
COM Career Development Application Guide

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COM Career Development

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Resumes

A resume is a selective summary of your skills and qualifications for a position. Ultimately, you have one page to convince someone of your credentials. But resumes aren't just summaries. A strategic resume is tailored and proves a match with a position and its requirements. A stellar resume will be your own personal ad: it'll captivate, convince, and motivate an action (interviewing and then hiring you). And it'll be clear and easy to read.

Analyze the job description

Understand what the company is looking for. Highlight any required skills and anything you can prove by example.

Know your purpose

What do you hope to achieve with this application? What long or short-term goals are you working towards? How does this position help you fulfill them? Focus your resume around your purpose and only include items that further it.

Do your research

Investigate the company, department, and position. What do they do? What experience do they value? Do you have a basic fit with the company? What's the most important thing they're looking for?

Brainstorm

Start with a master list: every place you've worked, everything you've done, every potentially relevant course you've taken. Write out job duties. Think of tasks, actions, and results. Focus on what you brought to the job. List accomplishments, commendations.

Target

Draw from your master list and pick out the best, strongest, most relevant items. Write to your audience (the hiring manager). What will interest and impress them? Demonstrate as many of the position's requirements as possible using keywords from the job posting.

Categorize

Divide your experience into related and additional or retitle using industry keywords. For example, PR students can have a "Public Relations Experience" or "Agency Experience" section to immediately show what types of jobs you're looking and qualified for.

Keep it short

Write tight. Leave out pronouns, articles (a, an, the), and irrelevant information. Cut, edit, and cut more until it all fits on one page. Only keep the strongest and most persuasive information.

Be clear

Write in clear, short sentences. Use full words instead of acronyms or abbreviations. Anticipate and answer questions about your experiences—don't leave ambiguity.

- Who were you working with? Clients? Director? Students? Customers? Managers?
- What did you do? What duties did you perform?
- Where does your position fit into the organization as a whole?
- Why was your work important to the organization? What were you trying to accomplish?
- When: what deadlines were you working under? How long did you have to accomplish your tasks?
- How did you accomplish your work? What processes did you use?

Specify

When describing a task, skill, or accomplishment, prove your experience with specific examples, explicit details, and quantified results. Be direct.

Write in a confident, professional style. Use the active voice and strong action verbs.

Complement

Resumes are part of a whole—make your application a cohesive package. Write with the idea that both the resume and cover letter will be read, but don't use either document as a prerequisite for understanding the other—the hiring manager should get a clear impression of your skills and qualifications from each document and get a greater understanding of your fit, interests, and skills from the application as a whole.

Components of a Resume

HEADER

Full name, professional email address, phone number, and LinkedIn public profile URL.

Phone number: Must be current and easily accessible. Make sure your voice mail greeting is professional and that your inbox has space so you can receive messages.

Email address: List a current, professional email. Use an account that will not expire during the course of your job search (seniors and recent grads: be careful if using your BU email).

LinkedIn Profile: Customize the link so it's easy to type.

Portfolio or personal website: Include the URL if you have relevant work samples to show.

EDUCATION

List any colleges or universities you attended or will earn degrees from. Only freshmen are allowed to include high school; everyone else should only include to undergrad and grad schools.

Include the school's full name and location (city and state) and your degree (Bachelor of Science or Master of Science), major, graduation date, and GPA (if above 3.30/4.0, or requested).

EXPERIENCE

Divide into categories by type. Internships, BUTV, Daily Free Press, AdLab, and PRLab are all great examples of experience. Include only the positions and experience that will prove your qualifications and strengthen your application.

Include company name, job title, location, and dates of employment.

Write your descriptions as impact statements using strong action verbs in the active voice. Think of the situation, the task involved, the action taken, and the result. Each

bullet must include the impact of your work. Show the background, describe the actions you took or methods you used to solve a problem, and the results of your work.

Don't understate your accomplishments. Think of their purpose: what function did they serve and how did it further the company's goals? Think of yourself as a professional in each of those positions. How would a professional describe these skills?

For example: You're wait staff at a restaurant. You wait tables.

How do you do it? What purpose does it serve? Go further, how many people or meals did you serve per shift?

An elaborated description could be: Provided friendly and prompt customer service to patrons at popular sushi restaurant to ensure enjoyable dining experience for all. Took orders and served up to 100 meals per shift. Earned upwards of \$200 in tips daily.

