/Plasmid Isolation	SDS-PAGE	PCR	Gram Staining
Cell Culture	Spectrophotometry	Aseptic Technique	Bradford/BCA Assay
Agarose Gel Electrophoresis		Microbial Transformation	

Computer Skills:

Sigma Plot	Internet Sequence Searches	Windows 3.11/95	PC Gene
Microsoft Word/Excel		Peakfit	

RESEARCH

Three years of research with Gustavus faculty focused on the study and manipulation of genes from *Arabidopsis thaliana* – specifically the transformation, isolation, amplification, mapping, and sequencing of these genes.

PRESENTATIONS

- Characterization of the 2-4 Ribosomal Protein Gene in *Arabidopsis thaliana*; 20XX
- Characterization of the H1flk-3 Gene in *Aarabidopsis thaliana*: Identification of 5' Regulatory Sequences using a GUS Reporter Gene; Sigma Xi – 20XX

PROFESSIONAL MEMBERSHIPS

- American Association for the Advancement of Science (20XX-20XX)
- Beta Beta Beta National Biological Society (Associate Member, 20XX-20XX)
- American Chemical Society (20XX-20XX)

EMPLOYMENT

ViroMed Laboratories Inc. (through Scientific Staffing)

- Performed duties involving the transfer of biohazardous material in an HIV testing laboratory and archiving specimens for future study.

CAREER INTERESTS

- Biochemistry Club
- College Democrats (Co-President, 20XX)
- Gustavus Work-study Program: Safety and Security (20XX-20XX) and Fine Arts Department – Special Events (20XX-20XX)
- Four-Time Intramural Sports Captain: Softball (2), Broomball, & Volleyball

References Available Upon Request

first middle
last

800 West College Ave, St. Peter, MN 56082
(123)456-7890
student@gustavus.edu

CAREER INTERESTS

Public Relations, Communication Consulting, Event Planning, Advertising

EDUCATION

Gustavus Adolphus College, St. Peter, MN, B.A. December 20XX
Major: Communication Studies Minors: Studio Art and History GPA 3.7

Selected Coursework: Small Group Communication, Professional Athlete Consulting Independent Study, Graphic Design, Digital Photography, Interactive Media

Study Abroad: Upper Midwest Association for Intercultural Education, Ancient Rome, Jan 20XX

EXPERIENCE

Communication Department Intern, Gustavus Adolphus College, St. Peter, MN, September 20XX-December 20XX

- Interviewed, collected, and compiled alumni features for bi-annual publication
- Designed layouts and formatted entries using Adobe InDesign and Photoshop
- Drafted prospective student marketing brochure for department

Publications Intern, Tapemark Charity Pro-Am Golf Tournament, W. Saint Paul, MN, Apr 20XX-Present

- Interviewed and wrote stories for Web site and post-tournament publication
- Contributed to and updated Twitter, Facebook, and Tournament blog
- Participated and assisted with directing volunteers and score keeping

Editor/Writer, *Firethorne* Literary Magazine Feb 20XX-December 20XX, *Gustavian Weekly* Newspaper 20XX-December 20XX, UW-River Falls *Student Voice* Newspaper Fall 20XX, *The Viewer* Newspaper 20XX-20XX

- Edited art and designed layout for Literary Magazine
- Reported and wrote for school newspapers; Sports editor for 2 papers

LEADERSHIP EXPERIENCE

Collegiate Fellow, Gustavus Adolphus College, St. Peter MN, Sep 20XX-December 20XX

- Conceived and marketed programs to promote community in an upper-class residence hall
- Enforced Residential Life Policies and addressed students' needs
- Budgeted and allocated money used for residence hall/floor events

LineUs Improv Business Manager, Gustavus Adolphus College, St. Peter, MN, October 20XX

- Scheduled and reserved equipment and space for troupe practices and performances
- Oversaw budget and merchandise sales
- Planned promotion and marketing operations

