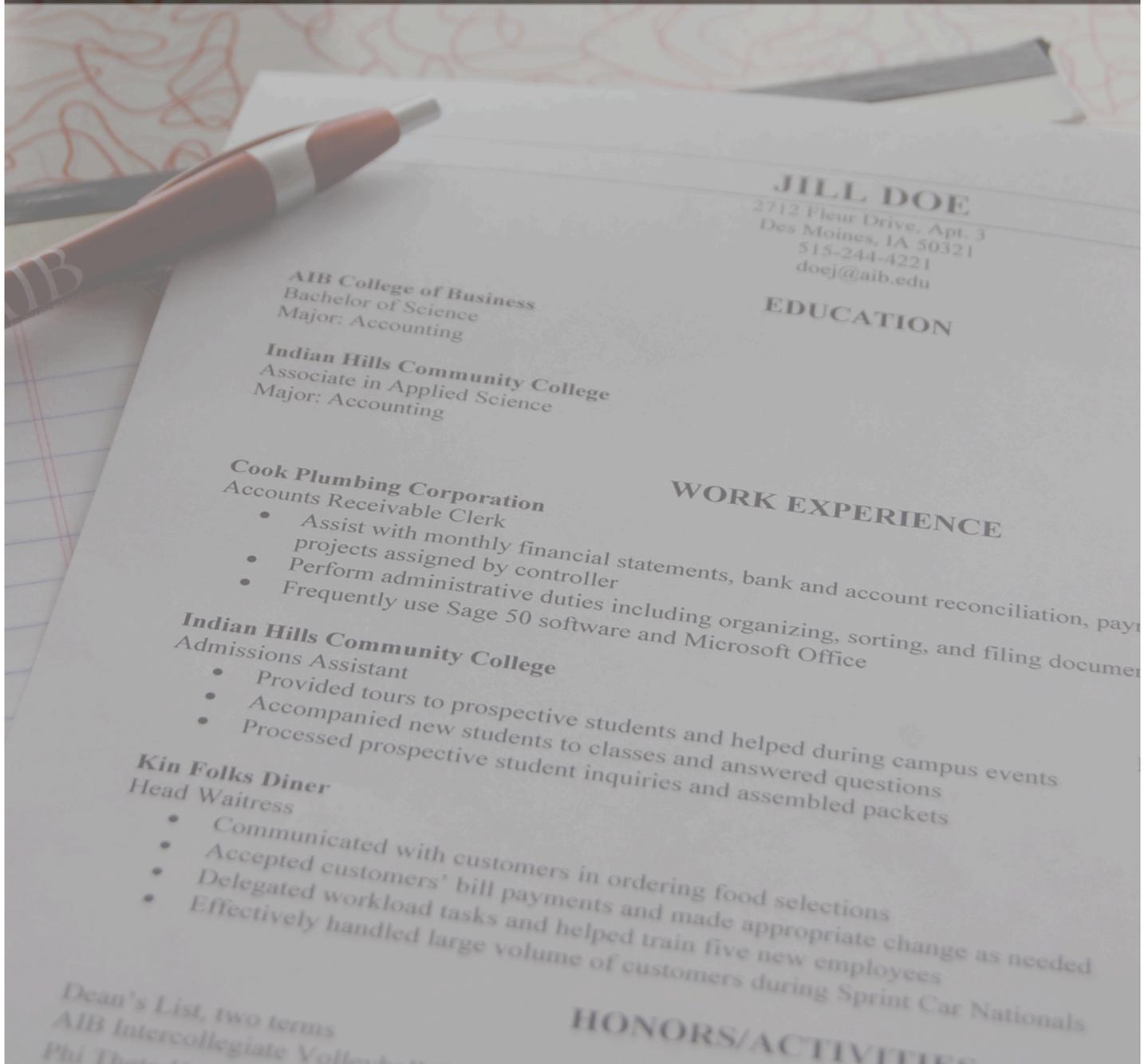


GUIDE TO Resumes, Cover Letters and References



Features:

- Common Sections
- Formatting Tips
- Action Verbs
- Letter Content
- Samples



The importance of a good resume

A solid resume will not get you a job, but it is a tool that can get you an interview. Time and effort devoted to making every word of it significant is a good investment, because a resume:

- Creates the first impression an employer has of you.
- Showcases your unique skills, abilities and experiences.
- Summarizes your educational background, employment and related experiences, special skills and interests and other information that define you professionally.
- Is an indispensable part of a marketing campaign for your career search.

How to create a competitive resume

- Sell yourself. Highlight skills and abilities appropriate to the position for which you are applying.
- List the most important items first so they receive the employer's attention first.
- Use action verbs to describe and emphasize strengths, accomplishments and specific job responsibilities. Articulate marketable skills and competencies acquired through your past work experiences. (See a list of action verbs on page 5.)
- Establish an image of yourself using brief, descriptive words that make an employer want to interview you to learn more about your skills. Avoid excessive narrative.
- Quantify your accomplishments where possible, highlighting measurable results.
- Proofread. Spelling errors and formatting inconsistencies may take your resume out of consideration.
- If submitting a hard copy, use high-quality paper with a watermark. You can purchase conservative-colored resume paper (white, cream or gray) at an office supply store or a copy center.