This is more professional and specific. It answers who (the customers), what (customer service), where (sushi restaurant), when (promptly, per shift), how (prompt, friendly). It shows results (the tips) and provides context.

SKILLS

Computer and language skills are traditional, but you can have skill categories for anything. Film & TV majors may want an equipment category, or students may want to show creative or leadership skills. Think of programs, operating systems, and software you know that are relevant to the position or industry. For language and computer skills, include level of proficiency/competence.

Resume Formatting & Layout

Resumes must be clear and easy to read. Keep your resume formatting simple and consistent.

Organization

The most relevant and strongest section should be at the top, with everything else ordered by decreasing importance. Within each section, every entry should be in reverse-chronological order (most recent first).

Font

Use something easy to read. Consider how it looks in a Word Doc, as a PDF, and printed out—some fonts do better in one format. Times New Roman, Garamond, Georgia, Helvetica, Arial, and Franklin Gothic are good standards. Body text must be between 10-12 points. Your name should be the biggest thing on the page and can be up to 20-point font.

Margins

1-inch margins all around is ideal, but you can go down to 0.5 inches on each side. Make sure they're balanced (i.e. left and right match, and top and bottom are the same).

Spacing

Line and paragraph spacing should be consistent throughout the document. The best way to do this is by selecting the text and expanding the paragraph formatting section in Word.

Offset section headings and subsections

Bold or capitalized section titles work best as a way to offset. You can also make the font a little bigger or change the paragraph spacing.

Whitespace

Don't overwhelm your reader with too much text. A little whitespace throughout is a welcome thing.

Balance

Print out your resume and fold it in quarters (once lengthwise, and once widthwise). Is there approximately the same amount of text in each quarter? Are the most relevant items on the top half? Are the most important pieces of information for each entry on the left half?

Dual Degree

EDUCATION

Boston University Collaborative Degree Program, Boston, MA, Expected May 2017

College of Communication

Bachelor of Science in Communication, Concentration in Advertising

College of Arts and Sciences

Bachelor of Arts in English

Two Jobs at the Same Company

EXPERIENCE

Company ABC, City, State

Most recent Job Title at Company ABC

Start Date – End Date

- Only put information from this particular position.
- If possible, show skill progress or advancement from the previous position at this company.
- How have your responsibilities grown or evolved with the position change/promotion?

Former Job Title at Company ABC

Start Date – End Date

- Only include experience from the former position.
- Be specific.
- Focus on information relevant to the position you're applying for.

Resume Example

Your Name

Phone number
 Email
 LinkedIn Public Profile URL

Career Services, C..., 1/13/2016 3:43 PM

Comment [1]: Name is big, bold, legible, and the first thing you see.

Career Services, C..., 1/13/2016 3:45 PM

Comment [2]: Current contact info. Email address must be professional. Only use school email if it will not expire during the course of the job search.

EDUCATION

Most Recent School Name, City, State
 Degree Type, in Subject, Concentration in: ____, GPA #.##/4.0
 Minor or Liberal Arts Concentrations
 Honors or Awards:
 Related Coursework: Course Title, Course Title

Graduation Date

Career Services, C..., 1/13/2016 3:43 PM

Comment [3]: Month and year of graduation. If currently a student, include "Expected" month year.

Career Services, C..., 1/13/2016 3:44 PM

Comment [4]: Bachelor of Science, Master of Science, Master of Fine Arts

Career Services, C..., 1/13/2016 3:44 PM

Comment [5]: Mass Communication, Journalism, Film & Television

Career Services, C..., 1/13/2016 3:46 PM

Comment [6]: Your GPA vs. the scale. BU uses a 4.0 scale. Only include if above 3.30 or employer requests GPA. If you've received Latin honors, list in "honors or awards" section. Latin honors are always all lowercase and italicized: *cum laude*, *magna cum laude*, *summa cum laude*.

Career Services, C..., 1/13/2016 3:46 PM

Comment [7]: Only include positions that demonstrate skills directly relevant to the prospective job. By selectively putting experience in this section, you demonstrate an understanding of the job requirements. Can be labeled specific to the position, i.e.: "Film Production," "Public relations," "Photojournalism" Experience.

Career Services, C..., 1/13/2016 3:46 PM

Comment [8]: List positions in reverse chronological order with most recent first.

Career Services, C..., 1/13/2016 3:44 PM

Comment [9]: Use this section to show your employability, work ethic, and skills with experience that is not directly related to the prospective position.

Career Services, C..., 1/13/2016 3:44 PM

Comment [10]: Can become multiple sections if you have more activity and volunteer experience than professional.

