Career Success GUIDEBOOK

Practical tools for every step - from résumé to real world!









MORAVIAN UNIVERSITY | Laurie Riley'82 Center for Career Success

Career Success

Starts Here!

Career Success Guidebook

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Resume and Cover Letter Basic Principles

Writing a resume and cover letter doesn't have to be stressful. While there are some basic guidelines to follow (such as always using spell check!), creating a resume is a personal process. We encourage you to take a comprehensive approach, showcasing your unique experiences and aligning them with the roles you seek. Think of your resume as a marketing tool that highlights how you, as the product, can meet the needs of your potential employer. This guide is designed to assist both beginners and experienced candidates. Follow the basic principles and incorporate advanced elements as needed. Lastly, resumes are ever evolving and will change as you go throughout your college and career journey!

4 BASIC PRINCIPLES OF RESUME WRITING:

1. Your resume's job is to get you an interview.

- Look at job descriptions carefully. If certain keywords, skills, or traits keep popping up, check that they are reflected in your resume in your own words. In today's world of hiring, Applicant Tracking System (ATS) is used to sort resumes - those that use the correct keywords from those that don't.
- Experience comes not only from internships and jobs but from campus activities, class projects and volunteer work as well. There is value – what employers call transferable skills – in all you do as a Moravian student.
- Readers only know what you tell them. Include concise yet detailed Action-Oriented Accomplishment Statements to pique a reader's interest.
- Demonstrate skills through your bullet points.
- Think ahead to the interview. Make sure the content you'd talk about is well-represented in your resume. During interviews, hiring managers and graduate school recruiters will have your resume on hand and often craft questions from what they read on your resume.

2. The document should be written with the reader in mind.

- Consider the context for which you're using your resume and adjust content, headers and details to match the specific job/internship posting, scholarship application, or networking opportunity.
- Note differences in style, tone, keywords and content across industries and around the globe.
- Distinguish yourself from other Moravian students by detailing your individual role and unique impact, especially when several students may have the same experience (e.g., RA, Elevate Experience, Student Athlete).
- Do not include personal information like age, Social Security number, marital status, religion or pictures.
- Do you need a Curriculum Vitae (CV) or resume? In the United States a CV is used primarily for admission to – or roles in – academia. It is a type of resume with an in-depth focus on research, presentations, academic awards, and/or publications. Most often you will need a resume! In some other countries, employers may say "CV" when they really mean resume. So when applying abroad do some research into the terminology they use.
- Typically resumes should be one page. However, for graduate school, fellowship, and non-corporate applications, it is acceptable to extend to two pages with a significant amount of aligned experience. Always be sure to include your name and page number in the upper right hand corner of the second page.

3. Your resume should be easy to read and scan in 5–10 seconds.

- Use bullet points instead of paragraphs. Avoid pronouns (I, we) and minimize the use of articles (a, an, the).
- Use CAPS, bold fonts, and line spacing to distinguish between sections.
- Set the margins between 0.75" and 1" (ideal) and no less than 0.5".
- Use consistent font styles and sizes (10-12pt) throughout the document.
- Save space by leaving off your full mailing address. Your phone number, city/state and email suffice. You also can include the URL to your LinkedIn.
- List content in reverse chronological order (most recent experience to least recent experience) in each section of your resume.

4. Your resume is a work in progress.

- Know that resume writing can be complex and take several tries to master.
- Save PDF versions of your resume and use them to submit in applications - this way how you view and save it, is exactly how the recipient will view your document.
- Keep prior versions of your resume for reference. You will have multiple versions. Be sure that each version of your resume is saved with a unique/personal filename (eg., John Smith Social Media Resume).
- Ask for feedback from a member in the Laurie Riley '82 Center for Career Success or schedule an appointment with your Career Success Team in Handshake.



