



RESUMES & COVER LETTERS



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“You only get one chance to make a stellar first impression”. Your resume presents one of your first opportunities to make an impression on an employer, and you’ll want it to be a very positive impression. A resume is an individually designed one-page (perhaps two pages) of your personal, educational, and experiential qualifications **as they relate to the type of employment you are seeking**. The resume serves as a critical component to the success of your job search. It is paramount that the format and content allows the employer to easily pick out all of your important and relevant information **related to the employer’s needs**. A resume is a professional marketing tool in most cases, the first piece of you the employer sees. How do you want the employer to first see you? Professionalism and quality are key elements from the get-go.

For Starters

Before you write the resume, it may be very beneficial for you to conduct an informal self-assessment list of your skills, abilities, unpaid and paid experiences, academic projects, and extracurricular activities. Questions you can ask yourself include, what areas did you do really well in, your proudest accomplishments, and the value you brought to each task. Once you’ve created this informal list, your resume development will be more on point.

Resumes Can Be Used To

- Clarify your thinking about your skills and your job objective
- Send (electronically, fax, or U.S. mail) with a cover letter in response to a specific job advertisement or lead
- Send with a cover letter or prospecting letter, to an organization which interests you to inquire about potential job openings
- Post online
- Distribute to a network of contacts
- Attach to an employment application
- Allow employers to review your qualifications prior to job interviews
- Serve as a point of reference during an interview

Format—the Basics

- ***Be Relevant***

Include information that supports your job objective and enhances your qualifications in the mind of the reader. Customize, customize, customize.

- ***Be Brief***

A reader may only glance at your resume as little as 8-20 seconds. Limit it to 1 (not more than 2) page(s).

- ***Be Consistent in layout and writing style***

Stylistic techniques (e.g. underlining, bolding, bullets, columns, indenting, italics, and etc.) can be used effectively. Consistency is key, if you bold one header, bold all your headers. Likewise, if you italicize one job title, then, italicize all your job titles.

- ***Highlighting Information***

Be aware that information presented on the first page, at the beginning of a section, in the left hand margin, or in a column gets extra attention.

(e.g. dates in the left hand margin are emphasized. If your job chronology is not something you want to highlight, place the dates in a less conspicuous place. If you consider your experience more important than your education, please it first on your resume.

- ***Avoid Pronouns and certain phrases/use of verb tenses***

Avoid first person pronouns (e.g. “I”, “me”, “my”)

Avoid phrases such as “duties included...” and “responsible for...”

Current position should be written in present tense; previous position in past tense.

- ***Emphasize your Skills***

Use action verb phrases (e.g. “advised customers on healthy living” or “organized a student lead University group”).

- ***Be Conscious of Image***

Remember that your resume and cover letter are often your first contacts with a prospective employer. It should be visually appealing with absolutely no typos or grammatical errors.

Generally, font sizes between 10-12 are appropriate, with traditional typeface font choices.

The print quality should be laser printed on bond paper, white or off-white on one side only of quality paper free of streaks and blemishes. Avoid paper with background flecks or marble patterns as it may not copy or fax clearly. Fill up the white space on the page, however, be careful to not over-fill the page.

Action Verbs

Use the list below to help you get started thinking about action words to use on your resume.

Achieved	Adapted	Addressed	Administered	Advised
Analyzed	Arranged	Assembled	Assessed	Assisted
Attained	Audited	Budgeted	Calculated	Classified
Coached	Collected	Communicated	Compiled	Composed
Computed	Conducted	Consolidated	Constructed	Consulted
Coordinated	Counseled	Created	Critiqued	Defined
Designed	Detected	Determined	Devised	Diagnosed
Directed	Discovered	Displayed	Earned	Edited
Eliminated	Enforced	Established	Estimated	Evaluated
Examined	Expanded	Explained	Experimented	Financed
Formulated	Gathered	Generated	Grossed	Guided
Handled	Hypothesized	Identified	Illustrated	Implemented
Improved	Increased	Influenced	Initiated	Inspected
Installed	Instituted	Instructed	Interpreted	Interviewed
Invented	Investigated	Lectured	Managed	Marketed
Mediated	Modeled	Monitored	Motivated	Negotiated
Obtained	Operated	Ordered	Organized	Oversaw
Performed	Persuaded	Photographed	Planned	Prepared
Presented	Printed	Processed	Produced	Projected
Promoted	Proofread	Provided	Publicized	Purchased
Received	Recommended	Reconciled	Recorded	Recruited
Reduced	Referred	Refined	Rehabilitated	Repaired
Reported	Represented	Researched	Resolved	Responded
Restored	Retrieved	Reviewed	Scheduled	Selected
Solved	Sorted	Studied	Summarized	Supervised
Supplied	Surveyed	Tested	Trained	Transcribed
Translated	Traveled	Tutored	Upgraded	Utilized
Wrote				

Resume Styles

1.) Chronological

This format lists your employment starting with your most recent or current employment and working backward to your first job (or 10 years into the past, whichever comes first).