Career Services, C..., 1/13/2016 3:44 PM

Comment [11]: These section headings all offset the main text: they're bold, a little bigger, and expanded. They all match: same size, alignment, spacing, etc. This creates a rhythm.

RELATED EXPERIENCE

Most Recent Company Name, City, State Start Date – End Date
 Job Title

- Focus on information that is applicable to the potential job. Frame your story and experience for the prospective job, not your former one.
- Put the most pertinent parts of the job description first. Make it easy for employers to determine your qualifications.
- Where possible, demonstrate your experience in the exact skills listed in the job posting.

Older Company Name, City, State Start Date – End Date
 Job Title

- Be aware of your audience—the first person to read your resume is probably HR, not your supervisor. No jargon. Use industry- and job-specific keywords strategically.
- Be specific: use tangible examples, quantify when possible.
- Use action verbs. Be clear, concise, and direct. Keep sentences short and to the point.

ADDITIONAL EXPERIENCE

Most Recent Company Name, City, State Start Date – End Date
 Job Title

- Stress your accomplishments, not just daily tasks. Mention any commendations you received, show ways you went above and beyond.
- Prove your qualifications. Show your experience, as well as telling it.

Older Company Name, City, State Start Date – End Date
 Job Title

- Edit for spelling, grammar, style, and overall narrative. Is the resume showing the best you?
- Any former employment should be in past tense; current employment can be in present tense.

ACTIVITIES, VOLUNTEER EXPERIENCE

- Any extracurricular activities

SKILLS

- Computer: programs, operating systems, programming languages, platforms, etc. Sort by type of program, indicate level of competence.
- Languages: list name and level of fluency

Freshman Resume Sample

Tom Haverford

(765) 321-4567 • tomh@bu.edu
LinkedIn.com/in/tomh

EDUCATION

Boston University College of Communication, Boston, MA Expected May 2019
Bachelor of Science in Communication
Concentration in Public Relations, GPA 3.27/4.0
Minor in Finance
Related coursework: Creating Value in the Global Economy, New Media in PR

Pawnee High School, Pawnee, IN June 2015
Honors, GPA 3.42/4.0

EXPERIENCE

Boston University Dining Services, Boston, MA September 2015 – Present
Dishwasher

- Efficiently and effectively cleaned dishes from 2,000 students per shift.
- Praised for efficiency and fast pace by supervisor.
- Maintained a clean, sanitary, and safe working environment.

Sloppy Waffle, Pawnee, IN June 2013 – August 2015
Waiter

- Served 100 – 200 customers per shift with high level customer service at most popular restaurant in town. Earned up to \$150 in tips daily.
- Maintained, waited on, and cleaned 8-10 busy tables per shift to keep patrons satisfied and the restaurant running smoothly.

ACTIVITIES

Public Relations Student Society of America, Boston, MA September 2015 – Present
Member

Boston University Men's Soccer Team, Boston, MA September 2015 – Present
Assistant Manager

- Scheduled appointments with athletic trainer for each student athlete to ensure all students were in best physical shape for games.
- Created travel itineraries for every away game to work with students' class and training schedules.
- Coordinated with coaches and team manager to have appropriate equipment ready for each practice and game. Maintained all equipment.

DECA – Pawnee High School chapter, Pawnee, IN September 2014 – June 2015
President

- Led weekly club meetings to inform 50-member club about upcoming events and ongoing projects.
- Led Pawnee High School DECA team to Indiana state DECA championships for three consecutive years as team captain.

SKILLS

- **Computer:** Mac & PC fluent, MS Office, Google Drive, Keynote, Numbers, professional social media, Mail Chimp
- **Language:** fluent Danish, basic French

Senior Resume Sample

Lucy Haverford

(317) 432-5678 • lhaverford@gmail.com
 LinkedIn.com/in/lucyhaverford • lhaverford.com

EDUCATION

Boston University College of Communication, Boston, MA May 2016
 Bachelor of Science in Communication, Concentration in Advertising
 Minor in Public Health
 Top Advertising Student; Dean's list all semesters, GPA 3.91/4.0
 Related coursework: Strategic Brand Solutions, Strategic Creative Development

Boston University London Internship Program, London, UK June – August 2015
 Courses in Advertising Management

ADVERTISING EXPERIENCE

Massachusetts General Hospital, Boston, MA September 2015 – Present
Advertising Intern

- Designed and illustrated three ads for public transit ad campaign to appeal to publicly insured local residents.
- Developed campaign's storyboard and timeline to create appropriate and timely ads.
- Edited and refined ads for design and audience appeal.
- Created database tracking effectiveness of ad campaign.

