

# Resume, CV & Cover Letter Writing



Center for Career Development

# CV versus Resume

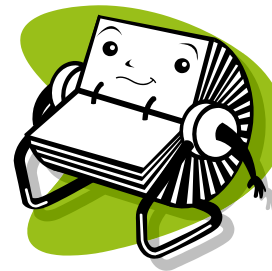
Category	Curriculum Vitae	Resume
What is it?	A complete list of your professional and educational history	A summary of your experience and skills that are most pertinent to your targeted job.
How long is it?	Usually many pages; length is not important.	Usually one page for students and one -two pages based upon level of experience and work history.
When do I use it?	Used for academic positions and research positions in government and industry.	Used for every other job outside of academia and research.
Do I include my publications, patents, trademarks, etc.	A full listing of publications, patents, trademarks, etc. are essential.	Rarely listed on resumes. Often listed separately on an addendum.
How important is style and layout?	Style doesn't matter that much, content is what matters most.	Both style and content are important. Bad style is a liability.
Should I modify it to match each specific job to which I am applying?	CV's do not need much alteration to fit each specific job opening.	Resumes should be adapted to fit each specific job to which you are applying.
Are references listed?	Typically references are listed at the end of the CV.	References are not listed on a resume. If required, you may submit a separate list of relevant references for each job; and generally only when requested.

## Generally accepted guidelines...

- Be brief
- Be consistent: layout & writing style
- Know your audience: highlight relevant information
- Create a professional image

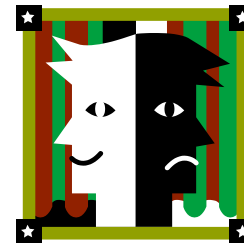
# Contact Information

- Name
- Address: current and/or permanent
- Telephone number
  - Professional voice mail message
  - Be prepared to receive call
- Email address
  - Professional address



# Summary of Qualifications / Profile

- Summary of skills & experience relevant to position or industry
- Differs from objective which indicates goal or position seeking
- May include academic background, relevant degree/s, skills, experience



**PEARL BALDWIN**

124 Oakview Drive, Dayton, OH 43113, (614) 555-2314, myemail@bu.edu

A profile, also called a "Summary of Qualifications," is another way to quickly summarize your relevant background in concise summary statements. This is preferable to an objective.

**PROFILE**

**Writing, Editing, Public Relations**

- Experience as entertainment critic conducting interviews with artists, performers, and entertainment managers and agents.
- Skilled copywriter, copy editor, and proofreader.
- Excellent command of the English language: grammar, semantics, syntax, and punctuation. Knowledge of *The Chicago Manual of Style*.
- Computer Skills: Mac and PC (MS Word, Q&A, Alpha 3)

**EDUCATION**

BOSTON UNIVERSITY, Boston, MA  
**Bachelor of Arts in English**, May 2009  
Minor: Philosophy

**WRITING EXPERIENCE**

**The Daily Free Press**, Boston University, Boston, MA  
Staff Writer – Developed story ideas, researched and wrote feature articles, and met strict deadlines for Lifestyle, Entertainment, and Metro sections. Reviewed and critiqued musical, movie and theater productions. Profiled entertainment personalities and lifestyle issues of college population. Covered local political events and breaking stories in the greater Boston area. (September 2007 to May 2009)

**The Boston Phoenix**, Boston, MA  
Editorial Assistant (Intern) – Proofread and copyedited articles under direction of entertainment editor for weekly newspaper. Utilized computerized system to perform tasks. Assisted with layout. Served as telephone contact with advertisers to finalize text, layout and costs. (Spring 2009)

**ADDITIONAL EXPERIENCE**

**Read On Bookstore**, Dayton, OH  
Customer Service Staff – Advised customers on book selections. Completed special orders to maintain fully stocked inventory. Restocked shelves. (Summer 2008)

**Wake-Me-Up Coffee Stop**, Dayton, OH



# Education

- List in reverse chronological order
- Name of institution(s) attended, location, degree/certificate received, month and year received
- Minors, concentrations, etc.
- GPA, optional (3.0 or above); overall, major GPA
- Honors and academic awards
- Related courses taken
- Related projects
- Study abroad



