

SOUTHWESTERN COLLEGE

CAREER SERVICES

RESUME PACKET

Marketing Your Major

Unfortunately, the working world is not divided up into majors. It is very important to understand that people need to market all of the areas that surround their college degree. The two main areas that are critical to market to employers are skills and experience.

Skills and experience are the two most important areas that need to be sold to an employer! When combined with a college degree, the impact on the relevant value to a company will be very powerful.

For example: A person with a computer science degree that does not have any experience in the real world will find it hard to find a career position. The reason is that employers like people with experience and the bottom line is that skill and experience “win” every time.

What are the three areas a person can market their skills and experience to a potential employer?

- Cover Letters- Use this format to sell yourself to the potential employer. Within the second or third paragraph let the employer know how you can solve their problems because you have the relevant skill and experience!
- Resume- In the summary of qualifications and in your work experience, sell the employer on your accomplishments and how you are the right person to solve their problems.
- In the interview- Use this time to market your degree in the way of how your skills and experience either in school or in an internship are the ones needed to solve this company’s problems. Cover letters and resumes don’t get you a job- they get you the interview. The interview is the time to shine and to sell yourself!

How can a student gain experience in a field? Here are some ideas-

- Volunteer at a non -profit organization in your area of interest. While it might be hard to volunteer, the pay- off is that you are getting experience.
- Ask for extra projects at your current job that are relevant to what you want to do with your degree.
- Seek an internship or part time work in your area of interest.

Resume Basics

Your resume is a marketing document. It won't get you the job, but it should get you an interview- that will get you a job.

The resume should be achievement orientated and not a piece of paper that just list job duties.

Think in terms of how you have made your job better- how have you improved processes, made or save money for the company, and can you quantify accomplishments with dollar amounts or numbers of people? Bring the job alive!

The bottom line is that employers want to see if you have been successful, because they want you to do for them what you have done in the past!

Make sure each resume you send is tailored exactly to that job description. Take the time to match your accomplishments with the needs of the company. Le the job description be your guide in developing the resume!

Remember that your resume should only be one page. There are times in the educational field that after a few years of experience, a resume can be two pages. Be careful, employers do not want to read about your life history. Keep the resume clear and concise. The golden rule is to remember the reader. Is it relevant to them?

Your individual circumstances will determine what resume format will work best for you. Resume experts generally recommend two styles of resume layouts and two types of formats:

Styles

- 1) Chronological
- 2) Functional

Formats

- 1) Traditional
- 2) Scannable

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

The chronological style is a good choice when:

- You want to call attention to a stable work history.
- You are applying for a job in a conservative company or industry.
- You want to find a job in the same area as your previous job(s)
- You want to stay traditional- most people understand and appreciate the format.

Functional Style- Was developed to help people making a career change sell their skills instead of relying on their work history. This is a skill focused style. It is a very non-traditional style and may not be view positively by employers.

The functional format is a good choice when:

- You are making a career change.
- You are entering a job market for the first time.
- You want to emphasize the skills relevant to the future job.
- You have had a variety of jobs in the past that are relatively unconnected.
- You are self-employed.
- You are ok with the risk of sending in a non-traditional resume. Some employers may not appreciate the format.

Traditional Format- The traditional format is where you can use bullets, bolded letters and underlining to help highlight words or categories.

Scannable Format: This format is for resumes that go through a human resource scanning software. The software is called Optical Character Recognition (OCR). The software is designed to search for key words that are critical to the job description. Make sure:

- The resume does not have any bolded characters.
- No underlining or italicized letters.
- Keep font between 10 and 14 characters. Use basic font such as Times New Roman.
- No decorative lines.
- No bullets
- Be aware of the key words in the job description- because the more that are in your resume, the better chance it will end up in the "yes" pile!

The next few pages will show you a 1) chronological style resume, 2) a functional style resume and 3) a chronological style resume in a scannable format.