Resume Checklist

HEADER

- ☐ Your name should be the largest font on the page
- ☐ List a professional and up-to-date email address and phone number
- ☐ Include your customized LinkedIn URL
- ☐ Include city and state (full street address and zip code not required)
- ☐ Avoid labeling the obvious ("email:" or "phone number:")

(OPTIONAL) OBJECTIVE

- ☐ If you choose to include an objective statement, it should be very brief and specific to the position for which you are applying

(OPTIONAL) SUMMARY OF QUALIFICATIONS

- ☐ Provide succinct overview of the skills and experiences you already have that suit the job description you are applying for
- ☐ Summary is in a brief paragraph or bullet point format - Keep to around 50 words
- ☐ Use this when you have several years of experience in the industry for which you are applying
- ☐ Purpose is to quickly show the hiring manager that you have the required experience and are the best person for the job

EDUCATION

- ☐ List "Moravian University" and include "Bethlehem, PA"
- ☐ List your degree and (expected) graduation date (do not put B.S. spell it out fully)
- ☐ If applicable, include information about time in any other undergraduate institution
- ☐ Specify any minors or concentrations
- ☐ Include GPA if it is above 3.0 (or requested by the employer)
- ☐ High school is ONLY included for first-year students
- ☐ Include any education abroad/global experience
- ☐ List any honors and awards such as Dean's List or scholarships (with dates)

EXPERIENCE

- ☐ Include your specific job title
- ☐ List company name and location (city, state)
- ☐ Include dates and duration of employment (months/years) e.g. "March 2024–May 2025" or "May 2024–Present"
- ☐ List all experiences in reverse chronological order (most recent to furthest in the past)
- ☐ Format and structure of each experience should be consistent
- ☐ Experience is broken into separate and relevant subsections such as "leadership experience," "clinical experience," "work experience," and "internship experience"

CAMPUS INVOLVEMENT AND/OR VOLUNTEER WORK

- ☐ Include relevant campus involvement (clubs, sports teams, etc.), professional associations, and/or community service
- ☐ Highlight any leadership positions
- ☐ Dates are included for all activities and experience

(OPTIONAL) SKILLS SECTION

- ☐ Only content skills are included (computer competencies, languages, certifications, etc.)
- ☐ Transferable skills (i.e. teamwork, organized, and communication) are shown and listed in descriptive bullet points under experiences, NOT in skills section

BULLET POINTS

- ☐ Highlight concrete accomplishments and results, not just description of responsibilities
- ☐ Quantify results when possible
- ☐ Active verbs begin each bullet point
- ☐ Avoid personal pronouns (I, me, my)
- ☐ Choose whether to end bullets with punctuation and be consistent throughout
- ☐ Verbs are present tense for current positions and past tense for past positions
- ☐ Vary verbs throughout the document, watch that some don't repeat too many times

GENERAL

- ☐ Resume is created using a blank document rather than a template
- ☐ Font is easy to read and is between 10-12 pt
- ☐ Margins are between .5"- 1"
- ☐ Resume is concise — in most cases, no more than one page. Words are chosen carefully and presented clearly
- ☐ Punctuation and formatting are consistent throughout entire document
- ☐ Categories are arranged in order of importance to the employer
- ☐ All experiences are honest/legitimate
- ☐ Overall impression is neat, clear, and not cluttered
- ☐ Organization is logical
- ☐ Resume has been read and reviewed several times for typos
- ☐ Resume is tailored to one specific job opening
- ☐ Resume is up-to-date
- ☐ References are NOT included on resume, nor is the statement "references upon request"
- ☐ Resume is saved and sent as a PDF to be compatible with all computers and to preserve formatting

Resume Do's & Don'ts

✘ **DON'T:** Write in paragraphs!! An employer will not read through a wall of text to figure out what you've done and what skills you have. Always use bullet points to succinctly describe all experience (possible exception for a Summary of Qualifications).

✔ **DO:** Think about whether you want an objective statement on your resume. Objective statements are considered optional, so consider removing it to create more space on your document. If you decide to include an objective statement, keep it brief and specific to the position that you are applying for. For example, "Seeking a position as a professional writer with X Publishing Company" is acceptable.

✘ **DON'T:** Write a vague or general objective statement. An objective should indicate to the employer that you care about this position specifically.

✔ **DO:** Consider whether you want to include a Professional Summary/Summary of Qualifications on your resume. If you already have multiple years of experience, it can be advantageous to include a brief summary of your skills and qualifications at the beginning of your resume to quickly and efficiently show the employer how you are a good fit for the position.