**NATALIE A. TIRED**  
myemail@bu.edu

**Permanent Address**  
1234 Tilestone Drive  
Topeka, KS 66220  
(913) 838-3543

**University Address**  
117 Bay State Road, Box 1546  
Boston, MA 02215  
(617) 353-1122

**EDUCATION**

BOSTON UNIVERSITY, Boston, MA  
**B.A. in International Relations**, January 2011  
Concentration: East Asian Studies

*Related Coursework*

- International Management
- Economic Development and the Pacific Rim
- Third World Development
- Oral Presentations

*Projects*

- Conceived, performed field and library research, and completed 30-page senior thesis entitled, "The Clinton Administration's Economic Policy in Asia: Does It Have a Goal?" Summarized results in successful presentation before faculty and student audience.
- Participated in foreign investment negotiations simulation between multinational corporations, and government and local companies of Brazil and Mexico.

BOSTON UNIVERSITY STUDY ABROAD PROGRAM, KANAGAWA UNIVERSITY, Kanagawa, Japan  
**Concentration: Japanese Business and Communications**, Fall 2009

**EXPERIENCE**

**Pappas Law Library**, Boston University, Boston, MA  
Senior Filer – Supervise, train, and assign work to student staff. Update all legal reference material. (September 2009 to Present)

**Midwest Software, Inc.**, Topeka, KS  
Customer Service Representative – Advised customers on product options and completed sales. Edited Quality Control Manual. (Summer, 2008)

**LEADERSHIP ACTIVITIES**

**Resident Student Council**, Boston University, Boston, MA  
President – Manage student activities budget and appropriate funds for student events. Plan and coordinate campus-wide events. Chair student council meetings. (September 2010 to Present)

Representative – Represented residence hall of over 30 students at weekly council meetings. Planned and coordinated monthly residence hall events.

Listing courses with bullets immediately focuses the reader on the course titles.

Having a "Projects" section lets you name some additional relevant skills that might not otherwise show up on your resume.

Having a "Leadership Activities" section focuses the audience on skills that are related to being





# Experience

## Focus on accomplishments ...

- Positive outcomes resulting from your actions/proposals
- Developed new and/or innovative strategies or procedures
- Exceeded quotas, expectations
- Won recognition for the company
- Created ideas successfully adopted by others or which you have implemented yourself
- Received promotions or increased your responsibilities
- Demonstrated effective leadership or management



# Experience Statement

Think about a job or project that you wish to include on your resume...describe the job or project:

What were your **A**ctions?

What was the **R**esult or Impact?

Statements begin with **action** verbs...See Career Development Workbook for action verbs

# Start descriptions with → Action Verbs

## Research

clarified	interpreted
collected	interviewed
evaluated	organized
identified	surveyed
investigated	summarized

## Communication

arranged	authored
edited	interpreted
mediated	motivated
negotiated	promoted
publicized	drafted

## Management

administered	organized
coordinated	planned
directed	produced
evaluated	scheduled
increased	supervised

## Administrative

arranged	operated
collected	organized
compiled	purchased
executed	recorded
implemented	tabulated

## Examples

- **Before** - Duties included assisting in project administration, field measurements and records, project inspection, setting up and tracking project using Microsoft Project, and developing computerized material take off sheets
  - **After**- Initiated and managed tracking systems used for the Bay District water decontamination project which decreased staff allocation time by 20% and saved \$100,000 on overall project
- 
- **Before** - Responsible for chairing the Graduate Student Promotional Committee
  - **After** - Chaired promotional committee of 15 that resulted in a 30% increase in ticket sales

## Examples

- **Before** – Responsible for assisting elderly with family matters
  - **After**- Coordinated daily recreational activities providing elderly relief from family problems and social concerns
- 
- **Before** - Responsible for after school activities for international elementary school children
  - **After** – Developed curriculum and organized two after school art and crafts programs for first and second grade international students