YOUR NAME

Street address

City, State, and Zip Code

Telephone number

Email address

Objective: An objective is subjective. Some employers appreciate them some don't. For those who don't the idea is what are you saying here that you are not saying in a cover letter?

Summary of Qualifications

- Number of years experience in work related to position in which you are applying.
- Credentials or education or training relevant to the position.
- An accomplishment that quantifies how you improved your job.
- A skill that relates to your position such as computers/languages.
- A strength (customer service, attention to detail, etc.) that is needed on this job.

Education

Name and location of the school- include city and state

Major including whether it is a Bachelor of Science or Arts

Can list your GPA if it is over 3.0

No high school information

Don't list institutions where you only attended and did not graduate

Relevant Experience

H&H Distributors Wichita, Kansas 08/2005- Present

Part of a two person sales team with over a million dollars in sales per year.

- Successfully handled over 100 telephone calls daily, servicing customers while meeting daily shipping and delivery deadlines.
- Created new inventory system that saved the company over \$2000 per month.
- Managed over \$500,000 in inventory parts.

On Campus Involvement

Student Foundation Southwestern College 08/2006-05-2009

A student led organization with over 30 members that coordinates campus events such as Welcome Week and Homecoming.

- Held position of Vice President and oversaw a budget of over \$20,000.
- Created new event for Homecoming that increased student participation by 40 students.

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Education

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- Major including whether it is a Bachelor of Science or Arts
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Relevant Experience and Accomplishments

Project Management (*notice the skill is the focus- then use examples below to support it*)

- Set up a special tracking system for customer repair units, including design of in-house forms.
- Developed initial plans for regional newsletter for field service technicians.

Customer Relations

- Reorganized and streamlined customer service filing system at Brown Weber for full staff access.
- Developed an expertise in the product line so that a quick response to questions and requests could be made.

Employment History

| | | |
|---------------------------------|-----------------------------|-----------------|
| Regional Service Administrator | Brown Weber, Wichita KS | 06/2003 Present |
| Supervisor | Central Repair, Newton KS | 09/1999-6/2003 |
| Customer Service Representative | Star Enterprises, Salina KS | 07/1993-09/1999 |

Your Name
Street address
City, State, and Zip Code
Telephone number
Email address

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Summary of Qualifications

(Really focus on skills in job description for the sake of the OCR machine)

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Credentials or education or training relevant to the position.

An accomplishment that quantifies how you improved your job.

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Action Verbs

Please use this section to brainstorm action verbs to start to each sentence in which you are talking about your accomplishments in your work history. You can also use these words in the summary of qualifications section.

Action verbs help sell your accomplishments and make the sentence have more context and feel of success to it.

| | | | | |
|--------------|--------------|--------------|--------------|-------------|
| Administered | directed | increased | recruited | reorganized |
| Advocated | elected | initiated | replaced | represented |
| Analyzed | eliminated | inspected | restored | reviewed |
| Appointed | emphasized | instituted | scheduled | secured |
| Approved | enforced | led | selected | spearheaded |
| Assigned | enhanced | managed | sponsored | staged |
| Attained | enlisted | merged | started | streamlined |
| Authorized | established | moderated | strengthened | supervised |
| Chaired | executed | motivated | terminated | considered |
| Formed | operated | consolidated | founded | organized |
| Contracted | generated | overhauled | controlled | governed |
| Oversaw | converted | handled | pioneered | coordinated |
| Headed | planned | decided | hired | presided |
| Delegated | hosted | prioritized | determined | improved |
| Produced | developed | incorporated | proposed | recruited |
| Composed | directed | persuaded | wrote | resolved |
| Convinced | collaborated | formulated | outlined | involved |
| Invented | solved | adapted | designed | engineered |
| Overhauled | solved | instructed | facilitated | coordinated |
| Trained | instilled | enabled | advised | guided |
| Updated | supplied | coached | educated | helped |
| Fostered | arranged | aided | coached | supported |

Additional Verbs for Accomplishments:

| | | | | | |
|----------|-----------|----------|-----------|-----------|-------------|
| Achieved | completed | expanded | exceeded | improved | pioneered |
| Reduced | resolved | restored | succeeded | surpassed | transformed |

COVER LETTERS

Cover letters are very important. They are the bridge between your resume and the job description. They introduce your resume to the human resource department and allows the company to know what job you are applying for.

