



UNIVERSITY
OF OREGON

Career Center

RESUME AND COVER LETTER GUIDE



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The Resume and Cover Letter Guide

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Table of Contents

Section 1 - <u>An Overview</u>	1
Section 2 - <u>Resume Sections</u>	2
Section 3 - <u>Action Verbs</u>	9
Section 4 - <u>Resume Formats</u>	11
Section 5 - <u>Resume Layout</u>	12
Section 6 - <u>Internet Considerations</u>	13
Section 7 - <u>Sample Resumes</u>	15
Section 8 - <u>Cover Letters</u>	19
Section 9 - <u>Final Note</u>	21

An overview

The resume

A resume is a brief and accurate synopsis of your skills and accomplishments which prospective employers use to place you in their field of reference. With this document an employer will decide whether you have the skills, credentials, experience, and potential needed for the position. Remember, your resume will not earn you the job; its purpose is to earn you an interview. The interview will earn you the job. A clearly written and well-designed resume is a powerful tool to help you gain that interview. It is not enough to list your experiences and credentials. You must also decide which of your qualifications you wish to highlight. The more clearly you can demonstrate the match between your skills and the prospective employer's needs, the more effective you will be at obtaining an interview.

A well-crafted resume:

- emphasizes relevant education, skills and experience
- translates experience and training into tangible skills and accomplishments
- is clearly designed and written with brief action phrases

The cover letter

Your cover letter may be the first thing prospective employers see even before they read the resume you have so carefully prepared. It may be your first chance to market yourself. You can make the employer's job easier by clearly describing your strengths, clear-headed thinking, and enthusiasm in the cover letter. It is important to spend a good deal of thought and time writing an effective cover letter, one that will inspire the employer to seek out more information about you.

A well-written cover letter will allow you to:

- link your skills and experience to the employer's needs
- complement your resume's content by highlighting your unique qualifications that pertain to the job
- express your individuality

Resume sections

There is no consensus about what constitutes the perfect resume; each resume reflects the style of the person who wrote it. Some good criteria for a successful resume are accuracy, how well it communicates your intentions, whether it is easy to read, and whether it makes a good skill match between you and the position for which you are applying. Your own background, as well as the job you want, may require that you leave out some components or include additional ones.

Examples of resumes are included on pages 15-18 to give you an idea of content and layout. In addition, there are excellent resume writing guides available in the Career Center library.

Required sections

Most people agree that every resume should have the following components (optional sections are discussed later):

- Heading (Identifying Information)
- Education
- Experience

1. Heading (identifying information):

- Name (use larger font and/or bold to make it stand out)
- Current address and telephone number (include both local and permanent address if in transit; use dates to signify time of transition)
- E-mail address

Heading examples:

Kathleen Brown

123 University Street, Eugene, OR 97403 • 541.346.1000 • kbrown@uoregon.edu

Kathleen Brown

123 University Street
Eugene, OR 97403
541.346.1000
kbrown@uoregon.edu

2. Education

Begin with your most recent college degree and work backward. (Generally, high school information is omitted.) List only the institutions from which you have earned degrees. For example, if you completed two terms at Washington State University, a year at a junior college, then came to the University of Oregon to graduate, it is best to list only the UO degree to be more efficient with the space on your resume. An exception would be if you pursued a particular area of study that is relevant to your reader.

Include the following information:

- Degree(s) (initials or fully written out), major(s), name of college, city, state (can be abbreviated), and (anticipated) date of graduation
- Optional information: Optional information can include minor, grade point average (GPA), related course work, special training/workshops, certifications, scholarships, special projects, academic honors, languages, or study abroad. Be sure these items are relevant to your intended reader and tied to your job objective. See page 5 for more information about optional sections.

Education examples:

Bachelor of Science in Business Administration, expected June 20XX

Concentrations: Marketing and Entrepreneurship

University of Oregon, Eugene, OR

B.Ed., Family and Human Services

University of Oregon, Eugene, OR, June 20XX

- Minor in History
- GPA 3.4/4.0

University of Oregon, Eugene, OR, June 20XX

Bachelor of Arts in International Studies

Universidad de Sol, La Plata, Argentina 20XX-20XX

Study abroad: completed coursework in Spanish language and Argentinian arts and culture

3. Experience

The experience section can and should include any relevant experience to establish that you have the background the employer is seeking. Experience is the key word, not employment. Full-time paid experiences will typically be listed, but remember to consider all types of part-time and unpaid experiences too.

The key to getting an interview is to include key words and phrases in your resume that are important to the position or industry. If you have included these terms in your resume, it will attract attention whether it is being read by a hiring manager, scanned and searched by a computer, or indexed on an Internet site.

As with education, your experience list is usually arranged in reverse chronological order, with your most recent experience listed first. An alternative to one Experience section is to divide your experience list into topical headings, such as "Teaching Experience," or "Sales and Marketing Experience." See page 4 for more ideas on formatting.

Remember, you are organizing the resume information in order of interest to your reader. The information should establish that you have the knowledge, skills, abilities, or personality traits that an employer is seeking. Use the following steps to develop more in-depth descriptions of responsibilities, skills, and accomplishments.