The Chronological format is a *good choice* when:

- You want to call attention to a stable work history.
- You want to highlight upward mobility, accomplishments, and promotions in your chosen career.
- You are applying for a job in a very conservative company or field.
- You want to find a job in the same area as your previous job(s).

Avoid using this chronological format when:

- You are changing careers or looking for work in an area you haven't worked before.
- You are changing careers or looking for work in an area you haven't worked before.
- You are looking for your first job and lack experience related to the job for which you're applying.
- You've changes employers frequently in the past.
- You want to emphasize skills that haven't been used in recent work experience.
- You have had significant gaps in your work history.
- You have been absent from the job market for a while.

2.) Functional

This format emphasizes the applicable skills you have developed, rather than when, where, or how you acquired them.

The functional format is a *good choice* when:

- You are making a career change.
- You are entering the job market for the first time (or are pursuing an entry-level position) and you don't have the applicable work history to build a chronological resume.
- You want to emphasize the skills and capabilities relevant to the future job, rather than past job responsibilities.
- You have had a variety of jobs in the past that are relatively unconnected.
- The work you have done in the past has been freelance, consulting, or temporary.
- You are returning to the workplace after an absence.
- You are concerned that your age may be a barrier.
- You haven't shown advancement in responsibility or have had lateral moves.
- You have complicated work history
- You are self-employed
- You are closer to retirement than the onset of your career.

Avoid using this functional format when:

- You are applying for a job in your current field and have a solid work history.
- You want to emphasize a growth pattern in the work you have done or in your education

- Your past employers are important in relation to your job objective.
- Your most recent employers are highly prestigious.
- You are applying for jobs in highly traditional fields such as teaching, the ministry, or law/politics where specific employers are of great interest.
- You have performed a limited number of functions in your previous work.

3.) Combination

This format is a combination of the chronological and functional formats.

The combination format is a good choice when:

- You want to showcase a solid employment history and highlight skills that are applicable/transferable to a future position.
- You have a strong performance record and are on a career track that you wish to continue.

Avoid using this combination format when:

- You lack a record of advancement or progression in your chosen profession.
- Your work history has been unstable or there are gaps in your work history.
- You have held many similar positions and listing skills for each would be redundant.
- You want to draw attention to experience or skill acquired outside of your work history

What to Include

Contact Information

Make sure to include your name, address, city, state, zip code, telephone number, email address, web site address(es) or LinkedIn profile address (optional)

- Always placed at the top of the page since electronic databases scan for this information within the first few lines of the resume.
- Be certain that the information is current.
- Use one telephone number and one email address, where you can most easily be reached.
- Record a neutral professional greeting on your voice mail (e.g. avoid music songs, slang, social talk, etc.)
- One option may be to include a campus and permanent address on the resume (especially if seeking a position close to “home”).

Objective

A statement which lists the job position or field you are currently seeking as well as the relevant skills you will bring to the company. If you are writing a general resume (e.g. for a career fair), the objective will state the work you are hoping to do.

- It may or may not be included on your resume
- Tailor your objective for each position you seek.
- Statement that emphasizes what you can do for the company not a wish list of what you want.

Summary

You have the option of including a summary instead of an objective. A summary includes 4 or 5 bullet points that highlight your skills and abilities as it relates to the position. Examples:

- More than five years' experience in the non-profit sector as a volunteer.
- Excellent public speaking and presentation skills.
- Ability to develop rapport easily with individuals of all ages and backgrounds.
- Three years leadership experience in student government.
- Proficient understanding of Microsoft Word, Excel and social media channels.

Education

Typically, current students and recent graduates without a lot of work experience should list their educational information first.

- List your most recent educational information. High school information is optional and can be included for freshman and sophomores who may not have adequate experiences to include.
- List degree first (e.g., A.S., B.S., B.A.), then major (i.e. B.A. Anthropology), institution attended, city and state, and minor/concentration.
- Add your grade point average (GPA) if it is higher than 3.0. If your overall GPA is not above a 3.0, consider leaving it off the document as you work to increase your GPA score.
- Mention academic honors, certifications and/or study abroad program(s).
- Optional: Include relevant courses, academic projects, and language skills, especially if they are highly relevant to the job you're applying for.