AdLab, Boston, MA September 2014 – Present
Co-Creative Director

- Conceptualized four major ad campaigns, refined and guided 17 print ad and 10 internet and app-based campaigns to comply with clients' needs.
- Delegated assignments to ensure 12-student team completed projects under deadline.
- Incorporated emerging media principles and practices into student ad agency to keep agency competitive and create comprehensive client offerings.

Ogilvy & Mather, London, England July – August 2015
Advertising Creative Intern

- Illustrated and animated designs for health care TV advertisement promoting services for immigrants to UK.
- Created and maintained database on 2,000 clients, pitches, and implemented ideas to track campaign effectiveness.

ADDITIONAL EXPERIENCE

Veggie Galaxy, Cambridge, MA September 2013 – Present
Wait staff

- Provided friendly efficient customer service at popular diner. Responsible for 8-10 tables, served 70-100 meals per shift; earned up to \$300 in tips daily.

ACTIVITIES

- Boston University AdClub, Boston, MA September 2013 – Present
- Boston University Running Club, Boston, MA September 2012 – Present

SKILLS

- **Computer:** Mac and PC fluent, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects (beginner), SPSS, Microsoft Office
- **Language:** Portuguese (working proficiency)

Resume Checklist -----

Before sending out your resume, always double (and triple) check to make sure everything is accurate, true, grammatical, spelled correctly, and the best representation of you for that company. Use this checklist to make sure you have the basics for a good application.

FORMATTING & LAYOUT

- _____ My resume is 1 page long.
- _____ My name is at the top, big, bold, and clear.
- _____ My text is between size 10-12.
- _____ My text is legible in a readable font.
- _____ My margins are 0.5-1 inch wide on each side.
- _____ The spacing between sections and lines is consistent.
- _____ My resume is organized and easy to read.
- _____ I've separated "related" experience from "additional" experience.
- _____ The most important information/sections are towards the top of the page.
- _____ All entries within each section are in reverse chronological order.

WRITING & EDITING

- _____ Everything is spelled correctly.
- _____ Industry specific words are spelled correctly according to each company's preferences.
(Is Communication supposed to have an "s" there?)
- _____ Everything is in the active voice.
- _____ I use strong action verbs.
- _____ My writing is clear and illustrative.
- _____ I use short sentences primarily.
- _____ I use past tense when writing about any former employment and present tense for anything ongoing.
- _____ I write to my audience (i.e. the hiring manager).
- _____ My writing is confident in a professional tone.
- _____ My resume is skimmable – you can discern my experience in 30 seconds or less.

CONTENT

- _____ I include my current phone number and email address.
- _____ The skills and experience I present match the employer's requirements.
- _____ I omit information and positions not related to my application.
- _____ I specify and elaborate my information.
- _____ I anticipate and answer potential questions.
- _____ I show accomplishments and results, not just tasks.
- _____ Everything included is a true and positive representation of me.
- _____ All dates and locations are accurate.

Cover Letters

Cover letters are professional documents that introduce your resume. Ultimately, you have one page to convince someone to read on. But cover letters are so much more than resume introductions. A strategic cover letter is personalized and proves a match with the position, the company's goals, and the company culture.

Analyze the job description

Understand what the company is looking for. Highlight any required skills and anything you can prove by example.

Do your research

Investigate the company and the department. What do they do? Who do they work with? Do you have a basic fit with the company? Find things that interest you, gain a basic understanding of the company, and come up with some questions. Make sure to find the name of the hiring manager.

Target

Focus only on relevant qualifications. Indicate an interest in unique features of the company. The most effective cover letter will be so specific to that position that it'll be unusable for other applications—don't just change the position title and company name.

Be clear

Write in clear, concise, full sentences. Use full words instead of acronyms or abbreviations. Don't be vague or open-ended—elaborate in concrete terms when writing about your skills and interest in the company.

Be direct

Write in an active, engaged professional style. Don't be stuffy—mirror how you would speak in a professional setting. Use the active voice and strong action verbs.

Keep it short

Write tight and keep it under a page. You have up to 1 page, but aim for 350 words or fewer. The goal is to astound with brevity, not crush with verbosity.