Step 1

Identify your most relevant experiences. Keep in mind that even though a previous experience may not be in the same industry, the relevance may be shown by the transferable skills you demonstrated.

Step 2

When creating your experience entries, consider the following guidelines:

- Start each entry with the position title, name of the organization, the city, state, and dates.
- If your job title is not descriptive, consider replacing it with a functional title (Student Worker II = Laboratory Assistant).
- Put dates on the right side of the page.
- Use ACTION verb phrases (see pages 9-10) instead of lengthy sentences.
- Omit all personal pronouns (e.g., use "Developed..." rather than "I developed...").
- Use an exact figure whenever you can: \$9,870, 7 clients, 45%; estimate if necessary.
- Use a superlative whenever you can: first, best, fastest, largest.
- Focus on skills and accomplishments, not routine duties – personal strengths and accomplishments sell, duties bore.
- Avoid wordiness and strive for conciseness.
- Be consistent with formatting.
- Be honest. Don't misrepresent your work and accomplishments.
- Write long on your first draft – you can edit down on later revisions.

Experience example:

Educational Liaison Intern

The Community Center, Eugene, OR, 20XX-20XX

- Supervised 15 residents during classroom activities and breaks
- Designed new "Healthy Relationships" course which was successfully integrated into core curriculum for 50 residents
- Collaborated with case managers and school personnel to determine corrective measures for residents' behavioral issues
- Modeled appropriate problem-solving behavior to improve residents' social skills

Optional sections

The following examples of optional sections can help highlight information pertinent to the reader:

- Objective
- Profile/Summary
- Honors
- Campus Involvement
- Community Service
- Skills (e.g. languages, computer proficiency, etc.)
- Interests

1. Objective (optional)

An objective is a short and concise statement. It can take many forms, but generally includes some combination of the following:

- Job title (either very specific or more general) that you hope to obtain
- Industry in which you hope to be employed
- Skills that you have to offer relevant to the position

When you know the type of job you want, an objective can convey that clearly. Some employers say the objective is a very important item on the resume because it gives them a sense of your self-knowledge, goal orientation, and motivation. Therefore, it can be worth the time and energy it takes to create a well-written objective that tells the employer what you want to do.

If you include a cover letter with your resume, you will also include the content of your objective there. See pages 19-20 for more information on how to write cover letters.

A generic objective can be a disadvantage because it shows a lack of direction. For example, "To obtain a position in a progressive company that will provide a challenging work environment and offer advancement" does not direct the employer as to what kind of work you want to pursue within the organization. Avoid the use of this type of statement.

Objective examples:

Seeking a position as a high school Special Education Teacher with Pleasant Hill School District

To use my counseling, teambuilding, and Spanish language skills as a residential counselor with the Stepping Stone Program

Product Marketing Analyst in the consumer products industry that will utilize my research, analytical and communication skills

2. Profile/Summary (optional)

Some people include a “Profile” or “Summary of Qualifications” section. This works well if you have significant experience in a given area and it allows you to highlight areas of expertise and experience at the very beginning of your resume.

This section lists your expertise and strengths that you can apply on the job. It can also include information such as title/functional area, number of years of experience in a particular type of work, industry, advanced degrees/certifications, and specialized skills such as languages and technical. It is an advertisement of the skills you most want to utilize.

Summary of Qualifications examples:

- Five years experience developing curricula, lesson plans and training manuals
- Demonstrated effectiveness presenting in conference, classroom and workshop settings
- Proven management skills, including the ability to motivate diverse teams to meet goals
- Strong, progressive leadership experience; able to articulate vision and motivate others

3. Honors and awards (optional)

Honors may be listed in the Education section, under your degree/school attended. If you have many honors, you can create a separate category called “Honors” or “Awards” that may follow the Education section on your resume. Be judicious when choosing the honors you want to include. Remember for whom the resume is intended and include appropriate honors. Prioritize awards that are going to be recognized by your reader.

4. Coursework (optional)

The goal of this section is to identify specific knowledge gained through your academics that is relevant to your objective. You can include course titles, key concepts of understanding, or course projects to highlight this information. First, consider what may be most relevant to your career objective. Create a separate section, with a title such as “Course Highlights”, or include as a subsection or bullet under your education.

If you choose to list courses:

- List course titles: “Consumer Behavior” rather than course numbers (“MKTG 345”). Also, do not state the obvious. If you majored in Economics, do not include “Introduction to Economics”.
- Summarize content rather than course title if it better serves to explain what you have learned; i.e. “Political Systems and Leadership” and “Advertising Design and Layout”.
- Do not create an entire section for one or two courses - include elsewhere, such as under Education.

If you list course projects:

- Include a title for your project and briefly describe what you accomplished.

Examples:

Biological Oceanography, Marine Ecology, Estuarine Biology, Marine Molecular Physiology

Market Research Project

- Collaborated with team to assess feasibility of new product launch for a local business
- Identified target market, competitors, and entry strategy for product
- Created written proposal and shared PowerPoint presentation of results with executive board

5. Campus involvement or community service (optional)

Employers are interested in your activities outside the classroom; activities demonstrate your leadership, teamwork, motivation, and well-roundedness. Identify organizations to which you belong and the role you play in each, particularly those for which you have held an office or served on a committee.