✘ **DON'T:** Use first person pronouns. When you are describing your experience, don't say something like "I stocked shelves," rather, begin with an action verb. For example, "Developed a system of organization to shelve products in an economical way."

✔ **DO:** Keep your resume to one page and edit font size and margins to accommodate your content.

✘ **DON'T:** Use tiny, illegible fonts or create a document that looks crammed and overstuffed. A good rule: Keep margins to about .5 inch (and no more than 1 inch). And do not go any smaller than 10 pt font.

✔ **DO:** Reread and revise your resume regularly to eliminate typos and outdated information. Have somebody else look over it as well, since fresh eyes will catch what yours might not.

✘ **DON'T:** Use a template to compose your resume; the employer will be able to tell, and your resume runs the risk of looking exactly like someone else's who used the same template.

✔ **DO:** Write your resume from a blank word document. It will be much easier to edit the formatting, and it will look more professional with all-black font and matter-of-fact presentation.

✘ **DON'T:** Use a complicated or excessively creative format. The purpose of your resume is to present your experience and qualifications to an employer as clearly and succinctly as possible. An excessively elaborate format may deter an employer who does not have the time or patience to look for the information they want, and it will look less professional. Note: Resumes for design or art majors may be more creative than your standard resume, but should still avoid being too elaborate and artistic. The purpose of the resume is still to concisely summarize experience; a portfolio is the place to demonstrate art or design skill.

✔ **DO:** Rewrite/revise your resume for each application. Make a "working resume" or general template of your experience, and then save a copy and refine the content to be specific to the job you are applying to. Include what will be most relevant to the employer and emphasize skills that will be useful for the desired position.

✘ **DON'T:** Lie about your GPA or experience on your resume. Inflating your GPA or exaggerating your qualifications will not get you hired.

✔ **DO:** Use skill words! See our skills cluster list (page 10–11) for a list of words to consider including on your resume. Employers who receive many applications will use a keyword search to pick the resumes that they will actually read through and consider. Using skill words emphasizes your qualifications when the employer reads your document, and it will give your resume a better chance of coming up in the keyword search results.



How to Start Formatting Your Resume

How to Start a Resume

1. Choose a Resume Format

Chronological: The most common resume format is called "chronological." This format utilizes broad subheadings (i.e. experience, skills, activities) and content is listed in reverse chronological order (most recent to least recent).

Functional: The functional format is a variation on the chronological format that uses more specific subheadings that best showcase your background and qualifications. For example, you may label a category as "Career Related Experience" as opposed to "Experience", if the jobs/ internships you list are related to your objective and career goals.

Federal: Resumes written for federal jobs may require different information and presentation than is expected on a resume for the private sector, and expectations can vary by agency. The U.S. Office of Personnel Management (OPM) provides a resume builder for applicants for federal positions. Also, visit the Center for Career Success or usajobs.gov for further assistance in creating resumes in federal format. The USAJOBS Resume Builder also allows you to create one uniform resume that provides all of the information required by government agencies.

NOTE: A Curriculum Vitae (aka: CV) is a fairly detailed overview of your life's accomplishments, especially those most relevant to the realm of academia. As such, these documents have their greatest utility in the pursuit of a job in academia or research. Because academic researchers are often working on and completing many projects and teaching responsibilities simultaneously, it is wise to think of a CV as a living document that will need to be updated frequently. A typical CV for someone in the beginning stages of his or her graduate school career might only be two or three pages in length, while the number of pages of a more seasoned researcher's CV may run into the double digits.

2. Gather Your Information

Before you start writing, gather all necessary information:

- **Contact Information:** Full name, phone number, email address, LinkedIn profile, city/state.
- **Objective or Summary:** A brief statement about your career goals and what you aim to achieve in the position for which you are applying (this is optional).
- **Education:** Schools attended, degrees earned, and graduation dates. Include any relevant coursework, honors, or certifications. Education Abroad/Global Experiences may be included here as well.
- **Work Experience:** Job titles, company names, locations, and dates of employment. Include a brief description of your responsibilities and achievements for each role.
- **Skills:** A list of relevant skills or content skills (i.e., language, computer, laboratory)
- **Additional Sections:** This can include volunteer work, certifications, awards, professional memberships, or publications.