Tell a story

Leave the lists of accomplishments at home (or, really, to your resume). Narrate your achievements. Illustrate with anecdotes or examples to prove relevant skills and how you implemented them. Show what makes you the best match for this position.

Be interesting

You have about 30 seconds to prove your relevance, worth, and interest to a hiring manager. Enthusiasm for their work will help you stand out in a positive way. Don't repeat the job description or your resume. Instead describe your skills in distinctive, engaging terms.

Complement (though a compliment or two won't hurt either)

Cover letters are part of a whole—make your application a cohesive package. Write with the idea that both the resume and cover letter will be read, but don't use either document as a prerequisite for understanding the other. The hiring manager should get a clear impression of your skills and qualifications from either document and a greater understanding of your fit, interests, and skills from the application as a whole.

Structure and Format of a Cover Letter

HEADER

Your name and contact info. This should be the same format, design, font, and information you used on your resume.

DATE

Date you send or submit the application.

RECIPIENT

Recipient's name, title, mailing address (even if you're emailing).

SALUTATION

Dear Mr./Ms./Dr. Or, if you don't know the gender, Dear First + Last Name. If you can't find a name, address it to the person's job title. "Dear sir or madam" or "To whom it may concern" are antiquated and lazy.

INTRO

Introduce yourself—who are you in a professional context? Why should they care? State the name of the position you're applying for. Give an overview of your background, show what interests you in the company, position.

Answer for your audience: WHO you are, WHAT you're applying for, and WHY they should care.

BODY

Prove some of your skills and qualifications for this position. Show by example that you have the skills necessary for the job. Demonstrate results and accomplishments instead of tasks. Think of a situation you encountered, the tasks you performed, your actions, and the results. Highlight any positive change you helped to produce.

Tie your background to the company's needs. Prove the connection between your skills and the position requirements.

Answer for your audience: How you are qualified for the position. What makes you unique as an applicant?

CLOSING

Indicate a desire to move forward. Thank the hiring manager for his time and consideration. End on a polite note.

Answer for your audience: WHAT your next step is, WHEN you plan to follow through, and HOW you will connect with them.

SIGNING OFF

Sincerely, and your full name. Sign in blue or black ink if you're snail mailing it.

Cover Letter Example

Full Name

Phone number ■ Email
 LinkedIn ■ Website

Month Day, Year

Name of recipient (hiring manager)
 Title of recipient
 Company name
 Address
 City, State Zip Code

Dear Ms./Mr. Recipient,

Give a brief overview of who you are and clearly state your purpose—include the company name and the position title. Outline your professional background and your interest in the company and what they do. Make them care about you and what you can do for the company. Specify what drew you to the company—show that you’ve done your research and you know (or have opinions about) why that company stands out from all of the rest. What’s impressive or admirable about it? Be enthusiastic! Keep this short though; you’re just introducing your application.

Use the middle paragraph or two to highlight your professional background and qualifications. Be careful here: though it’s tempting to inventory all accomplishments, lists don’t belong here. Augment and enhance the information included in your resume through examples. Demonstrate qualifications through specific examples. Show how you worked through a problem characteristic of the prospective job. Use a short anecdote to show your skills, personality, and work ethic. Focus on what you’ve gained from events or unique situations that you dealt with well. Stick with information that will interest the employer, not necessarily what you’re best at. Highlight skills that will be of particular interest to that job or company.

Connect your experience back to the needs of the company. What do you hope to achieve (in concord with the company’s goals)? What particular qualities do you bring that would help further their goals? Show that you are the best *fit* for the position. Show that you would mesh with the company’s mission, employees, and culture.

End with a brief and polite closing. Indicate continued interest, but do not be too pushy. Thank them for their time and consideration.

Sincerely,

Your full name

Career Services, C..., 1/13/2016 3:48 PM

Comment [1]: Match header to the resume to create a cohesive package.

Include contact information.

Career Services, C..., 1/13/2016 3:48 PM

Comment [2]: Date you send out application.

Career Services, C..., 1/13/2016 3:48 PM

Comment [3]: If you don't know gender put full name (first and last). If you can't find a name, address it to the person's job title. "Dear sir or madam" or "To whom it may concern" are antiquated and lazy.

Career Services, ..., 7/14/2015 12:08 PM

Comment [4]: If emailing, 2 lines between your name and the salutation. If mailing, 4 lines and sign above your name in a dark ink.