Relevant Coursework

If you don't have a lot of work experience related to your major, you can include this section below education. This will highlight some of the major classes you took to show the reader what your knowledge base is. Only include courses that are **relevant** to the job you are applying for.

Sample Courses:

- Business Ethics
- Cultural Skills and Competence
- Communications III and IV
- Sustainability Issues and Development

Class Projects

You may include team class projects, individual class projects, academic research, thesis topics and any academic experience which demonstrates your skills and knowledge related to the type of work you are seeking. Examples:

- Team Project: Participated on team with 8 sustainability students to research, design and construct a water filtration system. Coordinated team presentation to faculty and The Aspen Institute.
- Class Project: Researched and designed hospital database system for tracking organ donors.
- Senior Project: Applied pay grade and business growth principles to research and design; a business payroll plan benefiting both the employee and the company at large.
- Research Project: Conducted research on the growth factor signaling sustainability growth.

- Class Projects
 - Wrote and presented strategic marketing plan for national bottled water distributor.
 - Created business plan and prospectus as team leader in finance class project.

Experience

The main purpose of a resume is to land an interview. Most employers will initially spend about 30 seconds (or less) reading your resume. Thus, you want to ensure that you have carefully outlined how you are an excellent match for the position. Employers are looking not only for what work you have done, but what skills and experiences you will bring to their company.

- Other, non-technical jobs shown with lesser emphasis at the bottom. Do not neglect to include these, as there are many transferrable skills.
- Always include:
 - Title of position
 - Name of organization
 - Location of work (city, state)
 - Dates of employment (include months and years)
 - Describe your work responsibilities beginning with an action verb.
 - Emphasize specific skills and achievements.

Relevant Experience

This is an important section because you can demonstrate how you are a good match for the position. This section may change based on each position. Carefully read the job description and highlight specific tasks and qualifications in the description. Look through your past experiences and accomplishments, and focus on those that are most relevant to the position. Relevant experiences can be paid or unpaid - for example: internships, volunteer work, class projects, jobs, club memberships, leadership experiences, and other activities. Use action verbs (see attached list AND the job description) to describe your experience and quantify any statement by using a number or percentage when possible.

- A basic formula to follow is: ACTION VERB + TASK + RESULT/OUTCOME
- Examples:
 - “Increased student membership by over 25 percent.”
 - “Conducted 25+ daily phone calls to potential donors.”

Additional Experience

For any experiences (paid or unpaid) that are not relevant to the job, include them in this section. If you do not have ‘relevant experience,’ you would want to title this section **Work Experience**. Follow the guidelines outlined above. Use action verbs to describe your duties and accomplishments.

Honors and Awards

If you have received numerous honors and awards, you may want to devote a separate section on your resume. You can include Dean’s List, scholarships (list the amount), and other notable honors in this section. Make sure to describe each award, since the name itself may not mean anything to the reader.

Other Categories to Consider

Collegiate Experiences
 Professional Associations
 Languages
 Publications
 Leadership
 Volunteer
 Computer Skills
 Research
 Technical Skills

References

- Do **NOT** include your reference information on your resume (i.e. 'References available upon request'). Put your references on a separate page using the same heading as your resume (contact information).
- Ask 3-5 professors, supervisors, and professional contacts if they are willing to serve as **positive** references before you give their names to a potential employer.
- Include the following on your reference sheet:
 - Name and job title
 - Place of employment with employer address (street, city, state, zip).
 - Work phone number and e-mail address.
 - Optional: include a brief statement of how the reference knows you.
- Provide your references with a copy of your resume and the job description. If applicable, provide written permission to discuss your skills and abilities as some employers are only allowed to confirm employment.
- Stay in touch with your references and update your references on potential reference checks. Always thank your references for their time.

Resume Checkup

After you have written your resume, it's time to have it reviewed and critiqued by a career counselor. You may also take the following steps to ensure quality:

- Ask others, including industry professionals, for their input.
- Get feedback about overall impact, not just grammatical errors. As most resumes are briefly skimmed, hand a reviewer your resume for 30-60 seconds and ask what information stands out and what the reviewer's overall impressions are.
- Make sure the resume uses consistent styles and formatting.
- Run a spell check on your computer before anyone sees your resume.
- Check for grammatical errors; ask a friend or colleague to review.
- Ask another friend to proofread your resume (spell check is not enough!). The more people who see your resume, the more likely misspelled words and awkward phrases will be seen and corrected.

E-mailing Your Resume and Cover letter

When e-mailing your resume, paste the body of your cover letter into the e-mail, and attach your cover letter and resume. Clearly name both documents (i.e. MollySmith.resume).

