

**CENTER FOR CAREER AND CIVIC  
ENGAGEMENT**



**RESUME, COVER LETTER AND  
OTHER CORRESPONDENCE**

**GUIDEBOOK**



**MORAVIAN  
COLLEGE**

**Have further questions?  
Please contact the Center for Career and Civic Engagement at  
610-861-1509, stop by the office or send an email to  
careercivic@moravian.edu.**

**HOURS OF OPERATION: Monday- Friday from 8:00am-4:30pm.**

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## WHERE DO I START?

When first beginning the search for an internship or job opportunity, the most immediate, recognizable need is to create a strong résumé. While a résumé is critical to any job or internship search, it's important to understand that this is more than just a summary of what you've done, it's a marketing tool used to outline the skills, characteristics and attributes you can offer prospective employers or organizations.

As such, there are key strategies and techniques needed when developing this and other job-search related documents. The following will help you to understand and utilize these strategies to help you market yourself as effectively as possible.

### IT'S ABOUT SKILLS!

What skills do you have to offer a potential employer? How well do your skills and qualifications align with the employer's needs?

As you start writing your résumé or cover letter, begin to think of the skills you have developed through your coursework and experiences. You can develop your documents by demonstrating these skills through the description of your experiences (see page 7).

To start, review the list of skills commonly sought by employers and think about which areas pertain to you.

- Communication skills, both verbal and written
- Ability to work as part of a team
- Problem solving skills
- Work ethic
- Analytical/quantitative skills
- Technical/computer skills
- Initiative/motivation
- Flexibility/adaptability
- Interpersonal skills
- Organizational skills
- Creativity

(National Association of Colleges and Employers, "Job Outlook: The Candidate Skills/Qualities Employers Want, the Influence of Attributes," *Spotlight for Career Services Professionals*, November 12, 2014.

- See more at: <http://www.naceweb.org/s11122014/job-outlook-skills-qualities-employers-want.aspx#sthash.6hc8kFHD.dpuf>)

# ONE SIZE DOES NOT FIT ALL: TYPES OF RÉSUMÉS

There's no one, right way to write a résumé! There are several different types of résumés and many strategies you can use to market your skills and experiences effectively. Decide which format works best for you, your goals and your specific experiences. Here are the most common types of résumés:

## **Chronological**

This is the most common style. Chronological résumés are generally used by individuals with a stable work history. Beginning with the most recent experiences and going backwards, this format highlights the position held, name and location of organization, dates of employment, and specific job responsibilities or accomplishments.

## **Functional**

Used primarily by individuals who have worked numerous jobs, have gaps in employment, or are changing careers, the functional résumé focuses on skills and qualifications instead of each position held. Categories are defined by what the candidate would like to highlight. Since this type of résumé is not as common, potential employers may have concerns the candidate is hiding something.

## **Combination**

Using elements of both the chronological and functional formats, the combination résumé highlights skill areas and related chronological work experience. This can help ease potential employer concerns regarding potential hidden information.

## **Federal**

Structured differently than a résumé for the private sector, federal résumés often require a social security number, citizenship status, employer contact information, and details pertaining to prior federal or military experience. Federal résumés tend to be more detailed and can be several pages in length.

## **Curriculum Vitae (CV)**

Typically used in fields of academics or research, a CV provides significant detail about academic research, publications and professional presentation experiences. Like the federal résumé, a CV is typically several pages long. It is primarily used when applying for scientific or research positions, professor-level academic positions or fellowships, or grant applications.





# ORGANIZING YOUR INFORMATION: RÉSUMÉ SECTIONS & CATEGORIES

When it comes time to organize the content of your résumé, think about what you want a prospective employer to see first. It's important to highlight your strongest qualifications and experiences near the top of the page. As a college student or recent alumni, your education typically appears near the top of the page, since it is often your most recent and most relevant qualification.

You can also use section headers or categories to position your information strategically. Below are some common sections you can use to organize your résumé. Please note: sections should be modified to correspond with your specific experience.

## Contact Information

- Full name, without nicknames.
- List your campus address and your permanent address, which can be helpful if you are applying for positions in your hometown.
- Email address that is both professional and with an account that you check regularly.
- Phone number. Be sure that your voicemail is updated and professional.

## Summary (Optional)

- Consider including a "Summary" or "Professional Profile" section to highlight 3 to 5 key skills, characteristics, qualifications, etc., that may help to sell you as a potential employee.

## Education

- List the institution by name and its location (city, state).
- Spell out your degree and list your major(s), minor(s), and graduation date.
- If you have more than one degree, start from the most recent and work chronologically backwards.
- If your grade-point average is 3.0 or above, it should be included in this section.
- Any academic awards or honors can be included in this section.
- Certifications can also be included in this section.