Basic formatting guidelines

- Avoid use of resume templates, which are easily recognizable and can be difficult to edit. Employers prefer to see evidence of your own formatting skills.
- Use an 11- or 12-point font such as **Arial**, **Helvetica** or **Times New Roman** and an uncluttered format.
- Show employment in months and years worked.
- Omit personal pronouns such as "I," "me" and "my." Do not include a photograph or other personal data.
- Keep the resume to one page.
- Be consistent in your style, verb tense, highlighting and spacing.
- Keep your resume current. Update it on a regular basis, including GPA, relevant courses, graduation date changes, on-campus organization or community involvement and work experiences.
- Save the document file with "your name" and "resume" included in the file name (fname.lnameResume.docx).

Tip: Avoid resume templates.

Common resume sections

Contact information

- Include your name as the page heading, and make it stand out. Use **a larger font size (at least 16-point)** or **ALL CAPS** in boldface.
- Use your complete school address and a permanent address, if appropriate.
- List the best phone number for reaching you, including area code.
- Include a professional-sounding personal e-mail address (not a work e-mail address). Your AIB e-mail address is ideal while enrolled and remains active for at least one term following graduation.
- Avoid labels such as “phone” or “e-mail” that are not necessary and add clutter.

Option 1

Firstname Lastname

Street Address
City, State and Zip
515-111-2222
smithj@aib.edu

Option 2

FIRSTNAME LASTNAME

Street Address • City, State and Zip
515-111-2222 • smithj@aib.edu

Qualifications summary

The trend in resumes is to omit the traditional “Objective” statement because it often is either too generic to offer any real value to the resume, it uses clichés (“challenging position in a progressive company with room to grow”) or it lists a too-specific job title.

Tip: Try a summary in place of an objective

Instead, consider creating a **Summary** or **Profile** section.

- The purpose of the Summary section is to grab the readers’ attention and make them interested in reading on for more details.
- This section consists of four to six brief statements, usually bulleted, that highlight or summarize your experience, personality traits, relevant skills and/or achievements.
- Suggested section headings could include: Skills Summary, Profile of Qualifications, Qualifications Summary, Experience Highlights, or Professional Profile (generally used by candidates with some professional level experience).
- Most online job boards, including AIB’s College Central Network, offer the ability to post multiple resumes. Consider posting your primary resume with the Summary focused on your ideal career path and an additional version that is phrased more generically for other applications.

Sample summary/profile statements

Compose your own distinctive statements similar to these:

- Two years of customer service and banking experience enhanced by solid business education.
- Demonstrated self-starter with effective combination of organizational and communication skills.
- Excellent memory for policies, procedures and details.
- Effective team player producing quality results in class and work projects.
- Efficient and accurate with data entry.
- Demonstrated leadership aptitude, strong work ethic and computer literacy.
- Ability to absorb, process and apply new information quickly and effectively.
- Take pride in meeting goals, accomplishing work and enhancing job skills to meet new challenges.
- Proficient in Microsoft Word, Excel and PowerPoint. Familiar with Prezi presentation software.

Education

- List the institution name, city and state on the first line, followed by your degree and month and year of graduation on the second line. If you have not graduated yet, list the anticipated date of graduation. Start with most recent institution first.

.....

AIB College of Business, Des Moines, Iowa
Pursuing Bachelor of Science Degree; anticipated August 2015
Major in Business Administration; GPA; 3.17
Course highlights: Consumer Behavior, Sales Management and Corporate Finance

Associate in Applied Science Degree; August 2014
Business Administration-Sales & Marketing; GPA: 3.76
Course highlights: International Business, Principles of Marketing and Advertising

Name of Other College(s) attended, City, State (Optional)
Pursued Associate of Arts Degree, Graphic Arts
Completed courses in Web and graphic design

High School, City, State (if recent graduate; omit after a few terms of college)
Diploma, Date of graduation

.....

- Include your major and cumulative grade point average (GPA) if it is close to or above a 3.0.
- Include special courses or workshops if related to the position sought.
- List only colleges you attended prior to AIB if you completed a degree or took unique relevant courses.
- Include high school information if it is significant. Recent high school graduates should include this, but typically it is dropped once a student completes a few terms of a higher degree.

Tip: Education, work and volunteer experience is displayed in reverse chronological (most recent first) order.

Experience

- List in reverse chronological order, with current or most recent first.
- List the name of employer, city and state, position or job title and dates of employment on the first two lines.
- The position title and dates can be first if you prefer to emphasize the job title, rather than the employer’s name.
- Describe your functions, skills you gained and the impact you had in your work experiences. An effective method is to use bullet points for each sentence.
- Use action verbs to describe your experiences (see page 5).
- Include jobs that you may feel are unimportant. They can showcase your work ethic, willingness to go above and beyond the job, promotions, etc.
- Include significant volunteer experiences, leadership roles or unpaid internships in this section.
- Include military experience.

