

RESUME & COVER LETTER GUIDEBOOK



**MORAVIAN
COLLEGE**
CAREER & CIVIC
ENGAGEMENT

CENTER FOR CAREER & CIVIC ENGAGEMENT

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MORAVIAN COLLEGE

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Center Drop-in Hours: Monday-Thursday: 2-4pm



@MCCareerCivic



Moravian College Center
for Career and Civic
Engagement



MCCareerCivic

FORMAT

YOUR RESUME

A resume is a succinct, concise, and often one-page document that highlights your education, experiences, skills, accomplishments, and other pertinent information relevant to your career goals. It is your chief marketing tool in your job/internship/co-op search.

Note: In some industries (such as academia), you may consider using a curriculum vitae (CV). This is a longer, more comprehensive document which highlights academic research, achievements and awards, as well as employment history. CVs follow the same basic formatting of a resume. Find more information about writing a CV by talking to a career professional in the Moravian College Center for the Career and Civic Engagement.

- Avoid using templates. Open a new, blank document in MS Word or Google Docs.
- Fill the entire page, minimizing unused white space.
- Keep document to one page in length. Depending on your major/industry, two pages can be used if you have significant experience. If you use a second page, make sure your name and “page 2” appear at the top of the second page.
- Margins should be no more than 1 inch and no less than ½ inch.
- Keep font size to between 10-12 size for body text and 12-14 size for your name and section headings. Use an easy to read typeface like Arial or Times New Roman.
- Use black text only. Avoid graphics or pictures unless you are applying for design-related positions.
- Underline, bold and italics can add emphasis to key areas, but use sparingly.
- Consistency is key! Make sure the formatting is the same throughout the entire document.
- Do not include high school information unless the experience is specifically related to your career goal or if you have limited college experience.
- References will go in a separate document so avoid listing names and contact information of references on your resume.
- Remember to proofread for spelling and grammar errors. Do not rely on spelling and grammar checks!
- Schedule an appointment or drop in to the Center for Career and Civic Engagement to have your document reviewed by a professional career staff member.
- If printing, your resume should be on light-colored or off-white resume paper.
- If sending electronically (uploaded onto Handshake or e-mailed), save as PDF with your first name, last name, and document title. Ex: FirstNameLastNameResume.pdf

“hiring managers spend less than 6 seconds reviewing a resume”

National Association of Colleges and Employers (NACE)

ORGANIZE YOUR RESUME

When it comes time to organize the content of your resume, think about what you want a prospective employer to see first. It's important to highlight your strongest qualifications and experiences near the top of the page. As a college student or recent alumni, your education typically appears near the top of the page, since it is often your most recent and most relevant qualification.

You can also use section headers or categories to position your information strategically. Below are some common sections you can use to organize your resume.

Contact Information

- Full name, without nicknames.
- Optional: Both your campus and permanent address. You may also leave out your address completely or just put your city, state or metro area.
- Email address that is both professional and with an account that you check regularly.
- Phone number. Be sure that your voicemail is updated and professional.
- LinkedIn URL or portfolio/professional website link. If including your LinkedIn URL, be sure that your profile is updated and professional. Update your URL to reflect at least your first initial and last name.

Summary (Optional)

- Consider including a "Summary" or "Professional Profile" section to highlight 3 to 5 key skills, characteristics, qualifications, etc., that may help to sell you as a potential employee/intern.

Education

- List the institution by name and its location (city, state).
- Spell out your degree and list your major(s), minor(s), and graduation date.
- If you have more than one degree, start from the most recent and work chronologically backwards.
- If your grade-point average is 3.0 or above, it should be included in this section.
- Any academic awards or honors can be included in this section.
- Certifications can also be included in this section.

Related Experience

- This section is used for experiences that are directly related to your career.
- Include jobs, internships, externships, volunteer work, and summer employment.
- List position held, name of organization, location (city, state), and dates of employment.
- Highlight your skills and accomplishments using action verbs and bullet points.
- List each experience, starting with the most recent and working backward chronologically.

Additional Experience

- Similar to above except the experiences listed are not directly related to your career goal.
- Do not underestimate the importance of this section. Many skills are transferable, such as time management, customer service, communication skills, administrative responsibilities, etc.

Community or Campus Leadership/Involvement

- Membership in clubs and organizations, volunteer work, service trips, committee involvement, and other extracurricular activities are included in this section.
- Highlight your leadership roles and positions. If you held several leadership roles, you may consider creating a separate "Leadership" section.

MARKET

YOUR SKILLS

Rather than focus on your job responsibilities, stay focused on your skills and accomplishments. A job responsibility is written as if you were reading your job description. This description only highlights what you *should* be doing, but does not let the employer know if you have been doing it well.