## Related Experience

- This section is used for experiences that are directly related to your career.
- Include jobs, internships, externships, volunteer work, and summer employment.
- List position held, name of organization, location (city, state), and dates of employment.
- Highlight your skills and accomplishments (see page 7) using action verbs and bullet points.
- List each experience, starting with the most recent and working backward chronologically.

## Additional Experience

- Similar to above except the experiences listed are not directly related to your career goal.
- Do not underestimate the importance of this section. Many skills are transferable, such as time management, customer service, communication skills, administrative responsibilities, etc.

## Community or Campus Leadership/Involvement

- Membership in clubs and organizations, volunteer work, service trips, committee involvement, and other extracurricular activities are included in this section.
- Highlight your leadership roles and positions. If you held several leadership roles, you may consider creating a separate "Leadership" section.

# MARKETING YOUR SKILLS

On page 3, we discussed the importance of marketing your skills effectively through your résumé. This is done through the descriptions of your experiences, activities, and involvement. Each position listed can have one to five bulleted statements under them. Each bullet should outline a skill you used to succeed in that position or to highlight an accomplishment during that experience.

Rather than focus on your job responsibilities, stay focused on your skills and accomplishments. A job responsibility is written as if you were reading your job description. This description only highlights what you ‘should’ be doing, but does not let the employer know if you have been doing it well.

Alternatively, skills and accomplishment statements highlight specifics, emphasize outcomes, and focus on the contribution you made to the organization. Compare the difference between responsibilities and accomplishments in the two examples below:

**Job Responsibility:**

- Coordinate various activities for the organization.

**VS.**

**Accomplishment:**

- Planned and coordinated three student-led professional development programs during each semester.

**Job Responsibility:**

- Perform customer service and cashier duties when assigned.

**VS.**

**Accomplishment:**

- Resolved customer complaints in a timely and professional manner.
- Processed \$3000 to \$4000 worth of transactions during each 8-hour shift.

So how can you write skills and accomplishment statements effectively? It’s a three step process for each bullet:

**First** – Identify the transferable skill you want to demonstrate.

**Second** – Select a strong action verb that you feel immediately highlights that skill (see page 8).

**Third** – Answer two of the following questions:

- Who did your accomplishments assist or involve?
- What did you work on or do?
- When did this occur?
- Why did you perform this task?
- How did the outcome turn out?

<b>SKILL:</b> Identify the skill used to succeed.	<b>ACTION VERB:</b> Choose a verb to highlight the skill.	<b>QUESTION 1:</b> From above list, answer the most appropriate question.	<b>QUESTION 2:</b> Identify a second question to answer from list above.
Teamwork	Collaborated	WHO? Four classmates	WHY? To research environmental standards and deliver a presentation on findings

**FINAL PRODUCT=** Collaborated with four classmates to conduct in-depth research on environmental standards and to present findings to entire class.

## ACTION VERBS

Adapted	Contracted	Explained	Measured	Reduced
Addressed	Contributed	Expressed	Mediated	Referred
Adjusted	Controlled	Facilitated	Merged	Registered
Administered	Converted	Familiarized	Modeled	Rehabilitated
Advertised	Conveyed	Fashioned	Moderated	Reinforced
Advocated	Convinced	Forecasted	Modified	Reorganized
Aided	Cooperated	Formulated	Monitored	Replaced
Allocated	Coordinated	Founded	Motivated	Reported
Analyzed	Corrected	Furnished	Navigated	Researched
Answered	Corresponded	Generated	Negotiated	Resolved
Appointed	Counseled	Guided	Observed	Restored
Appraised	Customized	Handled	Obtained	Responded
Approved	Debated	Helped	Operated	Retrieved
Arbitrated	Decided	Hired	Organized	Reviewed
Arranged	Decreased	Hosted	Originated	Revised
Articulated	Defined	Illustrated	Outlined	Revitalized
Assessed	Delegated	Improved	Overhauled	Scheduled
Assigned	Demonstrated	Incorporated	Oversaw	Secured
Assisted	Determined	Increased	Participated	Selected
Attained	Designed	Influenced	Performed	Shaped
Audited	Developed	Initiated	Persuaded	Simplified
Authored	Diagnosed	Inspected	Photographed	Solicited
Authorized	Directed	Instituted	Planned	Solved
Balanced	Discussed	Insured	Prepared	Specified
Budgeted	Displayed	Integrated	Presented	Spoke
Calculated	Drafted	Interacted	Presided	Streamlined
Chaired	Edited	Interpreted	Prevented	Strengthened
Clarified	Educated	Intervened	Prioritized	Submitted
Coached	Elicited	Interviewed	Produced	Suggested
Collaborated	Eliminated	Introduced	Programmed	Summarized
Communicated	Emphasized	Invented	Projected	Supervised
Composed	Encouraged	Involved	Promoted	Supplied
Computed	Enforced	Joined	Proposed	Supported
Conceptualized	Enhanced	Judged	Provided	Synthesized
Condensed	Enlisted	Lectured	Publicized	Translated
Conferred	Ensured	Led	Purchased	Updated
Conserved	Entertained	Listened	Qualified	Validated
Considered	Established	Logged	Recommended	Verified
Consolidated	Estimated	Maintained	Reconciled	Volunteered
Consulted	Executed	Managed	Recorded	Wrote
Contacted	Expedited	Marketed	Recruited	