.....

• **Name of Company/Organization**, City, State
 Job title, dates of employment (including months)

- Describe duties in brief sentences that begin with action verbs (see page 6).
- Do not use personal pronouns.

OR

• **Name of Company/Organization** City, State
 Job title Months, years of employment

- Describe functions, skills gained and impact you made.

.....

Other categories

- **Skills/computer literacy:** Highlight additional skills, strengths or computer competencies that have not already been mentioned, such as foreign languages, computer software proficiency, CPR/First Aid certification, and relevant personal qualities. *If you create a **Qualifications Summary** section, these skills can be included as a bullet or two, not as a separate section.*
- **Honors/awards:** List honors you have earned, such as Dean’s List, honor roll and scholarships based on grades.
- **Activities:** Include *recent* college, professional, community, volunteer or high school activities. Highlight offices held or contributions made.
- **Community service or volunteer involvement:** Include AIB Community Engagement.

Tip: Employers seek evidence of volunteerism. Be sure to highlight your experiences.

.....

COMMUNITY INVOLVEMENT

Children and Family Urban Ministries, Spring 2014

- Helped advertise a fund-raiser by sending out a press release and distributing posters.

Lutheran Services in Iowa, Fall 2013

- Collected furniture and basic household supplies for the Refugee Cooperative Services Center.

.....

Action verbs

The following list of action verbs can be used in describing your experiences:

Management skills	Communication skills	Clerical or detailed skills	Teaching skills	Creative skills
Administered	Addressed	Approved	Adapted	Acted
Analyzed	Arbitrated	Arranged	Advised	Conceptualized
Assigned	Arranged	Catalogued	Clarified	Created
Attained	Authored	Classified	Coached	Designed
Chaired	Corresponded	Collected	Communicated	Developed
Contracted	Developed	Dispatched	Coordinated	Directed
Consolidated	Directed	Executed	Developed	Established
Coordinated	Drafted	Generated	Enabled	Fashioned
Delegated	Edited	Implemented	Encouraged	Founded
Developed	Enlisted	Inspected	Evaluated	Illustrated
Directed	Formulated	Monitored	Explained	Instituted
Evaluated	Influenced	Operated	Facilitated	Integrated
Executed	Interpreted	Organized	Guided	Introduced
Improved	Lectured	Prepared	Informed	Invented
Increased	Mediated	Processed	Initiated	Originated
Organized	Moderated	Purchased	Instructed	Performed
Oversaw	Motivated	Recorded	Persuaded	Planned
Planned	Negotiated	Retrieved	Set goals	Revitalized
Prioritized	Persuaded	Screened	Stimulated	Shaped
Produced	Promoted	Specific		
Recommended	Publicized	Systematized		
Reviewed	Reconciled	Tabulated		
Scheduled	Recruited	Validated		

Technical skills	Research skills	Helping skills	Financial skills
Assembled	Clarified	Assessed	Administered
Built	Collected	Assisted	Allocated
Calculated	Critiqued	Clarified	Analyzed
Computed	Diagnosed	Coached	Appraised
Designed	Evaluated	Counseled	Audited
Devised	Examined	Demonstrated	Balanced
Engineered	Extracted	Diagnosed	Budgeted
Fabricated	Identified	Educated	Calculated
Maintained	Inspected	Expedited	Computed
Operated	Interpreted	Facilitated	Developed
Overhauled	Interviewed	Guided	Forecasted
Programmed	Investigated	Referred	Managed
Remodeled	Organized	Rehabilitated	Marketed
Repair	Reviewed	Represented	Planned
Solved	Summarized		Projected
Trained	Surveyed		Researched
Upgraded	Systemized		

Examples of adaptive skill words that describe your personal traits:

Active	Conscientious	Discreet	Familiar	Loyal	Positive	Self-reliant
Adaptable	Cooperative	Effective	Firm	Mature	Practical	Sensitive
Adaptive	Creative	Efficient	Forceful	Methodical	Productive	Sharp
Adept	Dedicated	Energetic	Honest	Objective	Receptive	Sincere
Analytical	Dependable	Enterprising	Independent	Open-minded	Reliable	Strong
Assertive	Determined	Enthusiastic	Innovative	Outgoing	Resilient	Successful
Broad-minded	Diligent	Exceptional	Instrumental	Personable	Resourceful	Tactful
Committed	Diplomatic	Experienced	Keen	Pleasant	Self-confident	Tenacious
Competent	Disciplined	Fair	Logical	Poised	Self-motivated	Well-organized

Formatting for e-mail or online applications

- Use a plain text format to prevent strange formatting from appearing when you copy and paste your resume in an e-mail or in an employer’s online application system.
- Keep appearance simple and use “key” words effectively.
- Avoid use of fancy fonts, *script type*, **bold**, underlining, *italics*, columns or tables (resume templates often incorporate tables).
- Do not use logos, graphics or pictures.
- Left justify **all** the content.
- Bullets should be replaced with asterisks (*) or dashes (-).
- Do a “Save as” and select Plain Text or ASCII format (the file name will end in .txt) in the “Save file as:” box. Include “Plain text” in the filename along with your name.
- If sent as an attachment, use your full name and the position applying for, if appropriate, as the file name. This will differentiate your file name from other candidates.
- Be aware of the importance of key words. Many employers will use “search” features in their application system to sort candidates by particular skills and experiences.