Scannable Resumes

Many organizations, especially high-tech companies, use scanners to match positions with candidates. These searches use keywords and phrases that describe the skills and education required for a vacant position.

1. Create your resume in a normal format; change your heading so that only your name is on the top line. Address, phone number and e-mail address must be below your name.
2. Make sure you use keywords (more information to follow).
3. Use scanner-friendly characters like Times New Roman, Palatino, Garamond, Arial, and Helvetica in 10-12 pt. font. Do not use italics, bold, or underlines. Substitute straight quotes for curly quotes.
4. Use simple formatting:
 - a. Use consistent margins between .7 and 1.0 inch and left justify all text.
 - b. Do not use any vertical or horizontal lines, borders, shaded bars, or boxes.
 - c. Do not use ampersands (&), percent signs, or foreign characters.
 - d. Change bullet points to standard keyboard symbols such as asterisks or dashes.
 - e. Use indents, columns, and centered text to add visual appeal.
5. Print your resume on plain white paper using black ink. Send it in a large envelope.

Electronic Resumes

1. In Word:
 - a. Choose "Save As" and change the type to "Plain Text."
 - b. In the subsequent dialog box, select the option to insert line breaks.
 - c. A warning message will inform you that you will lose some formatting - click "OK."
2. Open up your text document and clean it up with Notepad (PC) or SimpleText (Mac).
 - a. On a PC, "Plain Text" does not remove all the tabs, so you will have to make manual adjustments.
 - b. Move any items that you may have had centered or tabbed to the left margin. All text should be flush left and there should be NO tabs in your text.
 - c. Reformat your heading; your contact information (e-mail, address, etc.) should all appear on separate lines. You may make the headings all CAPS.
 - d. Make sure all sections are on separate lines with a blank line before and after. Extra space between the lines ensures a computer program can easily identify each section of your resume.
 - e. Consider CAPS for items that you may have previously had bolded or italicized.
 - f. Make sure the bullets are still identifiable and have not run together.
 - g. Make sure the most important information is in the top third of the document. Hiring managers report that they often print the screen shot, not the complete resume.
3. Make sure you have keywords (more information to follow).
4. Delete any references to "page two," "Continued," or your header on page 2.
5. Send your text resume in an e-mail to yourself and to a friend who uses a different e-mail service to make sure you have completely cleaned it up and it looks professional.

Keyword Strategies

- Keywords are generally nouns or phrases that an employer will use when searching resumes. To help your resume stand out, use as many keywords as honestly possible.
- O*Net (<http://online.onetcenter.org/>) and the job description can help determine the keywords. Review this information and make a list of the qualifications, technical expertise, industry jargon, product knowledge, and personality traits that employers seek.
- Present your qualifications as if the reader is simply comparing the words on the resume to a list of desired qualifications, as that is what happens when the computer scans for keywords. Avoid using keyword lists.
- It's counterproductive to use the same keyword multiple times as this can be interpreted by computerized systems as keyword spamming.

Resume Samples

The following pages include examples of appropriate styles and formats from a variety of different resumes and cover letters. Please review and study these samples as they will provide exceptional guidelines and visuals of how to put together a stand out and proper resume/cover letter. You will then create and develop your own unique career document (resume and/or cover letter) that sets you apart from the rest, being sure to insert the relevant and important distinctive achievements and skillsets you have experienced in relation to the position you are applying for.

Please contact the Career Services office at Colorado Mountain College with any questions or to set up an appointment to review your career documents so you can jump start your career journey on the right foot.

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Resume and Cover Letter Resources**Websites:**www.careercity.comwww.placementmanual.comwww.damngood.com<http://www.squawkfox.com/2009/04/02/8-keywords-that-set-your-resume-on-fire/><http://delicious.com/careercenter/resume>**Resume Resources:**

America's Top Resumes.....J. Michael Farr
 Blue Collar & Beyond.....Yana Parker
 The Damn Good Resume Guide.....Yana Parker
 Dynamite Resumes.....Ron and Caryl Krannich
 Electronic Resumes for the New Job Market.....Peter Weddle
 Executive Resumes.....Donald Asher
 The Federal Resume Guidebook.....Kathryn K. Troutman
 Gallery of Best Resumes for Two-Year Degree Graduates.....David Noble
 High Impact Resumes & Letters.....Ronald L. Krannich & William J. Banis
 Portfolio Power.....Martin Kimeldorf
 Resume Almanac.....Adams Media Corporation
 Resume Catalog.....Yana Parker
 Resume Pro.....Yana Parker
 The Resume Solution.....David Swanson
 The Resume Writer's Workbook.....Stanley Krantman
 Resumes for College Students and Recent Graduates.....VGM Career Horizons
 Resumes for Sales & Marketing Careers.....Chuck Cockran/Donna Peerce
 Winning Resumes for Computer Personnel.....Anne Hart
 Your First Resume.....Ron Fry