Sample Job Description



job and internship postings NACElink Network Powered by Symplicity

Public Relations Spring 2016 Internship

LaForce + Stevens

Posted: Sep 22, 2015

PERIOD OF EMPLOYMENT	Spring	POSTING DATE	September 22, 2015
EXPIRATION DATE	January 11, 2016	DOCUMENTS REQUIRED	Cover Letter
ADDITIONAL DOCUMENTS	Cover Letter	COMPENSATION	Stipend

DESCRIPTION

Position: Public Relations Spring 2016 Internship:

LaForce + Stevens combines the stability and professionalism of a mature firm with the agility of a small, fast-growth company. We are a fully integrated team with shared experience in fashion, retail, luxury brands, mass brands, home design, events, media and entertainment. By partnering with our clients, we position them to succeed in this new era. We believe that our customers' business results come first. Our New York office contains dynamic, creative, collaborative teams of experienced specialists in: women's and men's fashion, consumer goods, retail, home furnishings/interior design, beauty, hospitality/spirits and social media. We accomplish the extraordinary by working together to serve all of our client needs from brand strategy, marketing, media relations, events and promotions.

About the Opportunity:

LaForce + Stevens offers a unique environment that fosters individual growth and rewards performance. You will be surrounded by people who are passionate about what they do. L+S is seeking self-motivated, hard-working and enthusiastic candidates who will gain valuable experience and practical industry knowledge. Responsibilities may include but are not limited to: writing/assembling press kits, building media lists, managing product requests/samples. Interns may also engage in agency-wide creative/brainstorming sessions, help to produce and work at agency events, as well as other relevant tasks depending on team assignments.



Employer Profile

- The Spring 2016 Internship program will commence on Monday, January 11, 2016 and will run until Friday, May 6, 2016.
- Office hours are Monday through Friday 9:00 a.m. to 6:00 p.m, with a 1 hour lunch break.
- Interns are required to work a minimum of 20 hours per week.
- Interns are required to receive college credit. We will provide Interns with monthly MetroCards and a stipend.

Keywords and main requirements to highlight in the cover letter

- Creative
- Luxery
- Fashion
- Public relations
- Motivated
- Press kits
- Social media
- Strategy

Sample Cover Letter

Donna Meagle

(617) 353-3490 * dmeagle@bu.edu
[linkedin.com/in/donnameagle](https://www.linkedin.com/in/donnameagle)

Melissa Morris
LaForce + Stevens
41 East 11th Street
6th Floor
New York, NY 10003

Dear Ms. Morris,

I am writing to apply to the Spring 2016 public relations internship at LaForce + Stevens. The agency's innovative digital branding strategies, especially for high-end fashion clients, are redefining the industry, particularly in its work with Perry Ellis. My experience in public relations and background in fashion design would make me a great fit for the fast-paced LaForce + Stevens team.

An account executive at PRLab at Boston University, I created a social media strategy for my client Ben & Jerry's. I collaborated with other account executives to integrate innovative ideas into our online brand conversations to engage potential and existing followers. Throughout the semester, we have increased social media followers by 45% and engaged the community—especially the thousands of Boston-area students—in the brand through traditional and social media. In addition, I built a media list for Ben & Jerry's of contacts in local, college, and national media to gain more earned coverage for the brand. So far, two local papers have published articles based on the press kit I assembled and pitches I wrote to journalists.

On the other hand, I have been designing and making clothes for years, in class and on my own. I understand the demands of the fashion industry and have the keen sense of style necessary to create brand strategies that compellingly represent high-end fashion brands. From my public relations experience and background in fashion, I would be an enthusiastic, creative asset to the public relations department here.

I look forward to talking to you further about my skills and qualifications for the spring 2016 public relations internship at LaForce + Stevens. I can be reached by phone at (617)353-3490 and email at dmeagle@bu.edu. Thank you for your time and consideration.

Sincerely,

Donna Meagle

Email & Cover Letters

You'll be submitting many applications via email. You've written a beautiful cover letter and have an awesome resume (that both happen to be perfectly tailored to the job, right?). But now you're faced with the blank body of an email. What do you do with it? Do you just paste your cover letter, nice resume-matching formatting forever forgotten? Leave the email blank? Dig out your stamps and snail mail it? Nope.

So what do you do then?

Basically, this email is just to make sure your info ends up in the right pile (i.e. not the trash).

Address it to the hiring manager

If you're supposed to email jobs@bigcompany.com, send the application there, but include the name of the hiring manager—whichever you addressed your cover letter to.

Keep it formal

Be polite and courteous.