Reference sheet

- **Do not put references on the resume itself.** Use a separate sheet that has the same name, address, phone number and e-mail header as your resume. See samples on pages 12 and 21.
- Ask three or four individuals to serve as references on your behalf. This can include previous or current employers, instructors, coaches, etc.
- List each reference’s name, title, organization name, work address, phone number and e-mail address.
- **Provide your references with an updated copy of your resume** and inform them each time you distribute your reference sheet. Advise them how you feel your skills and experiences are related to the position for which you are applying. They will be better able to represent you if they know the type of employer and position for which you are being considered.
- As a professional courtesy to your references, provide their contact information only when asked, or when you can offer your reference sheet at the end of an interview. **Do not automatically send references with your cover letter and resume in the application process.**
- If your reference no longer works for the organization listed on your resume, add a statement indicating the original relationship (Former supervisor at XYZ Corp.) below his or her name.

- Name
- Title
- Organization
- Organization address
- City, State and Zip
- Phone number
- E-mail

Tip: Ask your references in advance for permission to use their name and contact information on a reference sheet.

Tips for writing and producing job-search correspondence

Your communications should demonstrate that you are a responsible person with a positive attitude who knows how to operate in a professional environment. Job-search letters should reflect sound writing practices and promote your candidacy. You must communicate your value to a prospective employer in an understandable, brief and positive way. The following guidelines should help you achieve those goals:

- Keep your cover letter to one page. Eliminate extraneous words and avoid rehashing material from your resume.
- Produce error-free, clean copy.
- Tailor your cover letters for each situation. Generic, mass-produced letters are ineffective.
- Show appreciation to the employer for considering your application or for granting you an interview.
- Always keep your reader in mind. Make your letters easy to read and attractive.
- Be timely. Demonstrate that you know how to conduct business.
- Be honest. Always be able to back up your claims with evidence and specific examples from your experience.
- Design your letters to be work-centered and employer-centered, not self-centered. Your letters are marketing tools that should address the needs of employers and evoke a desire to learn more about you.
- Never delegate responsibility for your job search to anyone else. Do all the writing yourself, and take responsibility for following up with employers.
- Always address your letters to a specific individual with his or her correct title and business address.
- Use high-quality stationery and envelopes for your hard-copy letters.

For more information and sample job-search letters, go to aib.edu/careerservices > Sample Job Search Letters

Tip: Tailor each letter to highlight relevant qualifications to position and employer.

General outline for a cover letter

Use recipient's complete title and address.

Address to a particular person by name, if possible. Use Mr., Ms., or Dr. appropriately. If a name is not available, address it to an appropriate title within the organization, such as "Dear Human Resources Director," followed by a colon. **Do not use "Dear Sir or Madam."**

Entice the addressee to read your resume further. Be personable and enthusiastic.

Always "sign" letters above your typed name whether sent electronically or hard copy.

Use "Enclosure" or "Attachment" to indicate your resume or other materials are enclosed.

(Heading that matches resume heading)
Firstname Lastname
Street Address
City, State, Zip
515-111-2222
smithj@aib.edu

Date

¶

¶

¶

Employer Contact name and title
Employer's Name
Employer's street address
Employer's city, state, zip code

Salutation:

¶

Opening paragraph: State why you are writing, name the position or type of work for which you are applying and mention how you heard of the opening or organization. Explain why you are interested in working for this employer. Avoid using "I" to begin your sentences, because it easily can become too repetitive.

¶

Middle paragraph(s): Specify your reasons for desiring this type of work. If you have had relevant work experience or related education, point it out, but do not reiterate your entire resume. Emphasize skills/abilities you have that relate to the job for which you are applying, and do so in a confident manner. Remember also that the reader will view your letter of application as an example of your writing skills. This section is designed to entice the reader to look beyond to your resume.

¶

Closing paragraph: You may refer the reader to your enclosed resume (which gives a summary of your qualifications). Have an appropriate closing to pave the way for the interview by indicating the action or steps you will take to initiate an interview date. ("I can be reached at 515-111-2222 to arrange an interview" or "I will contact you soon to schedule further discussion of my interest.")

¶

Sincerely,

¶

(Handwritten signature or "sign" using script font) ¶

¶

Applicant's typed name

¶

Enclosure

General outline for an e-mail cover letter

Include in the subject line your name and the title/job number of the position for which you are applying.

Address to a particular person by name. If a name is not available, address it to an appropriate title within the organization (i.e., “Attn: Human Resource Manager”).