3. Write Your Resume

- **Header:** Start with your contact information at the top of the page.

John Doe
Bethlehem, PA
(555) 456-7890
doej@moravian.edu
linkedin.com/in/johndoe

- **Objective or Summary:** Write a concise statement about your career goals or a summary of your qualifications. This is not a mandatory section. If and when used appropriately it can express to the reader clearly what you are looking for in a position or how directly qualified you are.

  Objective: Motivated marketing professional with 5+ years of experience in digital marketing seeking to leverage my skills in a dynamic marketing role.

- **Education:** Include your educational background, starting with the most recent degree.

  Bachelor of Science in Marketing
  Moravian University, Bethlehem, PA, May 2025

- **Work Experience:** List your jobs in reverse chronological order. Include the job title, company name, location, dates of employment, and a bullet-point list of your responsibilities and achievements. It is important to pay attention to your dates and action verb tense. If you are still currently doing something, your action verbs should be in the present tense (i.e. delivers). If you are no longer doing something, your action verbs should be in the past tense (i.e. delivered).

  Marketing Manager, ABC Company, Anytown, USA, January 2024 – Present
  - *Leads a team of 10 marketing professionals in developing and implementing digital marketing strategies.*
  - *Increases social media engagement by 50% through targeted campaigns.*

- **Skills:** List relevant content skills in a bulleted or comma-separated format. These skills include language, technology, lab, or research skills. Transferable skills should not be listed in this section, rather they should be used to explain the work you are doing in the bullets within your experience sections.

  Skills: Digital Marketing, SEO, Content Creation, Social Media Management, Google Analytics

- **Additional Sections:** Add any other relevant information such as leadership experience, certifications, volunteer work, or awards. Also refer to page 9 on Helpful Headers.

  Certifications: Google Analytics Certified, HubSpot Inbound Marketing Certified

4. Format Your Resume

- **Font and Size:** Use a professional font such as Arial or Times New Roman, in a size between 10 and 12 points.
- **Margins and Spacing:** Keep your margins between 0.5 and 1 inch and use consistent spacing throughout the document.
- **Bullet Points:** Use bullet points to organize information and make it easy to read.
- **Consistency:** Ensure that formatting is consistent throughout the resume. For example, if you use bold for job titles, make sure all job titles are bold.

5. Proofread and Edit

- **Check for Typos and Errors:** Carefully proofread your resume for any spelling, grammar, or punctuation errors.
- **Clarity and Conciseness:** Ensure your resume is clear and concise. Avoid using jargon or overly complex language.
- **Tailor to Each Job:** Customize your resume for each job application, highlighting the most relevant experiences and skills.

By following these steps, you can create a strong resume that effectively showcases your qualifications and helps you stand out to potential employers.

Sample Format

Your First and Last Name

yourname@moravian.edu
xxx-xxx-xxxx
City/State
linkedin.com/in/yourname

SUMMARY

This is an optional section used to highlight your skills, qualifications, etc. Example: Current English major seeking Fall 20XX internship in field of communication design. Experience in Adobe InDesign, Photoshop, Dreamweaver, and Flash. Fluent in Spanish.

EDUCATION

Moravian University, Bethlehem, PA
Bachelor of Arts/Science/etc. in major, minor in minor, May 20XX (month and year of expected graduation date)
GPA: 3.XX
Awards: include scholarships, dean's list, etc. and the dates you received
Related Courses: Optional. Only use upper level courses.

RELATED EXPERIENCE

Title, Name of Organization, City, State, start date – end date (or present current experience. Include month & year.)

- Describe your accomplishments and start each bullet with an action word.
- Explain what you did in this position and what the results were.
- Use numbers whenever possible! Quantify the people, items, data, etc. that you worked on/with.
- Example: 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.
- Use past tense verbs for past positions and present tense for current positions.

OTHER EXPERIENCE

Title, Name of Organization, City, State, start date – end date

- Focus on transferable skills that the employer/industry is looking for. Did you work on a team? Meet goals? Build relationships? Demonstrate and explain how you did this through different tasks/projects done in this role.