Playgrounds Instructor, Parks and Recreation, Shoreview MN, June 20XX-Aug 20XX

- Created lesson plans and supervised 40 children ages 3-11 daily with two other instructors
- Informed parents of positive and negative behavior and encouraged a positive learning environment
- Promoted annually based on performance

Achievements and Experience: Dean's List 20XX-Present, Student Council 20XX, Peer Mentor, Competitive Fastpitch Softball 19XX-20XX (All-Conference), Competitive Tennis, Violin

Student Name • student@gustavus.edu • 123.456.7890

Business management major looking to apply creativity, passion, and leadership to the marketing industry

Experience

eMarketing Solutions Intern

Taylor Corporation, Mankato, MN, June-August 20XX

Coordinate projects to help track milestones, deadlines, and deliverables for companies such as Office Depot, Staples, NowDocs etc. Continually soaking up all aspects of eMarketing including UX, analytics, SEO, content, social media, PPC, and graphic design.

Web Content Intern

Salus Medical, St. Peter, MN, January-April 20XX

Presented new content and interface strategy weekly. Worked directly with senior management in brainstorming sessions and project presentations to help develop a new personal wellness application. The app focuses on using social networks and personal supporters.

Human Resources Intern

Delaware North Companies, Minneapolis, MN, April-September 20XX

Handled EEOC claims reporting, workers' compensation, incident reports, and orientation scheduling and overview. Experience with union grievances, arbitration, and I-9 audits. Fast paced environment and took on new challenges every day.

Human Resources Intern

Quality Pork Processors Inc., Austin, MN, June-August 20XX

Communicated with factory staff daily that included 1500 employees who worked 3 shifts around the clock. Worked closely with hiring specialist, reviewing applications and calling candidates for interviews. Completed full employee file audit.

Education

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 20XX

Major: Business Management GPA: 3.4

Concentrations: Marketing & Organizational Psychology

Involvement: Captain of Women's Hockey Team

Member of the Alumni Business Mentoring Program

Peer Career Mentor in Center for Servant Leadership

Training

PeopleSoft Certified
Proficient in ABRA Suite
Time Manager, Kronos,
Microsoft Office,
Sharepoint

Accomplishments

Dean's List
Hockey – MIAC Champions
Participant in NCAA Women's
DIII National Tournament
Final Four (3 Years)

Contact

student@gustavus.edu

123.456.7890

@username

LinkedIn.com/name



Cover Letters

Cover letters are a handshake by mail or email to tell the reader why they are receiving your résumé. Letters are NOT needed when delivering your résumé in person, like at a job or career fair. Cover letters are a valuable tool to let the reader know why you are a good candidate for their opportunity, and it is a great way to show that you have the ability to write a professional business letter.

“Letters of Passion”

The goal of your cover letter is to give readers a compelling reason to interview you by sharing how your skills, knowledge, and experience relate to the opportunity you are seeking and your enthusiasm for the position.

Cover letters focus on what you can do for them, not what they can do for you. Don't rewrite your résumé; rather focus on **two or three qualities** that make you a good candidate for the reader. This means that each letter should be unique and specific for each position.

A good way to check a letter is to read it aloud. Does it sound like you? Also, check and recheck for errors in typing, spelling, and grammar.

Letter Checklist

- Address to a specific person, with a correct title.
- Use a professional format free of spelling and punctuation errors.
- Use only letter quality type with familiar 12-point font sizes.
- Put résumé, letter, and list of references and envelope on matching résumé paper.
- Be sure to sign the letter (if sent as a hard copy).

Letters by E-Mail

E-mail communications are often informal, but cover letters are one occasion to be more formal, you may write your letter as an e-mail message or send as an attachment along with your résumé. If you choose the second option, include an e-mail message with what you are sending and to whom to contact if they cannot open the documents. Some candidates also mail a hard copy — just to be sure.

Types of Cover Letters

Letters of Inquiry

Letters of inquiry are sent when it is not known if there is a position available. Use these letters to request information about the organization, available positions, and application procedures.