BOSTON UNIVERSITY STUDY ABROAD PROGRAM, KANAGAWA  
UNIVERSITY, Kanagawa, Japan

**Concentration: Japanese Business and Communications, Fall 2009**

**EXPERIENCE**

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ACTIVITIES**

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President – Manage student activities budget and appropriate funds for student events. Plan and coordinate campus-wide events. Chair student council meetings. (September 2010 to Present)

Representative – Represented residence hall of over 30 students at weekly council meetings. Planned and coordinated monthly residence hall events. Organized university-wide events with three team members. (September 2008 to August 2010)

**Freshman Orientation Committee**, Boston University, Boston, MA

Presenter – Presented daily workshops to audiences of 20 to 80 incoming freshmen focusing on issues of time management and adjustment to university life. (Summers 2009, 2010)

**SPECIAL  
SKILLS**

- **Language:** Conversant in Japanese.
- **Computers:** Macintosh and PC. MacWrite and Microsoft Word.

**MEMBERSHIP**

Japan Society (2008 to Present)

Having a  
"Leadership  
Activities"  
section focuses  
the audience on  
skills that are  
related to being  
a leader and  
adds emphasis.

## SUMMARY

- Four volunteer/internship positions in a variety of medical settings.
- Experience working with amputee soldiers.
- Fluent in Spanish with experience working in hospital in Spain with native population.
- Computer skills using MS Word, Excel, and PowerPoint; Mac OSX; World Wide Web; HTML.

The summary highlights relevant medical work experience and includes extra skills that could be valuable to the job.

## EDUCATION

**Boston University, Boston, MA**

Bachelor of Science in Human Physiology, Minor in Spanish.

Expected May 2011

Cumulative GPA: 3.21/4.00

Relevant Coursework: Organic Chemistry, Biology, Systems Physiology, Cell Biology, Gross Human Anatomy

## EXPERIENCE

**Hospital Sanitas La Moraleja, Madrid, Spain**

Fall 2009

*Hospital Student Intern*

- Shadowed physicians in the pharmacy, gynecology, pediatrics, orthopedics, and emergency departments.
- Gained valuable medical knowledge from Spanish physicians in regard to the healthcare specific to Spain.
- Obtained vital clinical experience while interacting with Spanish speaking patients.

**Walter Reed Army Medical Center, Washington, D.C.**

Summer 2007

**Physical Medicine and Rehabilitation Department**

*Physical Therapist Assistant*

- Assisted physical therapists in the department of Physical Medicine and Rehabilitation by aiding injured soldiers with their prescribed therapy.
- Provided the soldiers with equipment and supplies, while in support of therapy.

Organizing the dates on the right of the page de-emphasizes them.

**Walter Reed Army Medical Center, Washington, D.C.**

Summer 2007

**Military Amputee Center**

*Physical Therapist Assistant*

- Shadowed physicians and therapists for rehabilitation of amputee soldiers injured in battle.
- Aided amputees with learning activities of daily living utilizing their new prosthesis.
- Aided Bio-Engineers with the custom formation and manipulation of prosthetics.

Positions that are less relevant to the position and that happened

**Bridgewater Medical Group, Bridgewater, NJ**

Summer 2006

*Volunteer*

# Optional Headings

- Computer Skills
- Memberships
- Honors & Awards
- Leadership & Activities
- Language Skills (include level of proficiency)
- Interests
- Travel / International experience
- References (do not include on resume)



## EDUCATION

BOSTON UNIVERSITY, Boston, MA  
**Bachelor of Arts, Biology**, May 2012  
GPA: 3.2/4.0


### Related Courses

Cell Biology, Physiology, Organic Chemistry, Ecology,  
Research in Biology

## LAB SKILLS

Chromatography, electrophoresis, ELISA, cell culture (mammalian cells & bacterial cultures), centrifugation, animal dissection, experimental design

When applying to a research position it focuses the reader to see a separate section on laboratory techniques.



## RESEARCH EXPERIENCE

BOSTON UNIVERSITY TROPICAL DIVERSITY PROGRAM, Quito, Ecuador  
**Intern** (fall semester 2011)

- Designed and performed ecological studies on tropical organisms.