Cover Letter Resources:

Cover Letter Almanac.....Adams Media Corporation
 Cover Letters That Knock 'em Dead.....Martin Yate
 The Perfect Cover Letter.....Richard H. Beatry

Functional Resume Sample

Mack Haviland

1100 N. Grand Street
Glenwood Springs, CO (970) 222-5050
haviland@coloradomtn.edu

OBJECTIVE

Seeking to obtain the Marketing Coordinator position with Sports Authority in the recreation sports industry utilizing my strong interpersonal skills, and exceptional organizational skills.

EDUCATION

BS in Business Administration in Finance/Marketing Glenwood Springs, CO	May 2012 G.P.A.: 3.65/4.0
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RELEVANT EXPERIENCE

Marketing, Sales, and Public Relations

- Created sales and marketing materials for technology trade shows.
- Developed a consistent pattern of repeat sales and customer loyalty; identified customer needs.
- Researched and developed a public relations campaign; created a database for 1,000 media contacts.

Communication

- Wrote a weekly entertainment column for the Colorado Mountain College online newspaper, ENews.
- Presented group research results to bank executives and sales team.
- Developed an efficient system to generate weekly sales reports using Excel and presented the reports to the sales manager.

Administration and Organization

- Maintained the Colorado Mountain College Foundation Alumni Contact database.
- Processed numerous direct mail marketing projects under budget and on time.
- Assisted with organizing and planning the 50th Reunion for the Class of 1985.

RESEARCH PROJECTS

"Market Research Analysis for Alpine Bank" Fall, 2010

Conducted customer satisfaction surveys and interviews. Researched demographics, market trends, and competitors. Developed an ad campaign and a customer loyalty program. Analyzed data and made recommendations for improvements for the Wichita branches.

"Business Plan for Sports Equipment Rental Store" Spring, 2008

Researched and developed a business plan for a start-up retail store. Estimated operating costs and developed a break-even point. Projected cash flow accounting for the net present value of money. Designed an information system and financial database for the business.

WORK EXPERIENCE

Marketing/Sales Intern	Blizzard Marketing	Glenwood Springs, CO 2010–present
Sales Representative	Sports Authority	Glenwood Springs, CO 2008–2010
Alumni Assistant	The Foundation	Glenwood Springs, CO 2007–2008

Chronological Resume Samples

Leslie Porter

1000 Copper Road, Carbondale, CO 81623 email: porter@coloradomtn.edu (970) 488-1313

OBJECTIVE

A managerial track position in the high-tech or consulting sector utilizing my financial, analytical, and communication skills.

EDUCATION***BS in Business Administration in Finance and Management***

Colorado Mountain College Carbondale, CO

May 2010
G.P.A. 3.6/4.0

Relevant Courses: Advanced Management Concepts, Financial Analysis I-III,
Business Communication, Business Decision Making

Institute for Financial Education, University of Charlotte

Summer 2006

EXPERIENCE**Assistant Night Manager**

MTC Trucking Company Carbondale, CO

Oct 2009-present

- Supervised 10 delivery drivers and warehouse workers
- Calculated and presented bids for four contracts
 - o Increased contracted miles by 32%
 - o Boosted revenue by 10% in six months

Finance Analyst Intern

RTE Business Services Carbondale, CO

March 2007-Nov 2009

- Developed and maintained company's relationship with potential clients
- Researched and determined potential acquisitions for clients
- Maintained database on target companies

Assistant Manager/Staff Instructor

Glenwood Springs Rec Center Glenwood Springs, CO

May 2006- April 2007

- Hired, trained, and scheduled 14 employees
- Assisted customers with purchases and provided excellent service
- Instructed clients in technical rock climbing skills

COMPUTER SKILLS

MS Word, Excel, PowerPoint, MS Access, Internet research

LEADERSHIP/EXTRACURRICULAR ACTIVITIES

Business Manager, Student Government Association

Member, Alpha Kappa Psi

Team Member, Women's Tennis

Sept 2008-present

August 2009-May 2010

April 2007-Oct 2009

Peter Smith

4716 Airport Road, Rifle, CO 81650 970-623-5000
smithpter3@gmail.com

OBJECTIVE: To obtain the Assistant Food and Beverage Manager with St. Regis demonstrating my top notch culinary training experience and knowledge.