Alternatively, skills and accomplishment statements highlight specifics, emphasize outcomes, and focus on the contribution you made to the organization.

How can you write skills and accomplishment statements effectively?

1. Identify the transferable skill you want to demonstrate.
2. Select a strong action verb that you feel immediately highlights that skill.
3. Answer two of the following questions:
 - Who did your accomplishments assist or involve?
 - What did you work on or do?
 - When did this occur?
 - Why did you perform this task?
 - How did the outcome turn out?

Compare the difference between responsibilities and accomplishments in the two examples below:

Job Responsibility:

- Coordinate various activities for the organization.

VS.

Accomplishment:

- Planned and coordinated three student-led professional development programs during each semester.

Job Responsibility:

- Perform customer service and cashier duties when assigned.

VS.

Accomplishment:

- Resolved customer complaints in a timely and professional manner.
- Processed \$3000 to \$4000 worth of transactions during each 8-hour shift

ACTION VERBS

Action words make your experiences stand out! Use a variety of strong verbs to showcase your skills. Remember to use past tense for past experiences and present tense for current ones.

Adapted	Contracted	Explained	Measured
Addressed	Contributed	Expressed	Mediated
Adjusted	Controlled	Facilitated	Merged
Administered	Converted	Familiarized	Modeled
Advertised	Conveyed	Fashioned	Moderated
Advocated	Convinced	Forecasted	Modified
Aided	Cooperated	Formulated	Monitored
Allocated	Coordinated	Founded	Motivated
Analyzed	Corrected	Furnished	Navigated
Answered	Corresponded	Generated	Negotiated
Appointed	Counseled	Guided	Observed
Appraised	Customized	Handled	Obtained
Approved	Debated	Helped	Operated
Arbitrated	Decided	Hired	Organized
Arranged	Decreased	Hosted	Originated
Articulated	Defined	Illustrated	Outlined
Assessed	Delegated	Improved	Overhauled
Assigned	Demonstrated	Incorporated	Oversaw
Assisted	Determined	Increased	Participated
Attained	Designed	Influenced	Performed
Audited	Developed	Initiated	Persuaded
Authored	Diagnosed	Inspected	Photographed
Authorized	Directed	Instituted	Planned
Balanced	Discussed	Insured	Prepared
Budgeted	Displayed	Integrated	Presented
Calculated	Drafted	Interacted	Presided
Chaired	Edited	Interpreted	Prevented
Clarified	Educated	Intervened	Prioritized
Coached	Elicited	Interviewed	Produced
Collaborated	Eliminated	Introduced	Programmed
Communicated	Emphasized	Invented	Projected
Composed	Encouraged	Involved	Promoted
Computed	Enforced	Joined	Proposed
Conceptualized	Enhanced	Judged	Provided
Condensed	Enlisted	Lectured	Publicized
Conferred	Ensured	Led	Purchased
Conserved	Entertained	Listened	Qualified
Considered	Established	Logged	Recommended
Consolidated	Estimated	Maintained	Reconciled
Consulted	Executed	Managed	Recorded
Contacted	Expedited	Marketed	Recruited

RESUME TEMPLATE

Your First and Last Name

yourname@moravian.edu, 610-555-5555, linkedin.com/in/yourname

Your campus address (optional)

Your permanent address (optional)

SUMMARY

This is an optional section used to highlight your skills, qualifications, etc. Example: Current English major seeking Fall 20XX internship in field of communication design. Experience in Adobe InDesign, Photoshop, Dreamweaver, and Flash. Fluent in Spanish.

EDUCATION

Moravian College, Bethlehem, PA

Bachelor of Arts/Science/etc. in major, minor in minor, May 20XX (month and year of expected graduation date)

GPA: 3.XX

Awards: include scholarships, dean's list, etc. and the dates you received

Related Courses: Optional. Only use upper level courses.

RELATED EXPERIENCE

Title, Name of Organization, City, State, start date – end date (or present if current experience. Include month & year.)

- Describe your accomplishments and start each bullet with an action word.
- Explain what you did in this position and what the results were.
- Use numbers whenever possible! Quantify the people, items, data, etc. that you worked on/with.
- Example: Managed Small Cap Fund that consisted of 9 members. Met weekly to discuss current holdings and present ideas for future purchases or sales of stocks and bonds.
- Use past tense verbs for past positions and present tense for current positions.

OTHER EXPERIENCE

Title, Name of Organization, City, State, state date – end date

- Focus on transferrable skills that the employer/industry is looking for. Did you work on a team? Meet goals? Build relationships? Demonstrate and explain how you did this through different tasks/projects done in this role.