The content of the e-mail cover letter is similar to that of a regular cover letter. As always, try to keep the letter clear and concise. Keep the letter brief or break up the paragraphs to make it easier for the recipient to read the letter on a computer screen.

“Sign” using script font.

Include your typed first and last name.

Date: Monday, June 30, 2014 2:32 PM
From: Garcia, Joe GarciaJ@AIB.EDU
To: <sally-creative@marketingideas.com>
Subject: Joe Garcia, AIB candidate for marketing representative position

Dear Ms. Creative:

This letter is in response to the ad describing a part-time marketing representative position posted on AIB’s College Central Network Monday, June 30. Currently, I am attending AIB College of Business and am seeking a new position that will further prepare me for a career in marketing.

As noted on my attached résumé, I am in my second year at AIB majoring in Business Administration. My previous position with Smith Corporation allowed me to gain practical experience with cold calling to establish new accounts and build rapport with clients.

Additional relevant experiences and accomplishments include:

- Extensive coursework in marketing, management and advertising.
- Restaurant experience that developed excellent customer-service and problem-solving skills.
- Two “Employee of the Month” designations by restaurant management.
- Microsoft Office skills developed through class projects.

Because I possess the skills and personality needed to be your next marketing representative, I would appreciate the opportunity to further discuss my qualifications. Please review my attached résumé and contact me at 515- 246-4221 if you have questions. I will contact you within one week regarding the possibility of arranging an interview. Thank you for your consideration.

Sincerely,

Joe Garcia

Joe Garcia

Résumé Submissions

For your convenience, your most recently submitted cover letter has been entered in the box below. Revise the text to reflect the current position that you are applying for and click the [SEND] button. A link to your Résumé will be appended to the cover letter and emailed to the employer. Don't forget to sign your cover letter.

If you need advice on how to properly compose a cover letter, view the Cover Letters section of our [Job Search Kit](#).

Cover Letter:

Dear Ms. Pleva:

This letter is in response to the ad describing a teller position you recently posted on AIB's College Central Network.

I am a first-year student at AIB College of Business majoring in Business Administration. Customer service has been an important aspect in my previous employment. My responsibilities as a restaurant server taught me to build customer relationships, up-sell additional menu items and quickly resolve customer problems. As a cashier in our local grocery store, I was accountable for the sales transactions and balanced my drawer each day. These are valuable skills I can bring to your bank as a teller.

My contact information and qualifications are included in the attached resume. I look forward to learning more about the customer service position at West Bank. Thank you for considering my application.

Sincerely,
Kim Hyunh

**Make sure that the cover letter text refers to *this* employer/job posting.
Check your spelling and grammar before clicking the [SEND] button.**

[My Home Page](#)

Sample resume – new associate degree student

JESSE SMITH

2270 Bell Ave, Box #123
Des Moines, IA 50321
641-993-1000
smithj@aib.edu

EDUCATION

AIB COLLEGE OF BUSINESS Des Moines, IA
Associate in Applied Science Degree Anticipated: May 2015
Major: Business Administration and Financial Services

- Relevant courses: Principles of Management and Principles of Accounting I
- Plan to pursue Bachelor of Science degree upon completion

GRINNELL-NEWBURG HIGH SCHOOL Grinnell, IA
High School Diploma May 2013

WORK EXPERIENCE

HY-VEE FOOD STORES Des Moines & Grinnell, IA
Checker/Stocker February 2011 – present

- Check customers' grocery orders, accept payments and make change as needed
- Stock and attractively arrange merchandise on shelves and displays

EVERYDAY INSURANCE Grinnell, IA
Marketing Intern February 2013 – June 2013

- Contacted new and current customers to maintain rapport and make appointments for meetings and seminars
- Created flyers to market services to new customers
- Planned company-wide summer picnic attended by 15 employees and families

SKILLS

Microsoft Office (Word, Excel and PowerPoint) Keyboarding: 50 wpm
Leadership Customer service
Quick learner Reliable

HONORS AND ACTIVITIES

- AIB Alumni and Friends Scholarship
- AIB Enactus team, Fall 2013-present
 - Member of Community Outreach Financial Literacy Team
- “Bikes for Kids” event volunteer for Variety-The Children’s Charity, Fall 2013
- Junior class president, Grinnell-Newburg High School, Fall 2011-Spring 2012
 - Planned school events and chaired after-prom fundraising efforts
- DECA (Distributive Education Clubs of America), Fall 2010-Spring 2013
- Received Honorable Mention in Fall 2012 State Leadership Conference
- Participated in Leadership Academy at National DECA in Kansas City, KS

Sample reference page – any job seeker

JESSE SMITH

2270 Bell Ave., Box #123
Des Moines, IA 50321
641-993-1000
smithj@aib.edu

REFERENCES

Ms. Nancy Brown

Human Resources Director
Everyday Insurance
4215 Highway 146
Grinnell, IA 50112
515-244-1234
nancy.brown@everyday.com