“This is to inquire about summer internship opportunities.”

Letters of Application

Send these letters to apply for specific positions or to respond to specific opportunities. Answer the questions:

- Why do you want this position?
- What skills and abilities would you bring to the position?
- Where and how did you gain or demonstrate those skills and abilities?

TIP: Salary History Requirements

When employers request salary information, they may be trying to screen out candidates who would demand high salaries. Focus on your desire for the right opportunity.

“For a position that is challenging and rewarding, my salary requirements are negotiable” or “I anticipate a compensation package in the mid to upper 30’s”

To research salary information go to iseek.org or NACE Salary Calculator: (<http://www.jobsearchintelligence.com/NACE/jobseekers/salary-calculator.php>)






Network Letters

Send these letters to get information, advice, and suggestions about career plans and opportunities. Indicate if someone referred you to the reader. Be specific about what information or assistance you are seeking. Send a résumé with these letters to provide background.

Thank-You Notes

Everyone is told to write thank-you notes when seeking career opportunities, yet few do so. Such follow-ups will demonstrate your professionalism and attention to detail. Thank-you notes may be handwritten on thank-you cards or, if more space is needed a typed letter.

Cover Letter Format

Return address		Box 137 Gustavus Adolphus College 800 West College Avenue St. Peter, MN 56082
Date		July 9, 2012
Use complete title and address		Mr. George McCormick Director of Personnel American Manufacturing Company 124 South Third Street Louisville, KY 11111
1 blank line		
Salutation		Dear Mr. McCormick:
1 blank line		
Opening paragraph		State the purpose of the letter: To inquire about career opportunities, apply for a position, or because someone suggested the contact. Be sure to indicate who made the referral.
Middle Paragraph		Promote skills and experiences. Give evidence or proof of skills. Refer the reader to the accompanying résumé. Mention your qualifications for the position or why the position, industry, or employer is of interest. Indicate ways you could benefit the employer.
Closing Paragraph		Be specific about the next step: to receive information, an opportunity to interview, an informational interview, personal contact to learn about internship or job openings, a phone call, or a short meeting to learn about careers.
1 blank line		
		Sincerely,
4 blank lines for your signature		
		Type your name
1 blank line		
Indicates résumé etc. enclosed		Enclosure(s): résumé

800 West College Avenue
Saint Peter, MN 56082
March 15, 20XX

Ms. Susie Johnson
Search Institution
Human Resources Department
615 1st Avenue North east, suite 125
Minneapolis, MN 55413

Dear Ms. Johnson:

This is to apply for your Marketing Designer position. In May I will earn my Bachelor of Arts degree with double majors in Communication Studies and Psychology. I am interested in social justice issues, with particular concern for the youth in our society.

Through my experience at Gustavus I have developed strong analytical and writing skills. I have proven to be a dependable resource through timely and efficient response, acute attention to detail and interpersonal communication as demonstrated through my positions presented in my résumé. Along with these skills, I have background knowledge with the MAC software and Photoshop systems that could be helpful in the Promotions Manager position.

I am both a coachable worker and a creative thinker, demonstrated by my ability to take direction while making suggestions. In your organization, I would be able to work closely with a manager to take instruction, as well as provide an additional perspective allowing for an even better outcome.

I thank you for your consideration of me as a candidate. I would greatly appreciate the opportunity to talk with you in person. Please call (555-555-5555) or e-mail (jdoe@gustavus.edu) to schedule a time we may talk.

Sincerely,

Jane Doe

Enclosure: résumé

Powerful – Not Over the Top

In an effort to be powerful, some candidates go too far. Saying you have “excellent communication skills” or “have traveled extensively” may result in the reader asking “compared to who?” Rather than using subjective language or telling an employer “I am excellent” – present what you have to offer the position and let the reader decide. For example, if you have studied abroad three times and traveled abroad independently – say that rather than “traveled extensively”. **Give the Evidence!**

Same is true in letters. Don’t tell a reader that they would benefit from your skills and background – let them decide from the evidence. One thing readers look for in letters is why you are interested in the position. They get lots of applicants who could do the job – they want to hire a person who really **wants** to do the job.