CAMPUS AND COMMUNITY LEADERSHIP

Example: Co-Captain, Moravian University Women's Basketball, Fall 20XX-Present

- Leads weekly team meetings to prepare for upcoming games and tournaments.
- Commits 30 hours per week to athletics while maintaining 3.4 GPA.
- Serves as Women's Basketball representative on Student Athlete Advisory Committee to assist in planning events for athletes and campus community.

Example: Volunteer, Moravian University Alternative Spring Break, El Paso, TX, Spring 20XX.

- Assists US Forest Service in trail construction and maintenance of historical structures.
- Collaborated with 8 teammates to clear 2 miles of hiking trails.

Helpful Headers to Help Organize Your Resume

If you are in the early stages of resume writing, stick with standard headers like Education, Experience, and Activities. As your skillset grows and experience deepens, consider broadening and reframing the headers to draw the reader's attention to key sections of your resume.

EDUCATION

Academic Background
Educational Background
Education and Training
Related Coursework
Select Coursework
Senior Thesis
Study Abroad

EXPERIENCE

Academic Projects
Corporate Experience
Course Projects
Global Experience
Independent Research
Industry Experience
Internship Experience
Military Background
Professional Experience
Related Experience
Related Projects
Work Experience

ACTIVITIES

Affiliations & Associations
Athletic Achievements
Civic Activities
Community Involvement
Extracurricular Activities
Leadership Experience
Professional Activities
Professional Associations
Professional Development
Professional Memberships
Volunteer Work/Volunteerism

HONORS

Academic Honors
Accolades and Achievements
Awards and Commendations
Distinctions
Fellowships
Scholarships

SPECIAL SKILLS/TRAINING

Language Certifications
Competencies
Licenses
Professional Certifications
Software/Hardware
Special Training
Technical Skills

PUBLICATIONS

Conference Presentations
Current Research
Interests
Exhibits
Papers
Presentations
Professional Presentations
Research Projects
Senior Thesis

ADDITIONAL SECTIONS

Interests
Portfolio
Relocation

Skills Cluster List

Accounting

Record
Assess
Audit
Prepare
Maintain
Forecast
Calculate
Estimate
Figure
Appraise
Examine
Measure
Verify

Administration

Monitor
Track
Assess
Coordinate
Organize
Requisition
Access
Receive
Process
Serve
Furnish

Communication

Convey
Publicize
Address
Explain
Advertise
Express
Coordinate
Compose
Edit

Editing

Review
Analyze
Check
Compare
Comment
Correct
Rewrite
Revise
Rework
Amend
Improve
Initiate
Investigate

Finance

Analyze
Invest
Budget
Inventory
Evaluate
Appraise
Construct
Develop
Acquire
Deploy
Manage
Project

Fundraising

Research
Analyze
Strategize
Program
Develop
Contact
Inquire
Inform
Motivate
Direct
Persuade
Monitor
Coordinate

Human Resources

Assess
Analyze
Recruit
Survey
Screen
Interview
Select
Train
Mediate
Appraise
Coordinate
Align
Finance

Leadership

Create
Lead
Encourage
Manage
Organize
Compare
Inspire
Represent
Govern
Direct
Advise

Management

Coordinate
Facilitate
Plan
Schedule
Delegate
Mediate
Evaluate
Strategize
Develop
Listen
Consult

Marketing

Assess
Observe
Review
Dissect
Interpret
Discern
Conceptualize
Discover
Infer
Clarify
Quantify
Qualify
Analysis

Mechanical

Design
Construct
Craft
Create
Engineer
Analyze
Troubleshoot
Repair
Align
Coordinate
Manipulate
Examine

Public Relations

Assess
Prepare
Coordinate
Present
Negotiate
Publicize
Troubleshoot
Strengthen
Promote
Handle
Participate
Facilitate

Research

Identify
Evaluate
Review
Assess
Compare
Recommend
Prepare
Conclude
Determine
Analyze
Critique

Review

Assess
Survey
Analyze
Quantify
Identify
Announce
Promote
Advertise
Advance
Boost
Improve

Spelling

Educate
Persuade
Provide
Assist
Serve
Trade
Vend
Handle
Present
Sell
Convince
Inform