CAMPUS AND COMMUNITY LEADERSHIP

Example: Co-Captain, Moravian College Women's Basketball, Fall 20XX-Present

- Lead weekly team meetings to prepare for upcoming games and tournaments.
- Commit 30 hours per week to athletics while maintaining 3.4 GPA.
- Serve as Women's Basketball representative on Student Athlete Advisory Committee to assist in planning events for athletes and campus community.

Example: Volunteer, Moravian College Alternative Spring Break, El Paso, TX, Spring 20xx.

- Assist U.S. Forrest Service in trail construction and maintenance of historical structures.
- Collaborated with 8 teammates to clear 2 miles of hiking trails.

SAMPLE RESUME

First Name Last Name

student@moravian.edu 610-555-1212 linkedin.com/in/firstnamelastname

Education

Moravian College, Bethlehem, PA

Bachelor of Arts in English, minor in art, May 20XX

GPA: 3.25

Awards: Comenius Scholarship, Founders Scholarship

Related Courses: Business Writing, Public Speaking, News and Feature Writing, Graphic Design for Presentations

Related Experience

Vice President, Zinzendorf Society (English club), Moravian College, Fall 20XX-Present

- Communicate with faculty through monthly memos; recruit new members.
- Contact marketing professionals and coordinate speaker presentations for group.
- Organize an annual public relations spring conference at Moravian College through publicity of conference events to the Moravian community and surrounding interested parties.

Marketing Agency Project, Consumer Behavior, Moravian College, Fall 20XX

- Developed a marketing plan for a jewelry company as a member of a 5-person team.
- Conducted extensive research on company to identify target market.
- Created a marketing plan based on research and knowledge of marketing strategies.

Editorial Intern, Eastern Pennsylvania Business Journal, Bethlehem, PA, Summer 20XX

- Edited weekly finance column by Susan Jones.
- Wrote editorial comments for the retail section of the publication.
- Communicated with staff and external constituents to ensure accuracy of articles.

Skills

Computer: Quark Xpress, Adobe InDesign, Photoshop, Dreamweaver, Flash, Microsoft Office (Word, Excel, Access, PowerPoint), Filemaker Pro
Language: Spanish (conversational)

Campus Leadership

Co-Captain, Moravian College Women's Basketball, Fall 20XX-Present

- Lead weekly team meetings to prepare for upcoming games and tournaments.
- Commit 30 hours per week to athletics while maintaining 3.25 GPA.
- Serve as Women's Basketball representative on Student Athlete Advisory Committee to assist in planning events for athletes and campus community.

Volunteer, Moravian College Alternative Spring Break, El Paso, TX, Spring 20xx.

- Assist U.S. Forrest Service in trail construction and maintenance of historical structures.
- Collaborated with 8 teammates to clear 2 miles of hiking trails.

Campus Involvement

Member, Art Club, Fall 20xx-Present

Member, Gamma Sigma Sigma Service Sorority, Spring 20xx-Present

FORMAT

YOUR COVER LETTER

The cover letter is the other crucial piece of the job/internship/co-op search process. A good letter allows you to emphasize information you want the employer to notice in your resume. It also gives you the opportunity to provide more detail than your resume allows. Along with your resume, your cover letter is a key marketing tool!

There are two types of cover letters:

Letter of Application

- Written in reference to a position that has been advertised by an employer.

Letter of Inquiry

- Written to state your interest in a specific company and any openings they have that fit your experience and interests.

Both types of cover letters will follow the same basic format:

- Your cover letter is meant to complement your resume. You never want to send your cover letter without your resume unless directly asked not to. So, make sure your font size and style are the same on both documents!
- Keep to one page. Just as in your resume, be concise and to the point. Employers will not read more than one page.
- Begin your letter by sharing your major, degree anticipated, and how you found the position/organization. If you were referred the opportunity from someone, – an employee, professional connection, alum, etc. – name them!
- Sell yourself! Highlight and draw attention to the points in your resume that uniquely qualify you for the position. The letter should be specific and tailored, including key words and phrases used in the position posting.
- Do your research on the organization/employer/industry and the position you are interested in. It's important to showcase your knowledge of their history and mission!
- Let the employer know the purpose of your letter. If you want to arrange an interview, then say so. Say at the end of the letter that you will contact them and *then do it!*
- Make sure to refer to the employer by the correct title and name. You also want to spell it correctly. Call the company for the info if you have to. Try not to address the letter to “Human Resources Department.” If you cannot find a contact name, use “Dear Hiring Manager”, “Dear Internship Coordinator”, or “Dear Search Committee”.
- Do not overuse the word “I.” Vary your sentence structure and use compound sentences. Try to be reader-oriented and use “you” or the organization’s name more than you use “I” and “my”.
- It goes without saying, but be sure to use correct spelling and grammar. Spell-check doesn’t find everything, so be sure to proofread and edit, or have someone else do so for you (schedule an appointment or drop in to the Center for Career and Civic Engagement to have it reviewed by a staff member!) Then make sure to review your work. Does it say what you want to? Does it look/sound professional?
- End by thanking the reader for their time and consideration.