Follow-Up

Three working days after you e-mail or mail a cover letter and résumé, follow-up on the application. This means that you call them, introduce yourself and explain that you sent a letter and résumé to apply. Then ask:

1. Did you get the letter and résumé?
2. Is there anything else you need from me to consider me for this position?
3. When will you be making decisions about this position?

This is to ensure that you have completed the application process and gives you an idea of when you can expect to hear from the employer regarding interviews.

Résumés and Letters on GustieJobs

All candidates are urged to complete their profile on GustieJobs to get career-related information from Career Development. In order to participate in on-campus interviews and/or attend Minnesota's Private Colleges Job and Internship Fair, you will need your résumé posted on GustieJobs. Click on documents and follow directions, or come to the Center for Servant Leadership for help.

It is also possible to "publish" your résumé on GustieJobs. This means that you can make your résumé available to employers looking for Gustavus candidates for specific career areas.

Additionally, it is possible to upload specific letters that can be sent when submitting résumés to employers for campus interviews and applying for positions. It is easy to do and gives you one more opportunity to let employers know what you can bring to the position.

Curriculum Vitae (C.V.)

Curriculum Vitae, or C.V., is an expanded, detailed résumé, usually more than one page in length and as long as 20 pages for experienced professionals. Candidates beginning careers in science, research, and academics may find a C.V. useful to present qualifications. For most college graduates, résumés work well and can be used when employers request a C.V. You can find curriculum vitae examples in the Center for Servant Leadership: Career Library.

Personal Branding

What is personal branding?

Personal branding is your professional image online and in person. It is a way to highlight your unique contributions that differentiate you from everyone else. It is an opportunity to personalize your online content from your professional photo to marketing your skills and knowledge in a particular area.

It is not a logo or just your title or role. Your personal brand is how you show up in the world and how others remember you including: your résumé, cover letter, appearance, and attitude; your LinkedIn, Facebook, and Twitter; your email signature, online portfolio, blog and even your outgoing voicemail message on your phone. It is how others experience and perceive you.

Why is it important?

Personal branding is important because it allows you to manage your presence online. It is a way for you to take the information that already exists about you online and make sure it is professional, consistent and authentic. Being consistent helps you build a positive reputation over time.

Your online presence may be your first impression to an employer. You do not want your profile picture or inappropriate posts to hurt your future opportunities. Personal branding can help you show professionalism, personality, knowledge, relevant work experience, volunteer experience and help build your professional network. It is a process that is ongoing, evolving and takes some time to manage.

Where do I start?

- Check your privacy settings on all of your existing social media.
- To control your online image, be sure to require permission to be tagged in photos and posts.
- Change your profile pictures on all of your social media sites to a professional image.
- Create and complete a LinkedIn profile. Begin adding contacts to your professional network including people from your internship site, a faculty member, or a professional that you have job shadowed.
- Have a professional photo taken of you alone and use it as your LinkedIn profile picture.
- Come up with a dynamic (or at least less generic) headline for LinkedIn or other social media.

Before: Student at Gustavus Adolphus College

After: Analytical, success-driven biology major, with experience in laboratory settings

After: Seeking career opportunity in Promotions, Marketing, Business Development

- Start a blog. Having a professional blog is a great way to demonstrate your knowledge of a subject area, your writing ability, your love of travel, or your volunteer work. If you are not ready to start your own blog, follow others in the career fields you are interested in. Post professional comments on blogs, Twitter and Facebook of industry leaders or companies you are interested in working for.
- Join the Gustavus Adolphus College Alumni group on LinkedIn.
- Join relevant groups on LinkedIn related to your career interests.
- Recommend books. Share an article. Retweet relevant information from your desired career field.