Mr. Gregg Johnson

Business Administration Professor & Enactus Advisor
AIB College of Business
2500 Fleur Drive
Des Moines, IA 50321
515-244-4221
johnsong@aib.edu

Mr. John Robinson

DECA Sponsor
Grinnell-Newburg High School
927 Fourth Ave.
Grinnell, IA 50112
641-236-5743
robinsonj@grinnell-k12.org

Sample resume – new bachelor’s degree student

MATT JONES

2270 Bell Ave., Campus Box # 200
Des Moines, IA 50321

515-285-4444
jonesm@aib.edu

SKILLS & QUALIFICATIONS

- Proficient in Microsoft Excel, Word, Access, PowerPoint, Outlook
- Familiar with Web design software and social media
- Excellent customer service and phone skills

EDUCATION

AIB College of Business, Des Moines, IA
Bachelor of Science degree, Anticipated May 2016
Contemporary Business Communications
Related coursework: Small-Group Communications and Intercultural
Communications and Customs

Ballard High School, Huxley, IA
Diploma, May 2013
GPA 3.2/4.0

EMPLOYMENT

Hickory Park Restaurant, Ames, IA
Server, September 2012 – August 2013

- Provided excellent customer service in a fast-paced environment
- Took customers’ food orders and worked as part of a team to meet customers’ needs.

Monsanto, Huxley, IA
Detasselling Checker, Summers 2010 – 2013

- Promoted to checker after first year
- Monitored work of younger detasselers and ensured that each detasseler paid attention to details

HONORS & ACTIVITIES

AIB Optimist Club
Story County Clovers 4-H Club, 2007 – 2013

- Historian

Ballard Choir, 2009 – 2013

Sample resume – second-year associate degree student

TYLER SMITH

324 Main Street • Carlisle, IA 50321 • (515) 279-4721 • smithj@aib.edu

SKILLS/STRENGTHS

- More than three years of customer service experience
- Take pride in setting and meeting goals for a high degree of professionalism.
- Able to organize successful marketing projects with oral and written communication skills.
- Proficient with Apollo Reservation System and Microsoft Office software
- Conversational knowledge of Spanish
- Strong communicator, dependable, organized, goal-oriented, detail-oriented

EDUCATION

AIB College of Business, Des Moines, IA

Associate in Applied Science, Anticipated August 2014

Event, Hospitality and Tourism Management major, G.P.A. 3.2/4.0

EXPERIENCE

Front Desk Clerk, October 2012 to present

Sleep Inn, Urbandale, IA

- Handle questions or concerns from guests to ensure a quality experience
- Manage all customer check-ins, reservations and check-outs
- Accept payments from guests and makes appropriate change as needed
- Balance the day's financial activities during audit shift
- Assist in daily operations of laundry, housekeeping, maintenance and food

Hospitality Intern, August to September 2013

Sleep Inn, Urbandale, IA

- Learned daily tasks by job-shadowing sales team and general manager
- Maximized sales and profitability through execution of company promotions
- Resolved customer concerns by demonstrating excellent customer service
- **Special projects:** Created database of points of interest in Des Moines and surrounding areas complete with description, location, driving directions and hours of operation and researched travel agent commissions

Server, April 2010 to August 2012

Fizz's Ice Cream, Subs & Salads, Carlisle, IA

- Served ice cream products and other food items
- Developed interpersonal skills among customers and associates
- Was entrusted with closing responsibilities at the end of the workday

CAMPUS/COMMUNITY INVOLVEMENT

State Historical Museum, October 2013 to present

- Museum Docent – Give tours of museum to guests

Vice President of Hospitality Travel Management Association, March 2013 to present

- Coordinate plans for international trip, including group tours, travel logistics and fund-raising activities

Sample resume – second-year bachelor’s degree student

JACKIE ROBERTS

3799 South Skyler Road, Urbandale, IA 50322
515-751-4592 (cell) 412-369-9514 (home)
jonesj@aib.edu

PROFILE

- Demonstrate strong attention to detail in event planning
- Exhibit professional and optimistic attitude
- Proficient with Microsoft Office (Word, Excel, PowerPoint) and Prezi software

EDUCATION

AIB College of Business, Des Moines, IA
Bachelor of Science degree, Anticipated August 2016
Sports & Event Management, GPA 3.82/4.00

INTERNSHIP

Des Moines Buccaneers Hockey, Urbandale, IA
Internship, September 2013 - present

- Contact area business and sell sponsorship packages
- Obtained 40 percent increase in new sponsorships
- Contribute to the preparation of game programs
- Participate in promotional contests during games