Keep it short

Elaborate explanations and introductions don't belong here. Two sentences is plenty; three is more than enough.

Include the job title in the email body and subject

Make sure the application ends up in the right folder. Tell them how (file format) and where (attached) they'll find the important docs (resume + cover letter).

Include your contact info and name

Put your name and contact info in the body of the email and the email signature.

That's it. Let your resume and cover letter speak for themselves.

Here's an example:

Dear Ms. Hiring-Manager,

I am pleased to submit my application for the account associate position at Big Ads Firm. My resume and cover letter are attached in a PDF. Please contact me at myemail@bu.edu if there is a problem with the file.

Thank you for your consideration,

Hopeful Applicant

Hopeful Applicant
myemail@bu.edu
(617) 753-27363
[Linkedin.com/in/hopefulapplicant](https://www.linkedin.com/in/hopefulapplicant)

Cover Letter Checklist

Before sending out your cover letter, always double (and triple) check to make sure everything is accurate, true, grammatical, spelled correctly, and the best representation of you for that position. Use this checklist to ensure you have the basics for a good application.

FORMATTING & LAYOUT

- My cover letter is 1 page or less.
- My name is at the top, big, bold, and clear.
- My text is between sizes 10-12.
- My text is legible in a readable font.
- My margins are balanced and between 0.5-1 inch wide.
- My cover letter is organized and easy to read.
- My header matches the resume header, and includes my name and contact info.
- I include the name, job title, and address of the hiring manager.
- I address the letter "Dear Mr./Ms. [Hiring Manager's name]."
- If I don't know their gender, address the letter "Dear [First + Last Name]."
- I sign off cordially and formally with "Sincerely."

WRITING & EDITING

- Everything is spelled correctly.
- Industry specific words are spelled correctly according to each company's preferences. (Is Communication supposed to have an "s"?)
- Everything is in the active voice.
- I use strong action verbs.
- My writing is clear and illustrative.
- I write to my audience (i.e. the hiring manager).
- My writing is confident and engaging in a professional tone.
- My cover letter is skimmable—you can discern my experience in 30 seconds or less.
- It's short—between 200 and 350 words for the main text.

CONTENT

- I include the job title and company name in the body of the letter.
- I show interest in the company's work and goals.
- The skills and experience I present match the employer's requirements.
- I omit information and positions not related to my application.
- I do not repeat, rehash, or summarize my resume.
- I expand upon my resume through anecdotes, examples, or short narratives.
- I anticipate and answer potential questions the hiring manager may have.
- I show accomplishments and results, not just tasks.
- I focus on what I can do for the company, not what they can do for me.
- Everything included is a true and positive representation of me.
- All dates and locations are accurate.
- I clearly state what I hope to gain from the process (job, industry connection, informational interview) and indicate a desire to move forward in the process.

The Difference Between Resumes and LinkedIn Profiles

LinkedIn Profiles

A good LinkedIn profile is a dynamic entity that's all about you. It's social, interactive, and it grows with your career. LinkedIn represents the big picture of you. Here, you can show your professional goals as well as your background. LinkedIn is as much about your present and future as it is about your past.

Profiles can — and should — be multidimensional. Pictures, posts, links to portfolios and personal websites all help round out your profile and add to your legitimacy. Here space is nearly limitless and the most successful profiles take advantage of each of the sections LinkedIn offers.

LinkedIn profiles are part of your whole career, not just your job search. You might be contacted about opportunities without specifically looking for them, but having an updated profile isn't an indication that you're job searching.

With LinkedIn, you have the opportunity to put yourself in front of your audience as often as you want—through posts, updates, and even from the simple network-strengthening exercises of giving endorsements to your contacts.

Resumes

A good resume is a static document about you, specific to a single position. Resumes are targeted. They're short and structured: you have a single page to tell your story and prove yourself. Space is limited so everything is relevant and to the point. As a result, resumes are formal in design and wording.

Resumes allow you to put your best self forward—for that position. Since resumes are traditionally re-worked for each job, you can tailor your experience to appeal directly to that company. But a resume is not interactive. It may contain links to websites, profiles, or more information, but ultimately, it has to function as a standalone document.

Resumes are only really used when searching for a job. They're an active part of the job search process: you create your resume, you send it out. You initiate the contact. But, once you've submitted your resume, it's out of your hands and any further contact is up to the company.

LinkedIn Guide

How do you create a strong LinkedIn profile?

Use your real name

It may go against social media custom or concerns about privacy, but if employers can't find you, your profile is worthless.