# RÉSUMÉ SAMPLE 1

## Mei-Yin Management

Current: 1200 Main Street, moniquemanagement@gmail.com  
Permanent: 123 My Street, Anytown, PA 12125, 555-555-5555

### Education

Moravian College, Bethlehem, PA  
Bachelor of Arts in management, minor in Spanish, May 20XX  
GPA: 3.0 in major  
Courses: Consumer Behavior, Managerial Finance, Human Resource Management, Investment and Portfolio Theory, Spanish Conversation and Contemporary Life

### Related Experience

**Financial Management Intern**, Merrill Lynch, Mount Laurel, NJ, January-May 20XX

- Created a presentation report including spreadsheets which was adopted as the standard format by office brokers.
- Updated and maintained trading activity in spreadsheets for clients.
- Researched specific Value Line reports and performed clerking tasks for brokers.
- Communicated with prospective customers via phone and direct mail.

**Secretary**, Economics & Business Club, Moravian College, September 20XX-present

- Recorded notes for 10 meetings a semester.
- Designed and maintained web page using Wordpress.

**Member**, Economics & Business Club, Moravian College, January 20XX-present

**Fund Manager**, Amrhein Investment Club, Moravian College, April 20XX-January 20XX

- Gained hands-on experience in the field of investments as part of a group that manages over \$1.3 million.
- Managed Small Cap Fund that consisted of 9 members. Met weekly to discuss current holdings and present ideas for future purchases or sales of stocks and bonds.
- Co-organized trips to the New York Stock Exchange and the Federal Reserve Bank.

### Skills

Computer: MS Excel, MS Access, MS Word, Quattro Pro, Paradox, WordPerfect, Lotus Notes, Freelance Graphics  
Languages: Spanish (fluent), French (conversational)

### Leadership

**Student Ambassador**, Twenty Six Points, April 20XX-present

- Led on-campus tours for prospective students as part of team of 26 students that were nominated and selected by professionals in Enrollment Management.
- Represented Moravian College at special recruiting events.

### Additional Experience

**Cashier**, Gap Outlet, Tannersville, PA, Summer 20XX

- Controlled cash drawer of more than \$5,000
- Provided excellent customer service and worked effectively with diverse staff

**Involvement:** Black Student Union (Fall 20xx-Present), Accounting Club (Spring 20xx-Present)

Include your full name (larger font, bold) and contact information at the top of your résumé. Be sure your email address and voicemail message are professional.

Highlight your experiences that most closely align with your major or occupational interest under “Related Experience”. Use strong action verbs to describe duties. When possible, focus on accomplishments rather than responsibilities.

Use an “Additional Experience” section to showcase non-career related experience. Rather than focusing on specific tasks, highlight transferable skills/duties which are valuable to any employer (e.g. customer service, personnel training/management, conflict resolution, etc.)

Positions within major-specific organizations are important to highlight. The skills developed can be comparable to those gained from internships or employment.

# RÉSUMÉ SAMPLE 2

## Eric Education

123 School Road, Bethlehem, PA 18018  
(555)555-5555, stcba01@moravian.edu

### EDUCATION

#### Moravian College, Bethlehem, PA

Bachelor of Arts in English, May 20XX  
Elementary Education Certification  
Cumulative GPA: 3.45; Major G.P.A.: 3.63

### TEACHING EXPERIENCE

#### Saucon Valley Elementary School, Hellertown, PA

Student Teacher, Fourth Grade (March – April 20XX)

- Designed, prepared, and instructed children in Science, Read Aloud, Guided Reading Group, Math, Writing and Spelling
- Integrated technology such as Animoto to create interactive, video-based lessons
- Adapted lessons to fit the needs of students with IEP
- Assisted with parent/teacher conferences
- Wrote weekly newsletter to keep parents informed of key material covered