KORNIK CORP., INC, Rome, NY

**Research Assistant** (summers 2010 to 2011)

- Performed HPLC reverse phase chromatography, large scale ionic exchange chromatography, and gel electrophoresis on ribonucleases.
- Assisted in development and performed enzymatic assays on ribonucleases.

MARINE ECOLOGY RESEARCH PROGRAM, Woods Hole, MA

**Research Assistant** (summer 2009)

- Performed biological and ecological field experiments.

## OTHER EXPERIENCE

COLLINS NURSERY, Fonda, NY – Nursery Assistant (summer 2008)

TECHLAB, Albany, NY – Photography Lab Technician (summers 2007, 2008)

## ACTIVITIES

Boston University Dance Theatre Group

## EDUCATION

BOSTON UNIVERSITY, Boston, MA  
B.A., Computer Science, May 2010  
GPA: 3.4/4.0 (Dean's List, 4 semesters)

### Related Courses

Computer System Fundamentals  
Concepts of Programming Languages

Computer Architecture  
Software Systems

### Computer Skills

#### Software

Microsoft Office  
Dreamweaver  
Photoshop

#### Languages

HTML  
C, C++  
Java  
Perl

#### Operating Systems

UNIX/Linux  
Mac OS  
Windows NT/XP

### Projects

- Built the back end of an assembler and a linker in C
- Wrote a C++ program to simulate a M/M/1 network system
- Assembled a parser and evaluator in SML/NJ
- Wrote a client/server grading application in Perl

Putting your computer skills towards the top of the resume emphasizes the skills employers are looking for.

Listing "Computer Skills" in subcategories like this makes it quick and easy to locate relevant technical knowledge areas and draws attention to specific technical expertise.

## RELATED EXPERIENCE

ABC COMMUNICATIONS CORP., Boston, MA  
Webmaster (Summer 2009)

- Designed and updated web pages for entire organization including graphic design and text control.

Freelance Web Designer, Boston, MA (September 2008 to May 2009)

- Created and designed site for Central Vending Co.
- Beta tested site for Kormic Metrics Co.

RAYTHEON COMPANY, Tewksbury, MA  
System Administrator (Summer 2008)

- Assisted in the administration of a highly networked environment.
- Installed software and repaired workstations and hardware.
- Maintained DNS and NIS servers and clients.

# COVER LETTERS

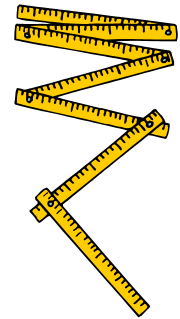
# What is the purpose of a cover letter ?

- To elaborate on your career objective
- To demonstrate your knowledge of the employer
- To target your special interests/qualifications, and/or experience to the needs of the organization
- To describe the unique personal qualities that you would bring to the position



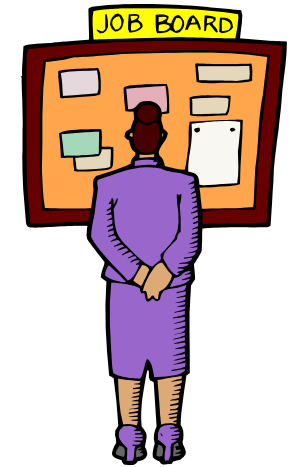
# Cover letters...basic rules

- Personalize each letter... address to specific individual and make it relevant to each position and company applying to
- Do not reiterate everything on your résumé... provide additional relevant information and draw attention to skills and experience most relevant
- Use simple and correct grammar
- Limit letter to one page
- Proofread carefully...have other people review your letter
- Make sure to sign your letter
- Keep a copy of all correspondence
- Adhere to business format while showing your personality



# READING A JOB/INTERNSHIP POSTING

## UNDERSTAND THE TERMS:



### ■ **Job Duties:**

- Provide customer service to diverse population
- Answer multi-line telephone
- Respond to e-mails from customers
- Maintain and update client database

### ■ **Qualifications:**

- Educational requirements (e.g. class year, Bachelor's degree, Master's degree)
- Experience (e.g. one year of customer service experience, familiar with a lab environment)
- Specific licenses or courses (e.g. EMT certification, teacher certification)

\*\*Pay attention to the first few qualifications in the description, as they are often listed first

### ■ **Skills and abilities (competencies):**

- Demonstrated written and oral communication skills
- Ability to work independently and/or as a team member
- Problem-solving capabilities

\*\* **Be aware:** Not all job postings use the same vocabulary but these above are often the most common ones

(Duties, Tasks, Qualifications, Skills, Abilities, etc.)

