

# TIPS FOR RESUME & COVER LETTER

---

## RESUME

*THE 15 SECOND RULE: CHOOSE THE THREE MOST IMPORTANT THINGS ABOUT YOU, YOUR RESUME MUST CONVEY THOSE THREE THINGS WITHIN 15 SECONDS*

- In general, if you were the hiring manager, looking at hundreds of resumes, what would you be looking for to distinguish applicants?
  - Good Schools/ Good Companies in the past (i.e. someone was willing to hire you before)
  - Successful stats/improvements in the job description bullets that shows the individual is competent in his or her area
  - Certifications
  - Job Titles/Leadership

*TARGET THE JOB POSTING*

- Many job hiring procedures are automated now
- Incorporate keywords in the job posting description in your summary of skills, with specific emphasis on the verbs and adjectives
- Paraphrase the job description into your resume and cover letter

*FORMAT NEATLY AND CONCISELY – AVOID CROWDING THE PAGE WITH INFORMATION,*

- Attention spans are short these days
  - No more than 2-3 bullets per job
  - No need to write full sentences
- Format the resume so it is well organized and easy on the eyes, and not too long
  - Consistent and even spacing, typeface, bolding, italics, ¼ inch margins
  - Not too much text, no one wants to read paragraphs
  - Not too long – 2 pages tops (keep experience listed relevant to the job posting)

## *OTHER CONSIDERATIONS FOR THE RESUME*

- Try to Quantify
  - Avoid listing job details or “\_\_\_\_\_” skills, but point out **specific events or accomplishments** (avoid using the word duties or responsibilities)
    - E.g. Instead of “team player,” provide a specific task where you were a team player
  - List numbers if possible
- Objective statement?
  - No clear standard for this one
  - Maybe for more niche or technical jobs, or if it's unclear your plan
  - Consider avoiding the objective statement (the top portion of the resume is prime real estate and needs to capture the hiring manager's interest with your top accomplishments)
- Avoid:
  - Listing these Skills:
    - Typing wpm (you type cast yourself into an administrative position)
    - Experience with office, word, excel (as a graduate, it is expected that you know these)

# COVER LETTER

## *DO NOT RESTATE YOUR CV*

- This is an easy, trite way of knocking out of the cover letter
- Instead, use your cover letter to show personality, curiosity, and an interest in the field you are applying to work in.

## *CUSTOMIZE THE COVER LETTER FOR EACH JOB YOU'RE APPLYING TO*

- Make sure to tailor your letter to the specific job posting using examples of special projects you've worked on, accomplishments you've achieved, and specific skills you've honed through your work history.
  - Use the companies name, values, mission statement in your cover letter
  - Reference specific qualifications they mention in the position listing and how your experience meets their needs
  - For positions which receive many applications, where each application receives a minute of review, make it as easy as possible for the potential employer to see that you are qualified for their job.
- Important: keep it short– less than one page
  - Skip the lengthy exposition and jump right into something informative
- Explain what you can bring to the table
  - Data analysis tools, experience from tools learned from other firms or internships

## *OTHER*

- Express your enthusiasm for the position and the company
- Address the cover letter to the HR recruiter/manager – NOT “To Whom it May Concern” or “Dear Sir or Madam”
  - Try to find the name of the hiring manager on LinkedIn or the company website
- Close with a call to action
  - “I’m excited about opportunities within your company and hope to explore contributions I can make. I’ll call you next week to, hopefully, talk further or set up a time to meet with you personally.” Remember: Never leave the ball in the employer's court!”
- Submit both electronic and hard copies (make sure to include the job number to the position in the hard copy)
- Be very clear and concise
  - Why you would like to work for \_\_\_\_\_
  - Skills you possess that make you an ideal candidate