Consulting

Problem solve
Assess
Assist
Arrange
Guide
Troubleshoot
Survey
Serve
Contribute
Motivate
Train
Counsel

Counseling

Listen
Sense
Intuit
Assess
Analyze
Assist
Align
Help
Understand
Inform
Facilitate

Craft

Design
Create
Build
Entertain
Perform
Choreograph
Draw
Render
Illustrate
Compose
Construct
Conceive

Design

Organize
Explore
Formulate
Sketch
Draw
Draft
Layout
Create
Plan
Style
Pattern
Build

Information

Appraise
Analyze
Inventory
Structure
Design
Categorize
Document
Process
Manage
Program
Link
Coordinate

Innovating

Create
Modify
Change
Upgrade
Improve
Design
Activate
Restructure
Establish
Stimulate
Implement
Transform
Language

Investigating

Interrogate
Question
Analyze
Intuit
Seek
Pursue
Search
Probe
Coordinate
Explore
Counseling

Language

Translate
Interpret
Lecture
Converse
Negotiate
Comprehend
Compare
Understand
Proficiency
Fluency
Teach
Tutor

Organizing

Classify
Organize
Assist
Maintain
Liaison
Systematize
Support
Arrange
Schedule
Coordinate
Simplify

Performing

Create
Present
Play
Interpret
Act
Sing
Dance
Perform
Model
Read
Inspire

Persuading

Present
Articulate
Clarify
Challenge
Negotiate
Inquire
Reason
Influence
Convince
Arbitrate
Mediate
Reconcile

Program Development

Analyze
Design
Construct
Develop
Prepare
Recommend
Strategize
Coordinate
Formulate
Persuade
Implement

Service

Anticipate
Serve
Assist
Present
Maintain
Troubleshoot
Help
Coordinate
Prepare
Welcome
Enhance

Teaching

Educate
Tutor
Stimulate
Inform
Instruct
Facilitate
Awaken
Explore
Advise
Counsel
Entertain
Amuse
Performing

Technical

Design
Inspect
Locate
Edit
Analyze
Conceptualize
Troubleshoot
Implement
Construct
Modify
Operate

Writing

Conceive
Construct
Craft
Integrate
Interpret
Capture
Abstract
Express
Inform
Summarize
Conclude

Resume Planning Page

Use this sheet to brainstorm as many items as you can think of for each topic to assist you in the resume writing process.

OBJECTIVE *What kind of position are you seeking? Is there an area of focus?*	
SKILLS *Examples might include: computer skills, language skills, specialized skills, certifications, etc.*	
RELATED EXPERIENCE *Include relevant work, volunteer, leadership and internship experiences. Include title, name of organization, city/state, and dates of participation.*	
HONORS AND ACTIVITIES *Share academic or other honors you have received including scholarships or other awards. List leadership positions, organization memberships, athletic involvements, etc.*	
OTHER EXPERIENCE *Do you have other experiences that are not related to your area of focus but demonstrate skills or strengths you have developed?*	
COURSE PROJECTS *What class projects highlight career-related skills?*	



Interpreting the Job Description and Describing Your Skills

READING AND UNDERSTANDING JOB DESCRIPTIONS

Job descriptions are crucial as they outline company expectations—including required skills. Understanding keywords is essential for navigating Applicant Tracking Systems and demonstrating role comprehension.

When reading a job description:

- Read thoroughly multiple times to grasp the role's nuances.
- Highlight important words and concepts, especially those that are repeated.
- Categorize key topics into technical skills, transferable skills, and core values for focused preparation.

Tailor your resume and materials to match the job description precisely to enhance your application's relevance and effectiveness.

Ensure your qualifications align with both required and desired criteria, researching unfamiliar terms or technologies as needed. Reflect these keywords in your resume to align with job expectations effectively.

Keywords

Keywords are essential terms that job seekers use to search for positions and that employers utilize to identify suitable candidates. These keywords are typically located within the job description under sections such as responsibilities, tasks, and recommended skills.

Additional sources for identifying relevant keywords include the company's mission statement or values found on their website. Online searches such as "keywords for teaching resumes" can also be helpful in identifying keywords. These keywords often encompass action verbs, technical skills (such as specific programs, software, languages, and equipment), and desired personal qualities.