Upload a picture

Use a well-lit, clear picture where you look confident. No friends, just you. Ideally use a headshot where you're dressed professionally.

Write your a headline

Use keywords that encapsulate your current position as well as your career trajectory. Your headline should be searchable, so use keywords and avoid unusual phrasing here.

Write a summery

Tell your story. Talk about your goals and background, but show the human side of you. Add links to websites or portfolios. Show your personality—this can be informal so be funny if you want, but keep everything appropriate and positive.

LinkedIn allows for 2000 characters (about 400 words) here, but be kind to your readers and keep it short—max out your summery at around 300 words.

Join groups—and participate

Look for alumnae groups and niche sections of your industry that you're involved in. Stick to groups you're interested in so you keep on top of them and actively contribute.

Find contacts

LinkedIn works on the idea that most people get jobs not from their closest friends, but from their wider circles of connections—don't be shy about reaching out to industry professionals, COM alums, and acquaintances. Always include a personal message in the contact invitation.

Add your work history

There's no space limit, so you can include every one of your past positions if you choose. You only have one profile though for the world and all of its various companies to see—keep things positive and use keywords. Be strategic with phrasing though—excessive terminology may be off-putting to some recruiters.

Like with resumes, prove your experience with specific examples and keep it short—web readers much prefer shorter bursts of text. However, LinkedIn is social and more informal than resumes: the resume-specific third person speech without pronouns can be off-putting. Use of more colloquial (though still professional) speech and first and second person (I, me, you, we) is appropriate.

Engage, interact

LinkedIn is designed to be social, so make it so. Write recommendations, endorse contacts, post articles, comment in groups. Ask for recommendations—especially from former supervisors. As with a traditional recommendation, feel free to specify certain skills or traits you want them to highlight. The more you engage, the more your name comes up essentially marketing your name.

Action Verbs

Use strong action verbs (in the correct tense) to describe your experience and accomplishments on your resume. Strong action verbs help you appear more confident. The specificity allows you to be concise and exact. These examples are just a place to start; draw from your class experience and think of tasks related to your program to come up with action verbs specific to your background.

Analysis	Communication	Creativity	Initiative	Leadership	Relationships
Addressed	Adapted	Animated	Accomplished	Administered	Advised
Adjusted	Addressed	Arranged	Achieved	Advised	Advocated
Analyzed	Approved	Brainstormed	Compiled	Approved	Arbitrated
Approved	Authored	Composed	Completed	Assigned	Collaborated
Assessed	Clarified	Conceived	Defined	Attained	Communicated
Attained	Communicated	Conceptualized	Established	Chaired	Contributed
Budgeted	Composed	Created	Expanded	Conducted	Counseled
Calculated	Consulted	Designed	Expanded	Controlled	Discussed
Categorized	Corresponded	Developed	Expedited	Coordinated	Educated
Collected	Critiqued	Engineered	Founded	Counseled	Enlisted
Compared	Demonstrated	Established	Founded	Decided	Facilitated
Compiled	Directed	Founded	Generated	Defined	Guided
Computed	Drafted	Illustrated	Implemented	Delegated	Influenced
Critiqued	Edited	Imagined	Improved	Demonstrated	Instructed
Defined	Expressed	Integrated	Improved	Directed	Listened
Diagnosed	Formulated	Introduced	Increased	Educated	Mediated
Documented	Influenced	Invented	Initiated	Encouraged	Negotiated
Estimated	Informed	Planned	Inspected	Enforced	Participated
Evaluated	Interviewed	Publicized	Launched	Enlisted	Persuaded
Examined	Lectured	Revitalized	Perceived	Enlisted	Recommended
Gathered	Moderated	Synthesized	Produced	Established	Reconciled
Identified	Narrated	Visualized	Produced	Guided	Resolved
Interpreted	Negotiated		Proposed	Informed	Served
Located	Persuaded		Provided	Instituted	Supported
Maintained	Presented		Reduced	Instructed	Trained
Measured	Promoted		Stimulated	Led	
Processed	Proposed		Succeeded	Managed	
Reconciled	Publicized		Utilized	Motivated	
Repaired	Published			Organized	
Researched	Recorded			Planned	
Reviewed	Reported			Prepared	
Serviced	Revamped			Prioritized	
Solved	Reviewed			Proposed	
Summarized	Revised			Recommended	
Surveyed	Selected			Reviewed	
Synthesized	Summarized			Scheduled	
	Translated			Stimulated	