COMMUNITY ENGAGEMENT and VOLUNTEER EXPERIENCE

Cowboy Mounted Shooting Association (CMSA), Summers 2011 - present

- Assist local CMSA clubs with scorekeeping and announcing

HyVee Triathlon – Variety - The Children’s Charity, Summer 2013

- Served on Volunteer Committee to recruit and coordinate event volunteers

WORK EXPERIENCE

Private Family, Urbandale, Iowa
Child Care, Summers 2010 - 2013

- Cared for and entertained three children in a private family home

ACTIVITIES AND HONORS

Sports & Event Management Association

- 2012 & 2013 Jingle Jog Committee member

AIB Intercollegiate Golf, Fall 2012 - present

- Academic All-American

Presidential Scholar

Sample resume – nontraditional bachelor's degree student

TERRY BROWN 2410 E. 290th St. • Runnells, IA 50237 • 515-979-1000 • tbrown@gmail.com

QUALIFICATIONS SUMMARY

- Five years' customer service experience, including product promotion and direct customer sales
- Strong customer service focus in identifying and meeting individual needs of customers
- Self-driven with ability to balance priorities and tight deadlines
- Proven ability to improve systems and increase workflow efficiency

EDUCATION

AIB College of Business, Des Moines, IA
Bachelor of Science Degree, Anticipated May 2015
Business Administration Major, GPA 3.85/4.00

EXPERIENCE

AIB College of Business, Des Moines, IA
Tutor, November 2012 – present

- Assist students with understanding homework and in preparing for tests

CDS Global, Des Moines, IA

Customer Service Representative, August 2009 – August 2012

- Took incoming customer calls for diverse company clients with different promotions and procedures for each
- Served on quality-control committee that analyzed complaint trends and call distribution problems and recommended solutions
- Recognized as one of top 10 in sales for three out of five years

Data Entry Typist, April 2008 – August 2009

- Accurately keyed payment check amounts into system
- Verified amounts of each batch balanced with system reports
- Met or exceeded production goals and deadlines
- Maintained confidentiality of CDS and clients' proprietary information

Maurice's, Ankeny, IA

First Assistant Manager, September 2005 – March 2008

- Achieved district top sellers' list on multiple occasions
- Oversaw merchandise presentation and floor displays
- Maintained accurate records including payroll maintenance and sales and goal data

CAMPUS & COMMUNITY INVOLVEMENT

Nontraditional Student Organization (NTSO): VP of Events, February 2013 – present

Runnells Elementary PTA: Secretary, May 2011 – April 2012

Habitat for Humanity: Volunteer since 2008

Sample cover letter – any job seeker

JILL DOE

2712 Fleur Drive, Apt. 3
Des Moines, IA 50321
515-244-4221
doej@aib.edu

June 30, 2014

Mr. John Smith
Human Resources Director
Any Corporation
2900 Maple Drive
Des Moines, IA 50321

Dear Mr. Smith:

It is with great interest I am applying for the staff accountant position with Any Corporation advertised through AIB College of Business Career Services. This position is attractive to me because I am positive that my attention to detail and accounting education and experience will allow me to produce results for Any Corporation.

While completing my Bachelor of Science Degree in Accounting from AIB College of Business, I am working as an Accounting Assistant for Cook Plumbing Corporation. For the past several months, I have worked to develop my knowledge and understanding of accounting practices. I have achieved this through managing monthly financial statements, bank and account reconciliations and payroll taxes. Your position requires skills in accounting functions, such as general ledger reconciliation, analysis and reporting. The skills I have obtained from my education and experience are a great match with those requirements.

I would appreciate the opportunity to further discuss how my skills, knowledge and experience would benefit Any Corporation. My resume is enclosed for your review with references available upon request. Please feel free to contact me at doej@aib.edu or 515-244-4221 with questions. Thank you for your consideration.

Sincerely,

Jill Doe

Jill Doe

Enclosure

Sample resume – transfer bachelor’s degree student

JILL DOE

2712 Fleur Drive, Apt. 3
Des Moines, IA 50321
515-244-4221
doej@aib.edu

EDUCATION

AIB College of Business
Bachelor of Science
Major: Accounting

Des Moines, IA
Anticipated February 2015
G.P.A. 3.80/4.00

Indian Hills Community College
Associate in Applied Science
Major: Accounting

Ottumwa, IA
August 2013
G.P.A. 3.67/4.00

WORK EXPERIENCE

Cook Plumbing Corporation
Accounts Receivable Clerk

West Des Moines, IA
November 2013-present

- Assist with monthly financial statements, bank and account reconciliation, payroll taxes and special projects assigned by controller
- Perform administrative duties including organizing, sorting, and filing documents
- Frequently use Sage 50 software and Microsoft Office

Indian Hills Community College
Admissions Assistant

Ottumwa, IA
February 2012-August 2013

- Provided tours to prospective students and helped during campus events
- Accompanied new students to classes and answered questions
- Processed prospective student inquiries and assembled packets

Kin Folks Diner
Head Waitress

Knoxville, IA
April 2009-August 2012

- Communicated with customers in ordering food selections
- Accepted customers’ bill payments and made appropriate change as needed
- Delegated workload tasks and helped train five new employees
- Effectively handled large volume of customers during Sprint Car Nationals