EDUCATION***B.S. in Business Administration***

Colorado Mountain College, Rifle, CO 5/2007
 -Recipient of over \$25,000 in academic merit-based scholarships.
 -GPA 3.45. Selected four times for the Dean's List.

EXPERIENCE**Assistant to Manager-St. Regis, Aspen, CO** 3/09 - Present

- Inventory stockroom of bar products and prepare weekly order for supervisor's approval.
- Prepare monthly employee work schedule and resolve scheduling conflicts with staff.
- Train new, entry-level St. Regis staff in providing the highest level of service to customers.

Management Trainee, Hyatt Regency, Denver, CO 11/05 - 2/09

- Rotated (two week periods) through several departments of the hotel.
- Assisted in developing questionnaire to assess guest satisfaction with room service.
- Promoted, based on outstanding performance, to Assistant to Manager – Food & Beverage.

Front Desk Intern, Quality Inn, Boulder, CO 1/06 - 6/09

- Conducted check-in/checkout; answered guests' questions in a pleasant and timely manner.
- Reconciled daily credit card charges; resolved occasional room booking discrepancies.

Customer Sales Representative, Ann Taylor, Grand Junction, CO Seasonal, 2004 - 2006

- Heavy retail customer service work in an often hectic work environment.
- Asked to work three successive holiday seasons based on excellent customer service skills.

LEADERSHIP

- Graduate of 10-day winter survival skills class at the National Outdoor Leadership School.
- Vice-President of the Hospitality Club at Colorado Mountain College.

SKILLS

- Solid spoken and written Spanish language skills.
- Excellent communication skills; thrive in fast-paced customer service environments.
- Strong MS Office skills: Word, Excel and PowerPoint.

Chronological Resume Sample

222 Johnston Blvd. Apt. 12

970.988.6123

Stella Goodall

Edwards, CO 81632

sgoodall@coloradomtn.edu

Objective

Seeking to obtain the Part-time internship in the Public Relations Department of Valley View Hospital showcasing excellent customer service skills, strong leadership abilities, and attention to detail.

Education

B.S. Communications

Colorado Mountain College,

Edwards, CO

Anticipated Graduation: May 2012

GPA: 3.7/4.0

Selected to the Dean's List six times

- Recipient of the President's Scholarship (\$28,000 academic merit-based award).
- Active member of campus Public Relations Club for two years.

Public Relations Experience

- *Public Relations Intern* 9/2010 – Current
Colorado Mountain College Office of Communications and Marketing, Edwards, CO
Completed a variety of PR projects assisting in the annual updating of College publications resulting in an outstanding performance review.
- *Public Relations Volunteer* Summers 2008-2009
Campaign for Senator Michael Bennett, CO
Planned, created and set-up campaign displays prior to speeches as part of the public relations team.

Other Experience

Lifeguard Summers 2000-2003
Eagle Municipal Swimming Pool, Edwards, CO
Increased responsibilities based on performance.

Volunteer 2007-present
Big Brothers, Big Sisters Program, Edwards, CO
Demonstrates solid interpersonal and communication skills.

Sales Associate Winter Breaks 2009, 2010
Target, Dillon, CO
Exceeded sales goals with employer both seasons worked.

Computer Skills

Substantial experience using MS Word and Excel in both PC and Mac environments
Skilled at PowerPoint presentations

Cover Letter Guidelines

Be Sure to **Tailor** Each Cover Letter to the Organization You Are Sending it to-***THIS IS THE NUMBER ONE RULE.***

Sample Outline:

(1-2" top margin)
(Heading)

Your address
City, State, Zip
Email, Phone

Date

(double space)

(Dateline)

Mr. /Ms. Name, Title

(double space)

(inside address)

Company

Address

City, State, Zip

(double space)

Dear Mr. /Ms. Last Name:

(double space)

Introductory Paragraph:

This is **the attention grabber** that should arouse the reader's interest. If you are applying for a specific job, mention the position title and position number (if applicable). Give the person's name, if someone referred you to the company. This paragraph may include your knowledge of the organization, why you want to work for them and some brief background experience/education that relates to the position. Most introductory paragraphs are short, so be brief and clear.

(double space)

Middle Paragraph:

This is the sales pitch. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the employer that you are worth an interview. Present specific abilities, education, and/or experience that make you an attractive candidate for the position. Highlight special skills. Reveal a personal goal that could be realized with this firm. Prove that your skills and abilities match the job description and can satisfy the employer's needs.

(double space)

Final Paragraph:

This is the request for action. Ask for an interview or a meeting to discuss how your skills might assist the employer. Offer to provide more information (e.g. samples of your work, references, more details of your past experience or education, etc.). In most cases take the lead and indicate that you will be calling to arrange an appointment or if the employer specifically indicated not to call, you may ask them to call you. Provide your telephone number and the best times to be contacted.