#### Fountain Hill Elementary School, Bethlehem, PA

Student Teacher, First Grade (January-March 20XX)

- Developed and taught social studies family unit
- Created and taught interactive science unit focused on weather
- Used guided reading lessons and reading anthology to foster learning
- Provided accommodations throughout lessons to students with special needs
- Created educational math games and learning centers

#### Ritter Elementary School, Allentown, PA

Junior Pre-Student Teaching Experience, Second Grade (March-May 20XX)

- Designed language arts, social studies and mathematics lessons in accordance with the Pennsylvania State Standards
- Led several hands-on mathematics lessons and activities
- Volunteered to assist with coordination of Black History Month programming and events

#### Clearview Elementary School, Bethlehem, PA

Early Field Experience, Kindergarten (September-December 20XX)

- Taught a lesson and conducted activities aligned with an ongoing alphabet unit
- Read aloud books to entire class on a regular basis
- Supervised small learning groups and implemented developmentally appropriate projects

#### Marvine Elementary School, Bethlehem, PA

Early Field Experience, Third Grade (January-April 20XX)

- Taught whole group language arts lessons
- Observed and completed running records on individual students
- Utilized Smartboard to engage students and increase participation

Highlight your education close to the top of your résumé. Include your degree, major and minors (if applicable). You can include your major or cumulative GPA if a 3.0 or above.

Differentiate yourself from other applicants. Don't forget to include unique experiences in your descriptions such as working with special populations or related technologies.

Ensure that your verb tense matches your experience. Use past tense for past experiences and present for current involvement.

Keep each section of your résumé in reverse chronological order. Your most recent experiences should appear first.

# RÉSUMÉ SAMPLE 2 (CONTINUED)

## Eric Education

Page 2

### RELATED EDUCATION EXPERIENCE

**Allentown YMCA Summer Camp**, Allentown, PA

Counselor (*June-August 20XX-20XX*)

- Provided care and an activity-oriented day for campers ages 10-12
- Planned and taught theme-based sporting activities, arts and crafts lessons, and team-building exercises

**America Reads**, William Penn Elementary, Bethlehem, PA

Tutor (*January-May 20XX*)

- Assisted children with homework assignments and content comprehension in individual and small group settings

### ADDITIONAL WORK EXPERIENCE

**Moravian College Residence Life**, Bethlehem, PA

Upper and Underclassmen Senior Resident Advisor (*September 20XX – May 20XX*)

Resident Advisor (*September 20XX – May 20XX*)

**Moravian College Admissions Department**, Bethlehem, PA

**Twenty-Six Points Student Ambassador** (*January 20XX – May 20XX*)

- Conducted personal and group campus tours to prospective college students and their families

**Moravian College Athletics Department**, Bethlehem PA

Assistant to the Coaches (*September 20XX - May 20XX*)

- Utilized Excel in creating spreadsheets to organize departmental data
- Answered student inquiries in person, over the phone and through email

### HONORS / AWARDS

- Psi Chi (Psychology Honor Society), (*20XX - Present*)
- Kappa Delta Pi (Education Honor Society), (*20XX - Present*)
- Academic Dean's List (*Fall 20XX, Spring 20XX, Fall 20XX*)
- *Who's Who Among Students in American Universities and Colleges* (*20XX*)

### TECHNOLOGY SKILLS

Microsoft Office (Word, Excel, PowerPoint); Macintosh (Appleworks, Claris Home Page 3.0, Inspiration); Additional Proficiency with: Smartboard, Animoto and Prezi

### VOLUNTEER EXPERIENCE

**Moravian College Campus Community Connection (C3)** (*September 20XX – December 20XX*)

- Organized and facilitated activities to assist with campus service projects including annual blood drive

Though most résumés are typically one page, certain exceptions do exist. If you have two pages, be sure both pages are filled with relevant content.

If you need to use a two-page résumé, your full name and page number should appear in the heading of your second page.

Don't forget to highlight your accomplishments! Honors and awards can be a separate category, or incorporated into your "Education" section.

Volunteering is important to include in your résumé. Although the experience is unpaid, the skills developed from are equally valuable.