Your role in the organization and whether it matches the skills you wish to highlight will determine whether you list the experience in a Campus/Community section or expand upon it under the Experience section.

Example:

- Captain, Intramural Badminton Team, 20XX-present
- Women's Choral Ensemble, State Champions, 20XX
- Member, Associated Students of Historic Preservation, 20XX

6. Skills (optional)

Skills relevant to the job you are applying to and not immediately apparent from your education or experience descriptions can be included in a separate category of related skills. Here you can mention computer literacy (including programs you know), languages, writing, technical skills, etc.

Examples:

Languages: Fluent in Spanish and French

Computer: MS Word, Excel, PowerPoint, HTML, Adobe Illustrator

Personal Strengths: Interpersona; communication, problem solving, creativity, initiative, follow-through

Ability to interact with a wide variety of cultures. Fluent in Spanish, Portuguese and English; beginning German

7. Interests (optional)

There are at least two schools of thought about the inclusion of personal interests on a resume. Some people follow a philosophy that says resumes are professional documents with no place for outside, non-career related interests, while others believe personal interests imply a well-rounded individual.

If you choose to include interests, try not to include mundane activities such as reading or sports. If you want to include them, be specific so they are more interesting to read, e.g. "Reading early American fiction" or "Wilderness trekking."

8. Personal data

Since about 1975, domestic resumes in the United States have not included, for legal reasons, pictures, dates or place of birth, marital status, names and ages of children, height, weight, or social security number. This information is irrelevant to your job performance. Remember, you are presenting information intended to persuade an employer to interview you based on your skills and experience. If your additional information does not contribute to that goal, leave it out.

Students needing visa sponsorship from an employer might choose to discuss this in the interview rather than the resume and cover letter. Visit International Affairs in 330 Oregon Hall for more information on visa status and your rights and responsibilities.

Special note for applying internationally. If you're applying internationally, personal information may be expected or required on resumes. Research the expectations of the company and country to determine whether including this type of information is appropriate. The Career Center library has resources to help you get started.

9. References

The statement "References available upon request" on the resume is no longer used. It wastes space that could be used to better represent your skills. However, even though you do not state "References Available" you still need them in the job search process. When references (typically 3-5) are requested by an employer, you will want to include the following information on a separate reference sheet with your resume and cover letter.

- Name, Title, Organization, Address, and Telephone number. Your relationship to the reference is optional.

Example:

Dr. Jane Duck
Dean of Students
University of Oregon
1000 University Street
Eugene, OR 97403
(541) 346-0001
(Supervisor)

Contact each person, prior to listing them, to verify their willingness to act as reference for you and their current contact information. A reference should be able to talk about how you interact with others, your work style, and job strengths.

Your reference sheet should have the same heading (identifying information) as your cover letter and resume and be printed on the same type of paper.

Action verbs

Achievement

Accelerated
Accomplished
Achieved
Acquired
Advanced
Assured
Attained
Augmented
Bolstered
Completed
Contributed
Doubled
Edited
Effectuated
Eliminated
Encouraged
Enhanced
Established
Exceeded
Expanded
Facilitated
Formulated
Fostered
Generated
Guaranteed
Identified
Improved
Increased
Initiated
Inspired
Launched
Mastered
Maximized
Motivate
Obtained
Overcame
Pioneered
Promoted
Proved
Provided
Reduced
Re-established
Resolved
Restored
Stimulated
Strengthened
Succeeded
Transformed
Upgraded
Validated

Analysis/Problem Solving

Abstracted
Adjusted
Administered
Allocated
Analyzed
Appraised
Assessed
Audited
Balanced
Briefed
Budgeted
Calculated
Clarified
Compared
Compiled
Computed
Conserved

Corrected
Correlated
Critiqued
Debated
Defined
Determined
Diagnosed
Dissected
Estimated
Evaluated
Examined
Extracted
Forecasted
Formulated
Identified
Influenced
Interviewed
Investigated
Judged
Made (decisions)
Maintained
Mapped
Measured
Mediated
Moderated
Monitored
Negotiated
Netted
Observed
Organized
Perceived
Persuaded
Planned
Prepared
Projected
Promoted
Purchased
Qualified
Ranked
Read
Reasoned
Reconciled
Recorded
Recruited
Reduced
Related
Researched
Retrieved
Reviewed
Scanned
Screened
Solved
Specified
Studied
Summarized
Surveyed
Synthesized
Systemized
Tabulated
Translated
Validated
Verified
Visualized

Communication/ Interpersonal Skills

Addressed
Advertised
Answered
Arbitrated
Arranged

Articulated
Authored
Briefed
Collaborated
Communicated
Conferred
Consulted
Contacted
Conveyed
Convinced
Corresponded
Counseled
Debated
Defined
Developed
Directed
Discussed
Drafted
Edited
Elicited
Encouraged
Explained
Expressed
Facilitated
Formulated
Influenced
Interpreted
Interviewed
Involved
Joined
Lectured
Listened
Mediated
Moderated
Narrated
Negotiated
Prepared
Presented
Publicized
Recorded
Renegotiated
Responded
Reunited
Spoke
Translated
Wrote