(double space)

Sincerely,

(complimentary close)

(four spaces)

Signature here

(signature block)

Your name

Other Rules to Remember

- In referencing a personal referral, state that the referral suggested you write or email the contact.
- Utilize impressive quotes from letters of reference in your cover letter, e.g. “I am highly organized; my internship supervisor stated in her letter of reference”, ‘Alex is the most organized intern I have ever had.’
- Use brief personal examples to back up what you say about yourself, e.g. “Several instructors have consistently commented on my excellent writing skills”.
- Talk about and quantify your accomplishments that relate to the position.
- Be brief and concise, no more than one page.
- Proof-read and have others proof-read your letter for errors, Career Services at CMC, your faculty members and staff will help review your cover letter.
- Do not overuse “I” to begin sentences, vary the sentence structure.
- Single space within each paragraph, double space between paragraphs
- Always sign your cover letter except for email versions.
- Matching the paper and heading of your cover letter to the heading of your resume, (for hard copies), is a nice professional touch.
- If you lack a skill or some required experience discuss how you can pick up the skill quickly, or how other experience will substitute.
- It is common to have the cover letter be the text of an email, with the resume attached.

Mistakes to Avoid

- Never misrepresent your background, skills and experiences.
- Never sound desperate or negative.
- Never confess shortcomings, give a positive slant to your background and experience.
- Don’t repeat your resume, but summarize and enhance, add your best personality traits and word pictures that aren’t on the resume.
- Always send an email version of your cover letter and resume to yourself first to make sure it opens up perfectly. It is also recommended to save your materials as a PDF prior to e-mailing your application, as PDF files will not change when opened in any format.
- Always read and follow any employer instructions for submitting a cover letter and resume.

Cover Letter Samples,

No advertised position, a letter of inquiry or prospecting letter

Tom Levin

5050 Eagle Ranch St.

Leadville, CO 80461

(316) 453-4455

levin@coloradomtn.edu

December 1, 20xx

Ms. Maria Rio
Senior Vice President
GDD & Associates
1200 Teller Rd.
Leadville, CO 80461

Dear Ms. Rio:

I was fortunate enough to see your recent quote in the Herald Democrat where you described GDD & Associates' new Management Development Program as one that "hires liberal arts majors who have outstanding academic achievement tied with strong leadership and people skills." I fit that description and will be graduating this spring from Colorado Mountain College. I am researching innovative companies like GDD & Associates where my skills and abilities can make a significant contribution.

Some of my qualifications include:

- Considerable *management and leadership experience*, most notably as President of the student body, which included leading seven other executive committee members and representing the students to the administration.
- *Student leader*, served as a Senator for two years within the Student Government Association's student senate.
- *Strong organizational and academic skills*, having maintained a 3.53 GPA while working 25 hours a week to finance 60% of my education.
- *Going beyond*, as communicated from my internship supervisor in one of my letter's of reference, "Tom has done far more in his internship than was required."
- *Excellent communication and analytical skills* developed through my English major, Psychology minor, two years customer service experience, and training six co-workers.

I would enjoy meeting with you to discuss how I might be an excellent candidate for your program. My immediate goal of entering a management training program with an energetic and growing company matches your goal of hiring students with "high-quality academic and leadership experience." I will call early next week to follow up on the possibility of our meeting to discuss future opportunities with GDD & Associates. Thank you for your time and consideration.

Sincerely,

Tom Levin

Tom Levin

Cover Letter Samples,
Advertised position

Bethany Roberts

100 Oxford Ln.
Steamboat Springs, CO 80487
(970) 555-5555
roberts@coloradomtn.edu

September 6, 20xx

Mr. Josh Valmer III.
Employment Manager
Loveland Ski Operations
PO Box 899
Georgetown, CO 80444
Loveland, CO 80443

Dear Mr. Valmer:

As an admirer of Joshua Valmer Sr., I watched several years ago when Rocky Mountain Ski and Sports opened a store in my hometown. I was intrigued by the wonders of mass distribution, discount prices, and retail innovation. I read in last week's edition of Sports Retail that one of your subsidiaries, Loveland Retail, is looking to grow beyond the 200 retail stores it currently operates in the Northeast. My human resource approach can help your company make sound strategic personnel decisions as you expand into the Midwest region. Your advertised position as Human Resources Manager fits perfectly with my background and experience.