# RÉSUMÉ SAMPLE 3

## Naadhir Nurse

123 Main Street, Bethlehem, PA 18018  
naadhirnurse@gmail.com 610-555-1212

### Education

Moravian College, Bethlehem, PA  
Bachelor of Science in Nursing, minor in Spanish, May 20XX  
GPA: 3.5

Dean's List fall 20XX, spring 2010, fall 20XX

*Certifications:* advanced critical care modules (ECG, ABG, Hemodynamic Monitoring, Mechanical Ventilation, Fluid and Electrolyte, IV Insertion)

### Clinical Rotations

St. Luke's Hospital, Bethlehem, PA, fall 20XX

- Intensive Care Unit, cared for patients with increased ICP, VAC dressing, TPN, colostomy and hemodynamic monitoring.
- Intermediate Critical Care Unit, cared for patients with both continuous and bolus tube feedings, tracheotomies, ventilators and decreased level of consciousness
- Gained hands-on experience with psychiatric and mental health nursing
- Participated in observation experiences in open heart surgery, STD clinic, dialysis and EXT

St. Luke's Hospital, Bethlehem, PA, spring 20XX

- OB-GYN, Mother-Baby Unit, Labor and Delivery, Pediatrics, Visiting Nurse Association, flu shot clinic
- Observation experiences in dialysis, operating room and outpatient mental health settings

St. Luke's Hospital, Bethlehem, PA, fall 20XX

- Oncology and Medical-Surgical Unit
- Observation experiences in the pediatric clinic and women's health clinic

### Health Care Related Experience

Clinical Nurse Scholar, St. Luke's Hospital, Bethlehem, PA, summer 20XX

- Assisted RN/mentor in coordinating and providing individualized patient care on telemetry unit
- Electronically charted nursing assessments, care plans and interventions
- Learned major duties and responsibilities of the nursing profession

Patient Support Associate, Pocono Medical Center, Scranton, PA, summer and fall 20XX

- Assisted nursing staff in the provision of basic patient care
- Helped patients carry out ADL's, took vital signs and charted progress

### Leadership/Volunteer Experience

Executive Board Member, Kappa Alpha Theta Sorority, Bethlehem, PA, fall 20XX-present

Student Nurse's Association, Moravian College, fall 2010-present

Member, Habitat for Humanity, Moravian College, Bethlehem, PA, spring 2011-fall 20XX

Volunteer, Second Harvest Food Bank, Nazareth, PA, spring 20xx

### Skills

Language: Arabic (fluent), Spanish (conversational)

Computer: Microsoft Office Suite including Word, Excel and PowerPoint

Be sure to highlight related certifications when possible. These can be illustrated within various sections such as "Education", "Certifications & Training" or "Professional Development".

Similar to internships, built-in field or clinical experiences are essential to include in your résumé.

Leadership and teamwork experience is important to all employers. Don't forget to highlight leadership roles or memberships in clubs, organizations and professional associations.

# RÉSUMÉ SAMPLE 4

## Eyana English

Current: 1200 Main Street, Bethlehem, PA 18018, student@moravian.edu  
Permanent: 123 My Street, Anytown, PA 12125, 610-555-1212

### Education

Moravian College, Bethlehem, PA  
Bachelor of Arts in English, minor in art, May 20XX  
GPA: 3.25  
Awards: Comenius Scholarship, Founders Scholarship  
Related Courses: Business Writing, Public Speaking, News and Feature Writing, Graphic Design for Presentations

### Related Experience

**Vice President**, Zinzendorf Society (English club), Moravian College, Fall 20XX-Present

- Communicated with faculty through monthly memos; recruited new members.
- Contacted marketing professionals and coordinate speaker presentations for group.
- Organized an annual public relations spring conference at Moravian College through publicity of conference events to the Moravian community and surrounding interested parties.

**Marketing Agency Project**, Consumer Behavior, Moravian College, Fall 20XX

- Developed a marketing plan for a jewelry company as a member of a 5 person team.
- Conducted extensive research on company to identify target market.
- Created a marketing plan based on research and knowledge of marketing strategies.

**Editorial Intern**, Eastern Pennsylvania Business Journal, Bethlehem, PA, Summer 20XX

- Edited weekly finance column by Susan Jones
- Wrote editorial comments for the retail section of the publication.
- Communicated with staff and external constituents to ensure accuracy of articles.

### Skills

Computer: Quark Xpress, Adobe InDesign, Photoshop, Dreamweaver, Flash, Microsoft Office (Word, Excel, Access, PowerPoint), Filemaker Pro  
Language: Spanish (conversational)

### Campus Leadership

**Secretary**, Sigma Tau Delta (national English honor society), Fall 20XX-Present

- Maintain accurate minutes of weekly meetings.
- Serve as liaison to Dean of Students and organization.

**Co-Captain**, Varsity Basketball, Fall 20XX-Present

- Lead weekly team meetings to prepare for upcoming games.
- Create team unity and spirit through organized activities and practices.