Creation and Development

Acted
Adapted
Authored
Began
Bolstered
Built
Charged
Clarified
Combined
Composed
Conceived
Conceptualized
Condensed
Corrected
Created
Customized
Decided
Designed
Developed
Devised
Directed
Discovered

Displayed
Drafted
Drew
Eliminated
Entertained
Established
Expanded
Expedited
Fashioned
Formulated
Founded
Illustrated
Initiated
Innovated
Instituted
Integrated
Introduced
Invented
Launched
Marketed
Modeled
Modified
Originated
Perceived
Performed
Photographed
Planned
Prioritized
Produced
Promoted
Proposed
Recommended
Reduced
Refined
Restored
Revamped
Revised
Set
Shaped
Simplified
Solved
Streamlined
Styled
Substituted
Visualized

Negotiation

Advised
Advocated
Arbitrated
Bargained
Collaborated
Compromised
Convinced
Expedited
Facilitated
Lobbied
Mediated
Merged
Motivated
Negotiated
Persuaded
Promoted
Reconciled
Solved

Operations

Adapted
Adjusted
Bolstered

Clarified
Corrected
Eliminated
Engineered
Expedited
Fabricated
Facilitated
Fixed
Implemented
Installed
Operated
Overhauled
Performed
Prepared
Prioritized
Produced
Programmed
Promoted
Ran
Reduced
Remodeled
Repaired
Served
Set
Transported
Upheld
Used
Utilized

Organization

Accumulated
Approved
Arranged
Assembled
Built
Catalogued
Categorized
Charted
Clarified
Classified
Coded
Collected
Compiled
Coordinated
Corrected
Correlated
Corresponded
Detailed
Developed
Distributed
Executed
Facilitated
Filed
Gathered
Generated
Graphed
Identified
Incorporated
Inspected
Located
Logged
Maintained (records)
Mapped
Met (deadlines)
Methodized
Monitored
Obtained
Operated
Ordered
Organized
Planned
Prepared
Prioritized
Processed
Programmed
Provided
Purchased
Recorded
Registered
Reorganized
Reproduced
Reserved
Responded
Retrieved
Revamped
Reviewed
Revised
Routed
Scheduled
Screened
Set
Simplified
Solved
Standardized
Structured
Submitted
Supplied
Synthesized
Systemized
Updated
Validated
Verified

Persuasion

Advertised
Aided
Auctioned
Bolstered
Clarified
Collaborated
Consulted
Discussed
Enlisted
Explained
Expressed
Facilitated
Guided
Helped
Improved
Led
Maintained
Mediated
Motivated
Negotiated
Persuaded
Promoted
Publicized
Purchased
Raised
Recommended
Recruited
Reinforced
Sold
Solicited

**Service/
Assistance**

Advised
Advocated
Aided
Answered
Arranged
Assessed
Assisted
Attended
Bolstered
Cared
Catered
Clarified
Coached
Collaborated
Consulted
Contributed
Cooperated
Counseled
Delivered
Demonstrated
Educated
Encouraged
Enlisted
Ensured
Entertained
Expedited
Facilitated
Fostered
Furnished
Furthered
Guided
Helped
Intervened
Listened
Maintained
Participated
Prepared

Procured
Provided
Referred
Rehabilitated
Represented
Resolved
Satisfied
Served
Strengthened
Supplied
Supported
Sustained
Volunteered

**Teaching and
Counseling**

Adapted
Advised
Advocated
Aided
Assessed
Assisted
Bolstered
Briefed
Cared
Charged
Clarified
Coached
Comforted
Communicated
Conducted
Consulted
Coordinated
Counseled
Critiqued
Demonstrated
Developed
Diagnosed
Educated
Empathized
Enabled
Encouraged
Evaluated
Expedited
Explained
Facilitated
Familiarized
Focused
Guided
Helped
Implemented
Improved
Influenced
Informed
Inspired
Instilled
Instructed
Interpreted
Investigated
Lectured
Monitored
Motivated
Observed
Perceived
Persuaded
Presented
Referred
Rehabilitated
Represented
Restored
Saved

Shared
Simulated
Solved
Spoke
Stimulated
Strengthened
Substituted
Supported
Sustained
Taught
Tested
Trained
Transmitted
Tutored
Validated

**Supervision,
Management and
Leadership**

Administered
Allocated
Approved
Arranged
Assigned
Attained
Authorized
Bolstered
Chaired
Coached
Conducted
Consolidated
Contracted
Coordinated
Decided
Delegated
Developed
Directed
Dismissed
Dispatched
Distributed
Educated
Encouraged
Enforced
Enhanced
Established
Evaluated
Executed
Exercised
Expedited
Facilitated
Followed (through)
Founded
Generated
Governed
Guided
Headed
Hired
Implemented
Improved
Incorporated
Increased
Initiated
Inspired
Instituted
Instructed
Integrated
Led
Maintained
Managed
Marketed
Monitored

Motivated
Operated
Organized
Originated
Overhauled
Oversaw
Planned
Prepared
Presided
Prioritized
Produced
Recommended
Regulated
Reinforced
Reorganized
Responded
Restored
Retained
Reviewed
Scheduled
Secured
Selected
Set
Streamlined
Strengthened
Supervised
Taught
Trained

Resume formats

There are several different formats to choose from when putting together your resume. The most common format is the chronological. Other formats include the combination and functional resume. Remember that the resume is your personal sales tool; therefore, select the style and sections that will highlight your best qualities and be visually appealing to the reader.