COVER LETTER TEMPLATE

Whether you are writing a letter of inquiry or a letter of application, you will follow the same basic structure detailed below. **Note:** If you are sending your cover letter in the body of an email, you may omit the date and both your contact information as well as the company's contact information.

Date

Contact's Name

Contact's Title

Organization Name

Street Address

City, State, Zip

Dear Mr./Ms./Dr. Last Name OR Dear Hiring Manager [not sure of gender or title? Just use first and last name]:

The opening paragraph should...

- Discuss the position you are applying to and how you learned about the opportunity. Remember! If the position was referred to you by someone, mention them. If this is a letter of inquiry, state your area of interest.
- Introduce yourself, including your major and year.
- Briefly explain why you are interested in the position/organization. Make a connection between yourself/your background and the organization/position through examples.

The body paragraph should...

- Highlight your skills relevant to the position. Explain the experiences and coursework that helped you gain these skills and make direct connections between relevant past experiences and the position of interest. Be sure to always review the position description and research the employer thoroughly before writing your cover letter!
- This will be the bulk of your letter!

The last paragraph should...

- Indicate next steps. Will you be reaching out to the employer or will you be waiting for them to schedule an interview?
- Thank the reader for their time and consideration.

Sincerely,

Your Signature

(You may either leave space for your signature or use a font similar to a signature)

Your printed name

Your street address (optional)

City, State, Zip(optional)

Email address

Phone number

SAMPLE COVER LETTER

August 1, 20XX

Employer Name
Executive Director
Partners for Education
123 Main Street
Bethlehem, PA 18018

Dear Dr. Last Name:

As a senior sociology major, I was excited to find the Partners for Education of the Lehigh Valley (PELV) Mentor Coordinator position posted to Handshake. My experience planning and participating in various community service projects through Moravian College's Center for Career and Civic Engagement and the United Student Government (USG) has prepared me to succeed in the coordinator role. Also, the years I have spent as a Resident Advisor and Senior Resident Advisor, as well as my position as an America Reads Tutor, has exposed me to some of the most pressing issues facing our youth today. I have come to the realization that there are a large number of young people facing difficult challenges with limited support. PELV is dedicated to providing such support to at-risk youth, and I am confident in my ability to carry out this mission as your Mentor Coordinator.

As illustrated in my resume, my service experience includes planning and coordinating an annual neighborhood rake-a-thon, in which I gathered members of USG to rake leaves for our community members in need. I have also organized USG's participation in the Muscular Dystrophy Association's "Lock-Up" fundraiser. Both of these events required me to contact individuals in need, and coordinate the registration process for volunteers. However, the most successful project I organized was a campus-wide clothing drive. The drive broke the campus clothing donation record, which resulted in over 300 bags of clothes donated to Sixth Street Shelter.

In addition to community service, I also have extensive experience in recruiting and training new Moravian College Residence Life staff members. As a Senior Resident Advisor, I was assisted with the selection and supervision of a nine-person staff for a first-year residence hall. In this role, I scheduled meetings, planned and implemented many building and campus-wide programs, and facilitated the semester staff evaluation survey process. Each of these responsibilities has taught me how to be well organized while multitasking, which is essential in becoming a successful Mentor Coordinator.

I am confident that my background in sociology, dedication to service, and ability to see projects through to the end would be a true asset to your organization. I look forward to speaking with you in further detail about my qualifications, and hope to set up a meeting at your convenience in the near future. Thank you for your time and consideration.

Sincerely,

Student name

Student name
student@moravian.edu
610-555-5555

FORMAT

YOUR REFERENCES

Beyond your resume and cover letter, an application will typically ask for a list of professional references. Supervisors, administrators, faculty, advisors, and coaches are all excellent examples of professional references.

- References **should not** be listed on your resume. They are to be placed on a completely separate document.
- Your references document should use the same font and style as your resume.
- An employer typically asks for a specific number of references. If not specified, 3-4 professional references is best.
- Make sure to ask permission before you list anyone as a professional reference. It's a good idea to give your references a copy of your resume as well. Including a thank you note/email is a nice, professional touch and indicates your appreciation for their time and support!
- Just like anyone else in your network, provide your references with periodic updates on your job search. If you are currently applying for opportunities, let them know that they could be contacted by an employer.

Your First and Last Name

yourname@moravian.edu, 610-555-5555, linkedin.com/in/yourname

Your campus address (optional)

Your permanent address (optional)

REFERENCES

Name
Title
Employer
Email Address
Phone Number

Name
Title
Employer
Email Address
Phone Number

Name
Title
Employer
Email Address
Phone Number