HONORS/ACTIVITIES

Dean’s List, two terms
AIB Intercollegiate Volleyball Captain, 2013
Phi Theta Kappa International Honor Society
(inducted January 2013)
AIB Institute of Management Accountants, 2013-present

AIB Alumni and Friends Scholarship
Indian Hills Student Government treasurer, 2013

- Managed an academic year budget of up to \$10,000
- As a member of the Executive Board, helped plan and organize campus events

COMMUNITY ENGAGEMENT

Volunteer Tax Preparer, Volunteer Income Tax Assistance Program (VITA)

- Prepared tax returns for low-income taxpayers on a computerized system
- Assisted other volunteers with tax-procedure questions

February-April 2013

Sample cover letter – graduating student

John Doe

2702 Fleur Drive, Apt 3 • Des Moines, IA 50321 • 515-244-4221 • doej@gmail.edu

June 30, 2014

Mr. Steve Barrons
Director of Sales
ABC Corporation
954 Park Avenue
Des Moines, IA 50315

Dear Mr. Barrons:

Your company's sales representative position advertised on *CareerBuilder* is of great interest to me. The skills I have developed from my work experience and academic background support my strong desire for a sales career.

As you can see from my resume, I hold an Associate in Applied Science degree in Business Administration – Sales and Marketing from AIB College of Business and will graduate from AIB in May with my Bachelor of Science degree in Business Administration. In addition to furthering my education, I am working as a phone banker with Wells Fargo. This opportunity has allowed me to gain practical experience with cold calling to acquire new accounts and with account maintenance on established accounts. My work experiences also have taught me how to effectively deal with customers and meet their needs. I am proud to have been named "Employee of the Month" four times in one year by the management at Matt's Footwear.

Since I decided to pursue a sales career, ABC Corporation has been at the top of my list of prospective employers. The strides your company has taken in the computer software market make the company a true leader in the industry. Such a promising company would offer a challenging arena in which to develop and build my sales skills.

I will call you later next week to discuss my qualifications for your sales representative position, or you can reach me at 515-244-4221 to arrange an interview time. Thank you for your consideration.

Sincerely,

JOHN DOE

John Doe

Enclosure

Sample resume – third-year student graduating with a bachelor’s degree

John Doe

2702 Fleur Drive, Apt. 3 • Des Moines, IA 50321 • 515-244-4221 • doej@gmail.edu

Qualifications

- Three years’ sales experience enhanced by solid business education
- Leadership as evidenced by significant campus involvement
- Communication skills expressed by a positive attitude and uplifting personality

Education

AIB College of Business
Bachelor of Science Degree
Major: Business Administration

Des Moines, IA
Anticipated May 2015

Associate in Applied Science Degree
Major: Business Administration – Sales & Marketing

May 2014
GPA 3.75

Relevant courses: Consumer Behavior, Sales Management, Principles of Marketing, Marketing Research, Principles of Selling, Advertising, Project Management Theory and Application

Work Experience

Phone Banker, Wells Fargo, Des Moines, IA November 2013 – present

- Promote financial services products to customers whose calls are forwarded to our department
- Make outbound calls to applicants to complete application information to qualify applicant for loans
- Provide customer service on all questions regarding applications and application status
- Utilize marketing promotions and techniques to increase sales and profitability

Teller, US Bank, Des Moines, IA

November 2012 – October 2013

Farmers Savings Bank, Marshalltown, IA

June 2010 – August 2012

- Deposited checks and cash, processed withdrawals and transfers, and cashed checks for customers and non-customers
- Regularly balanced and maintained cash drawer
- Utilized communication skills and marketing techniques to promote additional banking services
- Contributed ideas to regular marketing programs to promote banking services
- Awarded “Employee of the Month” four times

ABC Construction Company

Marshalltown, IA

Clerical Assistant

June 2009 – May 2010

- Prepared invoices, managed customer accounts and entered data into Excel spreadsheets
- Answered multi-line phone and directed calls to appropriate clientele

Honors and Activities

AIB Student Government Association At-Large Senator, March 2014 – present

Business Management Association Treasurer, March – November 2012

- Oversaw budget of \$5,000
- As member of executive committee, helped organize annual club trip and fund-raisers.
- Selected as Business Administration – Bachelor Student of the Term for Fall 2013
- Animal Rescue League Volunteer, January 2014 – present

Sample reference page – any job seeker

John Doe

2702 Fleur Drive, Apt. 3 • Des Moines, IA 50321 • 515-244-4221 • doej@gmail.edu

References

Mr. Robert Smith

Manager
Matt's Footwear
2500 S. Center St.
Marshalltown, IA 50158
515-753-9876
rjsmith@gmail.com

Ms. Ann Wright

Assistant Professor – Business Administration
AIB College of Business
2500 Fleur Drive
Des Moines, IA 50321
515-244-4221
wrighta@aib.edu

Mr. Lynn Clark

Professor – Business Administration and
Business Management Association Advisor
AIB College of Business
2500 Fleur Drive
Des Moines, IA 50321
515-244-4221
clarkl@aib.edu