Chronological resume

Chronological resumes are the easiest to prepare and to read, and they appear to be the most popular style of resume in use. Information about your experience and employment history is listed in reverse chronological order (i.e. most recent experience first), listing positions, dates, and description of your accomplishments for each experience. The word "Experience" can include both paid and non-paid activities. An example is shown on page 15.

Functional resume

The functional resume focuses on your strengths and skill areas and de-emphasizes positions and dates. Action verb phrases are organized into categories that demonstrate your strongest skills. The functional resume is especially valuable for candidates who:

- Have too much or too varied professional experience and wish to consolidate and synthesize it.
- Are attempting a career change and need to emphasize transferable skills.
- Are experienced, but have "gaps" in their work histories they would like to minimize. (You do not need to worry about gaps during the time you have been enrolled in college.

You should add a "Work History" section after your skill categories to give credibility to your experiences and skills.

Combination resume

This resume allows you to combine the best aspects of the two previous resume formats to highlight your skills to a potential employer. After looking at your skills and the skills necessary for the position, choose two or three skill areas in which to categorize your experiences. Place the most relevant area first, and then, within that area, list your related experiences in reverse chronological order. See page 17 for an example.

Curriculum vitae (CV)

Generally, if you are applying for any academic or educational positions, including graduate schools, you will want to document in more detail all your academic achievements, teaching experience, research experience and related skills. The CV is a specialized type of resume designed for that purpose. For further information on creating your CV, consult the Career Center library in the Career Center for books about CV development and/or talk to a faculty advisor.

Other formats

- It is advisable to keep a "master resume" where you have listed all your credentials, activities, employment, experience, etc. You can easily keep this updated and then cut and paste from this document to create a tailored resume for the current job search.
- ASCII/e-mail: This version can easily be scanned, sent via e-mail, or cut and pasted into web-based application forms. Modify your resume so it does not include bullets and other design highlights (see page 18). Make sure to include keywords directly related to your professional field and skill set.

Length

Less is better for resume length. Usually one-page resumes work well for recent graduates. If your one-page resume looks too crowded, identify and delete irrelevant information. However, if everything is relevant, expand the material to two pages to make your resume visually appealing.

- Place the most vital information on the top half of the first page; use the second page for facts that are important but not essential to your resume.
- Length is less critical in the case of an electronic resume or CV.

Printing

- Print your resume on only one side of the paper. Your resume will look less professional and will not photocopy well if printed on both sides.
- Print only five to ten resumes at a time, as addresses and information change rapidly.

Paper quality

- Use high quality bond paper of at least 20 pound weight. Office supply/paper stores typically offer paper labeled "Resume Paper".
- Select paper, color, and design based on your audience. Many employers tend to be conservative when it comes to resumes, so white, off-white, ivory, light tan, or light gray are your most appropriate color choices. Always test your paper by photocopying to see that it reproduces clearly.

The design

Use bold type and italics to highlight important information (name, degree, and positions).

- For most jobs, too much creativity or design embellishments will work against you.
- Usually one font is plenty for a resume. You can add focus by simply changing the type style (e.g. bold or italics) or capitalizing words. Remember the goal is to create a document which stands out in the stack because it is well designed, consistently formatted, clear, clean, and easy to read.
- Let the reader focus on the content by allowing absolutely no typographical errors. Make one spelling error and your resume could end up in the trash.

Tips for creative and visual arts resumes

Your resume reflects your visual design skills. Be sure to pay attention to the following:

- Create a clean, well-designed layout – attention to detail reflects your skills with design execution.
- Carefully choose typeface to reflect your artistic style.
- If you include images, logos, etc., choose carefully to be representative rather than limiting.
- If you are going to be clever or innovative, do it well.

Internet considerations

Options for sending cover letters and resumes via e-mail

If you are sending your documents by e-mail, cut and paste your cover letter into the body of your e-mail message. You do not need to include your contact information, the organization's information, or the date. Simply start your e-mail with the salutation of your cover letter (Dear Mr. / Ms.). There are different thoughts about how to send your resume. In addition to your cover letter in the body of the e-mail, you can:

- attach a document(s) that includes your formatted cover letter and resume. Be sure to reference your attachment in the body of your e-mail. Consider sending a follow-up e-mail to ensure that the employer was able to open your attachment.
- choose to cut and paste a plain text version of your resume in the e-mail message (after your cover letter). This can be done in addition to the attachment or in place of the attachment.