Every resume has to have a cover letter accompany it. The cover letter is important as it shows the employer your writing skills and why you are interested in the position. It gives the resume context and helps the employer understand your career goals more in depth. Also, it just helps the human resource people know exactly what position you are applying for in the company.

Take the time to know who you are sending the resume to. Do some research and know the human resource director's name and/or the person who will be getting the resume. Try and stay away from using the term, "to whom it may concern".

Each cover letter has to be tailored to the job description- just like the resume. The extra time in working on the details should pay off.

Make sure there are no spelling or grammatical errors. Have a friend or family member assist in proofreading. The first time an employer sees your writing skills should be a good experience.

The following two pages are cover letter examples. The first page is a template and the second is a sample cover letter.

Cover Letter Template

Your present address
City, State, Zip Code
Date of Letter

Contact Person Name
Title
Company Name
Address
City, State, Zip Code

Dear Mr./Mrs _____,

Be detailed in this first paragraph as to what job you are applying for. Make sure you include any job numbers and use the exact job title. Human resource professionals are busy and you need to be detailed so they put your resume in the right stack. Keep it short.

Explain, with clarity, the reasons you feel make you a qualified candidate. Detail what you would contribute to the company. Show how your qualifications will benefit the company. Remember, be clear and concise.

Describe your interest in the corporation. Emphasize your knowledge of the company and your familiarity with the industry.

Bring it all together. Explain why you and the company would be a good fit. You should indicate your desire to interview. Include your phone number and email address. Thank the employer for their time and consideration. Please keep the cover letter to one page! Employers do not have time to read two pages!!

Sincerely,

Your full name typed

Cover Letter Sample

555 North Wheat Road
Wichita, KS 67156
July 18, 2014

Ms. Mary Lou Nelson
Human Resources Director
Star Industries
100 College Street
Winfield, KS 67156

Dear Ms. Nelson,

I am applying for the web developer position that was advertised with the Southwestern College Career Services office this week. The position number is 234567K. The position seems to fit very well with my education, experience and career interests.

Your position requires skills in various types of programming and software used in web development. My academic program in computer studies emphasized C, C++, Visual Basic, Java and SQL. In addition, I have extensive experience in using several software packages in web development, including Adobe Illustrator, Photoshop, After Effects and Dreamweaver. Additionally, I worked as a summer intern in computing operations for an advertising company in Wichita, KS, where I gained knowledge of enterprise systems and e-commerce operations.

Star Industries has long been a leader in software development. The company does over 2 million in sales each year and has developed such important software such as Tigercat and Star Gazer. I read a great deal about Star Industries and I am excited about the new product release scheduled for next September. I feel that the entrepreneur and family values of Star Industries aligns perfectly with my career interests. My background and career goals seem to match your job requirements well. I am confident that I can perform the job effectively.

Would you please consider my request for a personal interview to discuss further my qualifications and to learn more about this opportunity? Please feel free to contact me at (620) 229-6267 or at steve.johnson@yahoo.com.

Sincerely,

Steve Johnson

Reference Page Template

(Only send a reference page when requested)

Name
Home Address
City, State, Zip Code
Phone Number
Email Address

Name
Title
Company Name
Company Address
Phone Number

Name
Title
Company Name
Company Address
Phone Number

Name
Title
Company Name
Company Address
Phone Number

Name
Title
Company Name
Company Address
Phone Number

Name
Title
Company Name
Company Address
Phone Number