### Community Service

**Volunteer**, Moravian College Alternative Spring Break, El Paso, TX, Spring 20xx

- Assist U.S. Forrest Service in trail construction and maintenance of historical structures
- Collaborated with 8 teammates to clear 2 miles of hiking trails

### Campus Involvement

Art Club (Fall 20xx-Present), Gamma Sigma Sigma Service Sorority (Spring 20xx-Present)

Although optional, including a “Related Courses” section can highlight specific knowledge and areas of competency.

If you are lacking robust internship or employment experience, illustrate your related knowledge and abilities by including an involved class project. Still use strong action verbs to describe your duties and accomplishments.

Emphasize targeted competencies in your “Skills” section. This can include language abilities and technological proficiencies.

Being a college athlete takes tremendous skill on and off the court. Showcase this on your résumé while focusing on the professional skills developed (e.g. teamwork, leadership, time management, etc.).

Include service experience in your résumé (like Alternative Spring Break) to set yourself apart from other applicants. This type of involvement demonstrates responsibility, passion, commitment and crucial skill development.

# REFERENCES

Occasionally during your job search you will be asked to provide a list of references. These references should be professional in nature (supervisors, administrators, faculty, advisors, coaches, etc.) rather than personal, character references.

Do not include these on your résumé. Instead, create a separate document that you will provide when it is requested.

<p style="text-align: center;"><b>Eyana English</b> Current: 1200 Main Street, Bethlehem, PA 18018, student@moravian.edu Permanent: 123 My Street, Anytown, PA 12125, 610-555-1212</p> <p><b>References</b></p> <p>Andrew Dufrane, PhD Associate Professor Moravian College 1200 Main Street Bethlehem, PA 18018 610-555-9201 mexxxx@moravian.edu</p> <p>Susan Jones Eastern Pennsylvania Business Journal 343 Illick's Mill Road Bethlehem, PA 18017 610-555-2036 susanxxx@epbj.com</p> <p>Christina Quinn Assistant Coach, Women's Basketball Moravian College 1200 Main Street Bethlehem, PA 18018 610-555-9476 mexxxxx@moravian.edu</p> <p>Meaghan Wright Operations Manager, US Forest Service 3463 Las Palomas Road Alamogordo, NM 88310 575-555-4034 mewrightxxx@usfs.gov</p>	<p>Your reference document should have the same “look and feel” as your résumé.</p> <p>Prior to listing anyone as a reference, make sure you ask for their permission to do so. If they agree, verify their contact information and provide them with a copy of your résumé.</p> <p>Choose professionals who can speak positively about your skills, strengths and qualifications.</p> <p>Keep your references up-to-date on your job search. Let them know when you have interviews scheduled so they can be more prepared if contacted. Inform them when you get hired, even if they were not contacted. Send them a thank you letter with your new, updated résumé.</p> <p>Share periodic updates with your references as you progress through your career. This will make it easier if you need to list them as a reference in the future.</p>
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# COVER LETTERS

The cover letter is the other crucial piece of the job search process. A good letter allows you to emphasize information you want the reader to notice in your résumé. It also gives you the opportunity to provide more detail than your résumé allows. *Your cover letter an important way to market yourself!*

## Letter of Application

- Written in reference to a position that has been advertised by an employer.
- The letter needs to be specific and oriented toward the needs of the employer.
- The content should reflect as much knowledge of the employer and position as possible.
- It must emphasize skills that appear most compatible with the employer and needs of the position.
- This is the writer's chance to tell the employer why they should take time to talk with you by telephone or meet you in person to further discuss your qualifications.

## Letter of Inquiry

- This letter is written to state your interest in a specific company and any openings they have that fit your experience and interests.

## Tips for Writing an Effective Cover Letter

**Include Your Résumé.** Never send a résumé without a cover letter unless specifically told to do so.

**Keep To One Page:** Be concise and to the point. Employers will not read more than one page.

**Give Them What They Want:** Speak to the requirements of the job, especially when you are responding to an ad. Let the employer know how you can contribute to the company.

**Sell Yourself:** Get the reader interested in you. Open with an idea that captures the attention of the prospective employer so the letter and résumé are considered worth reading. Highlight and draw attention to the points in your résumé that uniquely qualify you for the position.

**Be Assertive:** Let them know the purpose of your letter. If you want to arrange an interview, then say so. Say at the end of the letter that you will contact them and then do it!

**Use the Person's Title:** Make sure to refer to them by the correct title, name. You also want to spell it correctly. Call the company for the info if you have to. Try not to address the letter to "Human Resources Department."