Consider the following when deciding whether or not to attach documents:

- Attaching a document provides an employer with a copy of your resume that is well formatted and easy to read.
- Due to computer compatibility issues, an employer may not be able to open your attached documents. Converting your documents to a pdf file format may help avoid these issues. You can do this free through "cutePDF writer" at cutePDF.com (usually listed under "Products").
- Some computer systems may block e-mails with any attachments in order to avoid viruses.

If an employer has requested that you attach your materials, he or she has made the decision for you. However, if you are unsure of the employer's preference or computer compatibility you might check with the employer. If he or she is unable to open your attachment, there is a good chance that the employer will dismiss your e-mail rather than taking the time to resolve the issue. Sending your cover letter and resume in the body of the e-mail (rather than an attachment) ensures the recipient can immediately access your information.

When sending your resume via e-mail, you should reference the job title or number on the subject line of the e-mail message. Some e-mail messages will be sent directly to a human resources or personnel department. Including the job title or number helps to ensure that your resume gets to the right person.

Creating a plain text resume

The goal of creating a plain text/ASCII resume is to remove all of the formatting from your original resume so that it is readable by any computer. The following provides instructions on how to convert your resume in two different ways for internet use.

Converting to ASCII for use when sending your resume in the body of your e-mail text

1. Open your formatted resume document, highlight the entire text and set your margins to 1 inch on the left and 2 inches on the right. Shortening the length of the lines will help control for line breaks.
2. With all text selected, change the font to a fixed-width font, such as Courier. Choose 12 pt. which will place fewer characters on a line to help prevent line wraps. Aim for no more than 60 characters per line (a space counts as a character).

3. Use "Save As" and select "Plain Text" (*.txt) under "Save as Type". With older versions of MS Word, choose "Text Only with Line Breaks". Rename the file so you will remember its purpose, e.g. "e-mail resume", and save.
4. When a warning appears that alerts you to losing all formatting, place a checkmark in the "Insert Line Breaks" option and click OK.
5. To test what your ASCII/plain text resume looks like on screen, cut and paste it into an e-mail message and send it to yourself and to a friend.

Converting to ASCII for pasting your resume into e-forms

1. Open your formatted resume and rename the file (using File/Save As) so you will remember its purpose, e.g. "form resume". Under "Save As Type:" select Plain text (*.txt) and then save the document. With older versions of MS Word, choose "Text Only with Line Breaks".
2. When a warning appears that alerts you to losing all formatting, place a checkmark in the "Insert Line Breaks" option and click OK.
3. When prompted, save the document.

Cleaning up your ASCII conversions

1. It is important to review your entire document in order to identify and fix any errors that occurred during the conversion process.
2. Format your contact information by placing each piece of information on a separate line (name, street address, city/state/zip, etc.).
3. Replace bullets with asterisks (*). Other characters such as ellipses and em dashes may have converted incorrectly. Be sure to correct.
4. To improve readability, add white space to separate paragraphs, section headers, etc.
5. To highlight section headers (Experience, Education), place headings in all CAPS. You can also use accenting such as tildes (~~~) or equal signs (====). Example:

EXPERIENCE

~~~~~

6. To test what your ASCII plain text resume looks like on screen, cut and paste it into an e-mail message. Send it to yourself and a friend with a different type of e-mail software.
7. If your original resume was more than one page, remove extra name and page number notations to make it appear as a one page document.

# Sample resumes

## Chronological resume:

### Stephanie Wood

630 Patterson #10  
Eugene, OR 97403  
(541) 555-7062  
swood@uoregon.edu

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>OBJECTIVE</b>  | Position in non-profit organization coordinating community outreach projects, writing publications, and creating promotional designs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>EDUCATION</b>  | <b>Bachelor of Arts, Sociology</b> , University of Oregon, Eugene, OR June 20XX <ul style="list-style-type: none"> <li>• 3.38 GPA</li> <li>• Emphasis in Latin America</li> <li>• Community Service – translator for Centro Latino Americano</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>EXPERIENCE</b> | <b>Graphic Design Intern</b> , Park & Recreation District, San Diego, CA (20XX-20XX) <ul style="list-style-type: none"> <li>• Designed 5 informational brochures to promote new programs and facilities</li> <li>• Aided 7 program coordinators in describing and visualizing ideas in layout form</li> <li>• Identified salient issues in marketing meetings to develop support, commitment, and trust between the district and the local community</li> <li>• Constructed photo shoots, developed film, and incorporated photographs into brochures</li> <li>• Created marketing and distribution strategies for 3 brochures and 6 informational pieces</li> </ul><br><b>Research Intern</b> , Eco-Tourism International, Springfield, OR (20XX-20XX) <ul style="list-style-type: none"> <li>• Researched and updated culture, geography, and travel tips sections of 3 countries for tourist guides</li> <li>• Developed layout and design of travel itinerary template to improve readability</li> <li>• Participated in weekly strategic planning meetings addressing eco-tourism goals</li> <li>• Published 7 articles in quarterly newsletter based on 13 industry interviews</li> <li>• Adapted to changing project priorities while maintaining high quality of work</li> </ul><br><b>Varsity Softball Team Member</b> , University of Oregon, Eugene, OR (20XX-20XX) <ul style="list-style-type: none"> <li>• Demonstrated ability to set and achieve individual and team goals</li> <li>• Coordinated community service project for 45 varsity and club softball players</li> <li>• Successfully balanced full-time academics with intensive athletic schedule</li> <li>• Maintained positive attitude and strong work ethic despite adversity</li> <li>• Promoted understanding and inclusion of diverse backgrounds among 17 teammates</li> </ul> |
| <b>SKILLS</b>     | <b>Design and Technical Knowledge</b> <ul style="list-style-type: none"> <li>• Computer and hand layout for small publications</li> <li>• Adobe InDesign, Photoshop and Illustrator</li> <li>• Photography; black and white darkroom processing</li> </ul><br><b>Language</b> <ul style="list-style-type: none"> <li>• Conversational Spanish</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## Combination resume:

### Deborah West

2020 Willamette, Eugene, OR 97405  
(541) 555-0089  
dwest@uoregon.edu

#### OBJECTIVE

Entry-level research position in the marine sciences, leading to a supervisory role

#### EDUCATION

**B.S. in Biology**, University of Oregon, Eugene, Oregon, expected June 20XX

- 3.8 GPA
- Member of Druids National Honor Society

**Oregon Institute of Marine Biology**, Charleston, Oregon, Spring 20XX

- Coursework: Invertebrate Biology, Marine Birds and Mammals, Biological Oceanography, Vertebrate Physiology
- Research paper: "Submerged propulsion of littoral macro-invertebrates under tidal flux conditions," (with 2 co-authors)

#### LABORATORY AND RESEARCH EXPERIENCE

**Station Assistant** (internship), Orpheus Island Research Station, Great Barrier Reef, Australia, 20XX

- Collaborated with 5+ member team in comprehensive coral spawning experiment
- Organized and prepared 30 sq. km. experimental area for collection and analysis of specimens
- Cross-fertilized eight coral species and measured growth of oyster larvae
- Prepared maps based on aerial photography using Adobe Photoshop
- Conducted weekly laboratory tours for the public to increase local interest and financial support of research program

**Invertebrate Zoology** (class), Oregon Institute of Marine Biology, Charleston, OR, 20XX

- Dissected annelids, mollusks, and hemichordata using standard protocols
- Constructed microscope slides of sea cucumber muscle tissue
- Presented research results of macro-invertebrate study by 3-member team

#### LEADERSHIP AND TEACHING EXPERIENCE

**Biology Peer Advisor**, University of Oregon, 20XX-present

- Analyzed transcripts to assess students' progress toward graduation
- Advised students with scheduling difficulties and personal concerns
- Collaborated with 7-member staff to develop and conduct advising workshops
- Independently created a directory of internship opportunities for Biology majors
- Coordinated with Career Center to produce professional development workshops

**Teaching Assistant**, High School Equivalency Program, University of Oregon, 20XX-20XX

- Aided in bilingual instruction of science, mathematics, and language for 20 students
- Tutored individual students to encourage learning and confidence

#### CERTIFICATIONS AND ASSOCIATIONS

SCUBA-- Basic, Advanced, Open Water (expires 20XX)  
Member, National Association of Marine Surveyors

## ASCII/Email resume:

Janet Smith  
220 Agate Street #5  
Eugene, OR 97403  
(541) 555-1559  
jsmith@uoregon.edu

### OBJECTIVE

Position in non-profit organization coordinating community outreach projects, writing publications, and creating promotional designs

### EDUCATION

Bachelor of Arts, Sociology, University of Oregon, Eugene, OR, June 20XX  
\* 3.38 GPA  
\* Emphasis in Latin America; proficient in Spanish  
\* Community Service - translator for Centro Latino Americano

### EXPERIENCE

Graphic Design Intern, Park & Recreation District, San Luis Obispo, CA (20XX)  
\* Designed five informational brochures to promote new programs and facilities  
\* Aided seven program coordinators in describing and visualizing ideas in layout form  
\* Identified salient issues in marketing meetings to develop support, commitment, and trust between the district and the local community  
\* Constructed photo shoots, developed film, and incorporated photographs into brochures  
\* Created marketing and distribution strategies for three brochures and six informational pieces

Research Intern, Eco-Tourism International, Springfield, OR (20XX)  
\* Researched and updated culture, geography, and travel tips sections of three countries for tourist guides  
\* Developed layout and design of travel itinerary template to improve readability  
\* Participated in weekly strategic planning meetings addressing eco-tourism goals  