Introduction/1<sup>st</sup> Paragraph

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

How you found the position: \_\_\_\_\_

Company Research:

What is appealing about the company?

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What sets them apart from the competition?

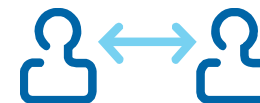
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Key works from Description

How you match

# Sample job description



Entry Level Marketing Position with One of Boston's Top Restaurant Groups. **The Briar Group** is seeking an entry level full-time **marketing administrator** to work in its corporate office.

The Marketing Administrator assists in the day to day operations of the Marketing Department, which is responsible for all **marketing, advertising, public relations, branding, graphic design, social media, email marketing and internal communications**. She/he will be responsible for **detail-oriented tasks** such as **menu updates, data entry and web content management**. They will have the opportunity to learn **blogging, social media marketing, events marketing, email advertising and general consumer marketing**.

The ideal candidate will have:

- A Bachelor's degree (marketing and business preferred)
- **Flexibility** to work nights, weekends and/or holidays
- Superior **communication, organization, grammar and spelling abilities**
- Very good **attention to detail** and an exceptional capacity to **focus and multi-task**
- An ability to **take direction and work with a variety of personalities**
- Some knowledge of **Excel**
- An **energetic, outgoing personality**
- Excellent **customer service** and guest interaction skills
- Limitless **creativity** and a **desire to write**
- An **aspiration to learn marketing and to grow** within the company
- **Active Twitter, Facebook and Instagram accounts**

Other qualifications:

- **Hospitality experience**
- An interest in **photography**
- Active **Pinterest, LinkedIn and YouTube accounts**; active **personal blog**
- Knowledge of **Adobe Creative Suite**

## Duties:

- **Examples:** Has you been involved with any of the duties and administrative tasks mentioned on the left through on-campus activities, clubs, group projects, internships, work-study, summer jobs, etc.
- **Do you have transferable skills (i.e. you're a Dean's Host and give campus tours (marketing))**

## Qualifications/Skills:

- **Academic focus:** how related/transferable (advertising/marketing directly related; psychology/English transferable)
- **Examples:** flexibility, writing, organization, multi-tasking
- **Examples:** taking direction, work well under supervision, team work, personality related to customer service/dealing with people
- **Computer skills:** Software social media involvement
- **Preferred:** Adds to your attractiveness as a candidate
- **Motivation:** Google this employer to find out more. What is your motivation for wanting to work there? (Interest in marketing, communications, the company itself, etc.)



# In drafting the content (middle paragraphs) of your cover letter, think of how you put an essay together

- **Thesis:** (end of first paragraph or beginning of second)
  - My educational focus on biology and experience in laboratory settings match well with this position.
  
- **Supporting details:** (second paragraph)
  - My biology classes provided me with detailed knowledge of ..... and my internships with ..... and .... gave me the opportunity to develop strong laboratory skills, particularly in the areas of ..... Additionally my part-time job with ..... allowed me to further utilize and perfect my ..., ..., and ... skills

## Example of a Bad Cover Letter

To whom it may concern,

I am a junior at Boston University, working toward my bachelor's degree in Marketing. I discovered your internship program and I am writing to inquire about potential positions with Under Armour.

My courses in marketing have convinced me that sales and marketing is a career option I would like to explore. More importantly, an internship with Under Armour would be mutually beneficial and I would like it very much. Your company has an excellent reputation for customer satisfaction.

I know that the combination of my education and motivation to excel will make me an asset to your marketing department. My enclosed resume provides additional details about my background.