**Match Your Résumé:** Make sure you use the same font and size.

**Positivity:** Always be positive. Never use a negative word and make sure to leave a good impression.

**"I" Statements:** Do not overuse the word "I." Vary your sentence structure and use compound sentences. Try to be reader-oriented and use "you" or the organization's name more than you use "I" and "my."

**Spelling and Grammar:** Use correct spelling and grammar.

**Review Your Work:** Make sure you go over what you have written. Does it say what you want to? Does it look/sound professional? Before you send it out make sure others have read your work so you do not miss any mistakes.

## DRAFTING YOUR COVER LETTER

When drafting your cover letter, first read the position posting carefully to determine the employer or organization needs. Your cover letter should show how your **education and experience** is **connected to the position requirements and responsibilities**. Review the information below to see how elements of the position description can be incorporated.

### HOUND HIRE LINK



Partners for Education of the Lehigh Valley (PELV) is a 501c3 non-profit dedicated to providing quality support services to at-risk youth in Northampton County. Our mission is to support those with diverse challenges, and to assist children and young adults in gaining self-sufficiency through advocacy and mentorship.

The Mentor Coordinator supervises the PELV mentor programs while working collaboratively with PELV staff to determine the goals and needs of the program.

#### Primary Responsibilities:

- Interview, hire and train mentors; match mentors with mentees (students/community members)
- Develop programing and activities to facilitate engagement between mentor and mentee
- Create, plan and coordinate community events and fundraisers
- Develop and administer structured evaluations of programs and mentors
- Report on evaluations and events during board meetings

#### Requirements.

A Bachelor's degree in Psychology, Sociology, Education or other related field required. All applicants must have one year of experience working with children/young adults in an employment, volunteer or internship setting. Also required: desire to help others, strong communication and leadership skills and the ability to work empathically with diverse populations.

Your opening paragraph should describe...

- The position for which you are applying
- How you identified the opening
- Why you are interested in the position

Your closing paragraph(s) should include...

- Your interest and related skills/experience
- Intent to discuss your qualifications further
- Thank the reader for their time and consideration

Your middle 1-3 paragraph(s) should explain...

- How your knowledge, skills and experience meet the needs of the employer/program
- What you can contribute to the organization or how you plan to meet goals/targets.

*Don't forget! The Center for Career and Civic Engagement is happy to review your cover letter and résumé. Stop by during drop-in hours or schedule an appointment to meet with a counselor!*

## COVER LETTER SAMPLE

Moravian College  
1200 Main Street  
Bethlehem, PA 18018

August 1, 20XX

Mr. James Williams  
Executive Director  
Partners for Education  
123 Main Street  
New York, NY 10028

Dear Mr. Williams:

As a senior sociology major, I was excited to find the Mentor Coordinator position with Partners for Education of the Lehigh Valley (PELV) posted to Hound Hire Link. My experience planning and participating in various community service projects through Moravian College's Center for Career and Civic Engagement and the United Student Government has prepared me to succeed in a coordinator role. Also, the years I have spent as a Resident Advisor and Head Resident, as well as my position as an America Reads tutor, has exposed me to some of the most pressing issues facing our youth today. I have come to the realization that there are a large number of young people facing difficult challenges with limited support. PELV is dedicated to providing such support to at-risk youth, and I am confident in my ability to carry out this mission as the Mentor Coordinator.

As illustrated on my resume, my community service experiences includes planning and coordinating Moravian's annual neighborhood rake-a-thon in which I gathered members of Student Government to rake leaves for our community neighbors. I also organized the Council's participation in the Muscular Dystrophy Association's "Lock-Up" fundraiser. Both of these required me to contact people in need, and coordinate the registration process for volunteers. The most successful project that I organized was a campus-wide clothing drive which resulted in over 100 bags of new or gently used clothing donated to the Good Shepard Home.

In addition to community service, I have also had extensive experience in recruiting and training new Residence Life staff members at Moravian College. As a Head Resident I was responsible for selecting and supervising a nine person staff for the first-year residence hall. In this role, I scheduled meetings, planned and operated many building and campus-wide programs, and facilitated the per-semester staff evaluation survey process. Each of these responsibilities has taught me how to be well organized while multitasking, which is essential to becoming a successful Mentor Coordinator.

I believe my background in sociology, my dedication to the humanitarianism, and my ability to see projects through to the end would be true assets to your organization. I look forward to speaking with you in further detail about my qualifications. I hope to set up a meeting at your convenience in the near future. Thank you for your time and consideration.