\* Published seven articles in quarterly newsletter based on 13 industry interviews  
\* Adapted to changing project priorities while maintaining high quality of work

Varsity Softball Team Member, University of Oregon, Eugene, OR (20XX-20XX)  
\* Demonstrated ability to set and achieve individual and team goals  
\* Coordinated community service project for 45 varsity and club softball players  
\* Successfully balanced full-time academics with intensive athletic schedule  
\* Maintained positive attitude and strong work ethic despite adversity  
\* Promoted understanding and inclusion of diverse backgrounds among 17 teammates

### SKILLS

Design and Technical knowledge: Computer and hand layout for small publications, Adobe InDesign, Photoshop and Illustrator, photography; black and white darkroom processing  
Language: Conversational Spanish

**Notes:**

[illegible]

Your cover letter may be the first thing prospective employers read, even before they see the resume. Therefore, it is imperative that you spend a good deal of thought and time to write an effective cover letter; one that will get you the interview you want. In your cover letter, you can demonstrate your enthusiasm, assertiveness, organizational skills, self-knowledge, interest in the organization, sense of humor, and ability to write. The cover letter presents you as an individual and engages the reader's interest. You should also think of it as an example of your work.

To write an effective cover letter, you must do research to understand what the job entails, what the industry/organization is like, and (most importantly) how you will be an asset to the employer. Indicate the unique contributions you can make to the organization. Call attention to your skills and motivation. Remember, it is critical for a cover letter to express who you are. Avoid copying sample cover letters – they will not represent you adequately and will probably sound artificial.

Each letter needs to be unique to the position. Yes, it is a lot of writing, but targeting your cover letter is as important as targeting the resume in getting an interview. It is your first chance, and possibly your last chance, to market yourself as a potential employee. You can make the employer's job easier by clearly describing your strengths and your enthusiasm in your cover letter.

Avoid over-used phrases and clichés in describing your qualifications and interest in a position. Too many people have written that they are seeking a “challenging and rewarding position” where they can “work with people.” Boring! If you are seeking these attributes in a job, try to rephrase them in new ways. Be specific about the challenges, knowledge, and opportunities you hope to find in the position.

Try to draw logical connections between the statements you make. For instance, if you say that you understand the goals of the XYZ Corporation and would be good at sales with the company, give specific examples and reasons for thinking so. Reasons could be because you have had prior experience in the industry, because you have done the job before in a different setting, or because you understand the importance of sales to the company's goal of increased growth. In short, back up claims of past or intended glory with evidence that you have demonstrated these skills.

Assuming an active voice and enthusiastic tone attracts an employer's attention. There are no specific rules for creating an active tone to your letter. Reread the letter. If you sound too passive, apologetic, or indifferent, rewrite the letter to capture the reader's attention. Try to engage the reader with your enthusiasm and commitment to the work.

See the cover letter template on the next page for an example.

## Cover Letter Sample:

Name  
Street Address  
City, State Zipne/Email address

Date

Contact name  
Title  
Company name  
Address  
City, State Zip

Dear Mr. or Ms. Last Name:

### **Introductory Paragraph:**

This paragraph tells the reader why you are contacting him or her. This is where you mention mutual acquaintances, interest in the company/organization or a specific position posted, or whatever else prompted you to write. This is a good place to also include why you are interested in this position/ organization in particular. You can also provide a concise overview of the skills/ experience you have to offer the employer, which you will elaborate on in the following body paragraphs.

### **Body Paragraph(s):**

These paragraphs allow you to elaborate on what you have to offer the employer (e.g. your skills, experience, knowledge, expertise, work characteristics/ qualities, etc.). Prior to writing the body paragraphs consider the following: **What is needed to accomplish the job?** Identify 2-3 qualifications or background themes the position requires. Use the job description or information obtained through your career research. **How do your strengths match the job requirements?** For each of the job themes listed above, brainstorm experiences (from classes, employment, co-curricular activities, etc.) that illustrate your skills or background in each area. Consider closing the paragraph(s) with a conclusion sentence focused on how the skill will impact the employer.

### **Conclusion Paragraph:**

Reiterate your interest in the opportunity. Thank the reader for his or her time. Acknowledge that you look forward to hearing from or meeting with the employer, e.g. *"I look forward to hearing from you soon."* If appropriate, this can be a place to mention your 'call to action' or next steps. *"I am very excited about the position of...with...company and look forward to beginning the interview process"...* *"I will contact you the week of...to discuss my application and to learn about your recruiting procedures."*

Sincerely,

Signature  
Typed name

## A final note

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Now that you have designed a resume and cover letter, bring your drafts to the Career Center. You can schedule an appointment with a career counselor or come to drop-in advising Monday-Friday from 11-4 during the academic year - call or visit our website for summer hours. For more information, call 541-346-3235 or visit our website at [uocareer.uoregon.edu](http://uocareer.uoregon.edu).

### Career Direction

- Individual career counseling
- Personalized career assessments
- Career Connections classes
- Assistance with major selection

### Career Information

- Career Center Library
- Career Center web site, including Career Information Systems (CIS)

### Internship and Job Search

- UO-JobLink: Listings of internships and full-time, part-time, and work-study jobs
- Career Fairs
- On Campus Recruiting program

### Employment Preparation Tools

- Resume and cover letter feedback
- Practice interviews
- Workshops (resume writing, job search, interviews)
- Web-based resume builder

### Graduate School Decisions

- Individual counseling

### Drop-in Resume Review

- Monday - Friday, 11:00AM - 4:00PM (academic year - summer drop-in hours vary)