If possible, I would like to call you next week as to follow up to see if you would review my qualifications and consider me for a position for your company. If so, I hope to schedule an interview at a convenient time. I look forward to speaking with you. Should you have any questions before that time, you may reach me via phone (555-555-5555) or via email ([student@bu.edu](mailto:student@bu.edu)).

Thank you for your consideration.

Sincerely,

# Much Better

Dear Ms. Kelly:

I was given your name by Michelle Geller, a marketing professor at Boston University, who told me about the Marketing Associate position with ABC Consulting.

As a senior, marketing major with additional coursework in economics, I feel my academic background fits well with the nature of your work. I was an active leader in many of my upper level business projects and took advantage of every opportunity to learn about international markets. This past summer I interned at Morgan Stanley and was exposed to many areas of client services. This experience enabled me to understand marketing and consulting strategies as well as being a contributing member of some major team projects. These experiences, in and out the classroom, have solidified my interest in an organization like ABC Consulting.

My resume demonstrates a high level of involvement outside the classroom. I have been an active participant and have taken on leadership in many of my volunteer activities. Leading a major fund raising campaign for my fraternity and being a committee leader for Special Olympics have been highlights for me. My involvements at Boston University, as well as holding a part-time position throughout college convey a strong work ethic and boundless energy.

I look forward to the opportunity to meet with you to discuss my candidacy in more detail. Please contact me by phone or email if you need any additional information.

Thank you for your time and consideration.

265 Anywhere Place  
Essex, NY 11714

April 10, 2010

Sally Service  
Children's Zone  
Program Director  
1916 Anywhere Street  
New York, NY 10037

Dear Ms. Service:

Please consider this letter as an application for the position of student advocate which was listed on Idealist.org. The mission of the Children's Zone is similar to that of previous organizations where I have worked. This position appears tailor-made for my education and career interests of working with teens.

As my resume shows, during my internship at the End House, I co-led the after-school program. In this position, I tutored students individually and in school groups during homework time as well as participating in recreational activities with the children. My psychology major has helped me to better understand human behavior, social groups, and institutions. What I learned in and out of the classroom will assist me in working with teens to serve as a guide for your after-school program for high school students. In addition, my volunteer experiences have shown my ability to adapt to different environments and interact with different types of people, as well as my commitment and hard work.

Thank you for your time. I hope you will consider me for this position. I look forward to meeting you and discussing my qualifications in more detail. I can be reached at 555-333-0000.



Center for Career Development

Sincerely,

Director, Personnel Department

C Products Incorporated

762 Anywhere Avenue

Boston, MA 02110

Dear Mr. Hayes:

Thank you again for the opportunity to interview for the marketing position. I appreciated your hospitality and enjoyed meeting you and members of your staff.

The interview confirmed for me how compatible my background, interests, and skills are with the goals of C Products Incorporated. My prior marketing experience with the Department of Commerce has prepared me to take a major role in developing domestic and international marketing strategies. I am confident that my work could result in increased market shares for C Products Incorporated in the rapidly expanding Pacific Rim market.

Please feel free to contact Mr. John Smith at the Department of Commerce at 555-266-0000 if you would like more information on the new product promotion program that I mentioned. I spoke with Mr. Smith this morning and mentioned your interest in this program.

I look forward to meeting with you and your staff again.

Sincerely,

# Resume & Cover Letter Reviews

- By appointment in the summer; daily in the fall
- 15-minute individual sessions with CCD staff
- First come, first served
- Sign up online for the summer
- Bring a hard copy of your resume or cover letter

See our website for the schedule

[www.bu.edu/careers](http://www.bu.edu/careers)

# BU Center for Career Development

Visit us early and often at:  
100 Bay State Road, Sixth Floor  
Boston, MA 02215 617-353-3590



VIEW FROM BAY STATE ROAD

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100 Bay State Road

Bruner/Cott  
FEBRUARY 20, 2010

- Visit Handshake for internship/job postings and more:  
<http://www.bu.edu/careers/services-workshops/handshake/>
- Check out our website for downloadable & interactive resume and cover letter guides: [www.bu.edu/careers](http://www.bu.edu/careers)
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