Sincerely,  
*Any Student*

### ADDITIONAL TIPS

- Be sure to keep your letter to one page. Always include a cover letter when sending a résumé (unless specifically told not to do so).
- Always use correct names and titles. Try to avoid addressing the letter to "Human Resources."
- Get the reader interested in you. Open with a strong first sentence to catch the reader's attention.
- Always stay positive and vary your sentence structure. Do not overuse the word "I".
- Let the reader know the purpose of your letter. The first paragraph should note if you are applying for an open position (letter of application), or inquiring about potential availability (letter of inquiry).
- Always speak to the requirements of the position. Highlight how your experience meets the needs of the organization.
- Your résumé and cover letter are cohesive marketing documents. Be sure your font style and size match.
- Review your letter carefully to ensure it is free of spelling or grammar errors.

## EMAIL CORRESPONDENCE

Beyond the résumé, cover letter, and references, another important piece of the job search process is knowing how to effectively communicate with potential employers through email.

The following guidelines can be used for email when writing or responding to: potential employers, colleagues, reference requests, and others in your professional network.

### **Avoid Common Mistakes:**

- Using emoticons
- Being too informal
- Misspellings and poor grammar
- No capitalization
- Spellings words how they sound: ur = your

### **Guidelines when writing an email in which you are job prospecting or applying for a job:**

- Make sure you change the contact name and content according to the person and company to whom you are sending the message.
- If you are responding to an e-mail, include the original message in the reply, so the receiver can put your e-mail into the correct context. Also, respond within 2 business days.
- Always spell words correctly and don't just use spell check. It won't catch words that are spelled correctly, but are misused within the context of the sentence.
- Never use all capital letters. It can be implied that you are screaming. It is also difficult to read.
- Think about the message an email address can send. Keep it simple and avoid names similar to "studmuffin" or "partygirl."
- Read your message carefully. The tone of an e-mail can often be misinterpreted by the way the e-mail is written.
- Have someone else proofread it before you send it. It may be easier to find errors if you print and review it.
- Name your document "your name, résumé." Employers receive hundreds of résumés via e-mail. If you follow-up by asking if they received it, they won't want to take the time to look through 300 attachments called "résumé."
- If you are attaching your résumé, attach it as a pdf. If possible.
- Do not assume that if an employer is informal that you should be.
- Don't rely just on e-mail. E-mails can get lost. Follow-ups can be done via the phone whenever possible.

## SAMPLE E-MAIL CORRESPONDENCE

### Your e-mail can be a brief introduction:

To: xtzperson@accompany.org  
From: ggoodwin@moravian.edu  
Subject: Application for summer internship

Dear Ms. XYZ,

I am writing in response to the posting on Jobweb.com for a summer information systems/technology internship at ABC Company (Job #123). Please accept my attached resume and letter as an application for this position. My skills and experience closely fit the posted job description, and I hope to hear from you soon.

Thank you,  
Gracie Goodwin

Make sure the subject line tells them what you are applying for.

An e-mail to an employer should never just say "see attached." The receiver may not even open the attachment.

### Or your e-mail can be your cover letter:

To: xyzperson@accompany.org  
From: ggoodwin@moravian.edu  
Subject: Application for summer internship

Dear Ms. XYZ,

I am writing in response to the posting on Jobweb.com for a summer information systems/technology internship at ABC Company (Job #123). Please accept my attached resume as an application for this position. My experience and personality closely fit the posted job description, and I am very excited to apply.

As a management student at Moravian College, I have taken advantage of numerous research and design opportunities on campus and in class, which may be useful when working at ABC Company. During my web design class, I volunteered to organize a group that would design and create a web site using Flash technology for a local company. The project was well-received and the organization is using some of our ideas. As a student worker in the Counseling Center, I also designed an Access database to track student counseling appointments and progress. The position required a high degree of confidentiality as well as a person with the ability to work on the project until it was completed.

In addition to maintaining a 3.0 GPA and holding an on-campus job, I have also participated in various campus activities and leadership programs. By working on committees, I was able to demonstrate my leadership, teamwork, and time management skills, which can be useful in a professional setting like ABC Company.

I am eager to learn more about the internship position and would appreciate the opportunity to speak with you in an interview about my qualifications. I am available to work from May 10 through August 15, 2016 and can be reached at 608-588-1234. I look forward to hearing from you. Thank you.

Sincerely,  
Gracie Goodwin

Always introduce yourself the same way you would in a cover letter. "Dear \_\_\_\_\_, I am writing in regard to \_\_\_\_\_."

Treat your emails as if you were writing a professional cover or thank you letter on paper, but be brief.