For the past six years, I held increasingly responsible positions in the human resources profession. I began my career as an Assistant Store Manager at Sports World, a large sporting goods store, and was promoted to Manager after 18 months. Three years ago, I accepted a position as Director of HR for Cysco, another rapidly growing distributor of food products supplying large restaurant chains. At both Sports World and Cysco, I served as an HR Generalist and am very familiar with all aspects of personnel functions including: recruiting, staff planning, professional development training, working with unions, employee relations and enhancement programs as well as salary and benefits programs.

I am very enthusiastic about having an opportunity to discuss your management team's plans for the future, and the Human Resources department's role in making these goals a reality. I will call you the week of September 16th to confirm the receipt of my résumé and schedule a mutually convenient time for us to get together. Thank you for your consideration and time.

Sincerely Yours,

Bethany E. Roberts

Bethany Roberts

RESUME CRITIQUE CHECKLIST

Format

- _____ Does format choice (chronological, functional, etc.) effectively present your background and support your career goal?
- _____ Is information (headlines, titles, dates) consistently presented and emphasized by capitalizing, underlining, spacing, bolding, etc.?
- _____ If the resume is a chronological one, are the items in reverse chronological order (most recent first)?
- _____ Does the resume have an overall neat, readable appearance? Is it easy to scan? Is there sufficient but not excessive blank space?

Content

- _____ Is the information presented relevant, specific, and concise? Is it quantitative where appropriate?
- _____ Are accomplishments career-specific? Are transferable skills emphasized?
- _____ Are your name, address(es), including e-mail and telephone number(s) at the top of the first page? If there is a second page, is your name at the top?
- _____ Is all the information that supports your job objective included?
- _____ Is extraneous material eliminated? This includes health, marital status, age, information that is assumed (i.e. high school for a college graduate), and out-of-date information (i.e. college extracurricular activities for a person who graduated many years ago).

NOTE: International Students: This may differ from personal information that is required on resumes/CV's in your home country.

Style

- _____ Do phrases begin with action verbs?
- _____ Is writing style consistent throughout the resume?
- _____ Is choice of vocabulary appropriate to your job target (i.e., avoid using the jargon of your current field if you are making a career transition)?
- _____ Are grammar, punctuation, and spelling correct?
- _____ Are sentences of a readable length?
- _____ Have extraneous phrases, such as "responsible for" been eliminated?

FINAL CHECK

Test market your resume by asking someone you know, or the Director of Career Services, or your site counselor (depending on availability) at CMC for feedback on the impression it gives of you and for suggestions on improving it. Make necessary changes and proofread before printing and distributing to intended employers.

COVER LETTER CRITIQUE CHECKLIST

Format & Appearance

- ___ Do phrases begin with action verbs?
- ___ Is writing style consistent throughout the resume and cover letter?
- ___ Is choice of vocabulary appropriate to your job target (i.e., avoid using the jargon of your current field if you are making a career transition)?
- ___ Are grammar, punctuation, and spelling correct?
- ___ Are sentences of a readable length?
- ___ Have extraneous phrases, such as “responsible for” been eliminated?
- ___ Did I include my name, address, zip code, email and telephone number?
- ___ Is my cover letter an appropriate length? (1 page or less preferred)
- ___ Did I check and correct any spelling, grammar and punctuation errors?
- ___ Does the paper quality, font, and formatting match my resume paper?
- ___ Is the letter vertically centered on the page? Did I use a business letter format (full block, modified block or indented format)?

Content

- ___ Did I address my letter to an individual in a hiring position? If I could not find an individual, did I address it “Dear Employer” or “Dear Hiring Manager”?
- ___ Does the first line state why I am writing the letter and the position for which I am applying?
- ___ Was I concise and specific when discussing career goals and qualifications?
- ___ Do I describe what I can contribute to an employer not what I can get out of the organization?
- ___ Did I include information that will intrigue the employer to read my resume or did I just restate what is on my resume?
- ___ Did I tell the reader why they should hire me?
- ___ Did I end my letter stating the action I will take next? For example, did I state that I would be calling to request an appointment to discuss the position?
- ___ Did I limit the use of sentences starting with “I”? Instead did I use “This experience” or “In this internship, I demonstrated”?
- ___ Did I demonstrate enthusiasm and energy for the position?
- ___ Did I refer to personal qualities that are crucial to success in the field?

CONTACT CAREER SERVICES

Please contact the Career Services office at Colorado Mountain College with any questions or to set up an appointment to review your career documents so you can learn how to effectively market your unique skillsets and experiences as well as conduct a successful job search.

Elizabeth Stacey, M.A.
Director of Career Services

P. (970) 947-8319

E. estacey@coloradomtn.edu

W. www.coloradomtn.edu/careerservices