Below you will see a sample job description for a Moravian University student assistant position with the keywords bolded:

The Riley Center Career Ambassador Position Description - Job Responsibilities:

- The position demands strong **organizational skills** as well as superior **interpersonal skills** (verbal and written), and an ability and desire to work closely with all constituencies of the University and Seminary including students, staff and faculty.
- Requires a **team player** who can **multitask** and work under **firm deadlines** while **maintaining confidentiality**.
- **Computer literacy** as well as experience with **Google** and **Microsoft Office**.
- Specific tasks that you will be asked to perform are **clerical duties** (**photocopying, scanning, typing**); **desk coverage**, **campus errands** to other offices, assisting in the **promotion and marketing** of our events, and other duties as assigned.
- Responsible for assisting with the planning and execution of Center **events**.

How Well Do You Match?

Once you understand the job description, use the worksheet below to match your skills and experiences to those listed in the job description:

THE JOB DESCRIPTION	HOW I MATCH
List three traits sought in a candidate *(e.g., Strong presentation skills)*	List three traits you possess *(e.g., Strong presentation skills)*
1.	**1.**
2.	**2.**
3.	**3.**

List three job duties/responsibilities *(e.g., Source newsworthy items from media outlets)*	List an achievement related to each duty *(e.g., Curated hundreds of news clippings weekly)*
1.	**1.**
2.	**2.**
3.	**3.**

List three facts about the organization *(e.g., Leading aircraft manufacturing firm)*	List why you find that fact appealing *(e.g., Firm uses tech to prototype new planes)*
1.	**1.**
2.	**2.**
3.	**3.**

List three values about the organization *(e.g., Community responsibility)*	List three ways you've engaged with those values *(e.g., Volunteer experiences)*
1.	**1.**
2.	**2.**
3.	**3.**

Connect Your Experience: Let's Practice Comparing

Using a server position and an internship description, let's identify transferable skills by comparing the responsibilities of each role. Employers often describe the same skills using different language, and recognizing those connections is exactly what you should look for when tailoring your résumé for a specific opportunity.

Transferable Skill	Server Position	Internship Position
COMMUNICATION	**Ensure guest's needs are met**, checking back with the table frequently. **Provide superior customer service to all customers** in compliance with restaurant customer service standards.	**Professionally communicates,** effectively prioritizes tasks, and manages time well. Demonstrates and models the **company standards of service in interactions with all customers**.
PROFESSIONALISM	**Adhere to all policies and procedures** for safe food handling. **Accurately take food and beverage orders** and serve all orders in a **timely and friendly manner**.	**Maintains confidentiality** of all materials handled. Works independently to **complete tasks by assigned deadlines**, following instructions given by manager.
TECHNOLOGY	Properly use **equipment, tools, or systems** to complete assigned tasks and comply with safety standards. Maintain excellent cash handling skills and ensure accuracy of all transactions at the end of the shift using **on-site software**.	Learns and utilizes **technology, software/ hardware**, tools, and/or internal processes to complete assignments and tasks effectively.

Using the ACE Method to Build Strong Bullet Points

A. Action verb

Begin crafting your accomplishment statement with an action verb that accurately describes what you did.

- Examples: **Allocated** (which we'll be using for this example), Analyzing, Maintaining, Served, Planned, etc.
- You can find more examples in our *Skills Cluster List* on page 10 and 11
- *Tip: Use present and past tense correctly based on when you completed that experience.*

C. Context

Next, provide some context for that action verb by including any relevant numbers (think dollars or percentages, for example) or the scenario in which you performed that task.

- Example: **$2,400 budget to promote annual Puerto Rican Heritage Day parade**

E. End result

Finally, share the end result of your actions to demonstrate the value of your contributions. This can be another number or the overarching purpose of completing that task/action.

- Example: **increasing participation over 30% over previous year.**

ACE: Put it all together

Example: ***Allocated $2,400 budget to promote annual Puerto Rican Heritage Day parade, increasing participation over 30% over previous year.***

HERE'S ANOTHER EXAMPLE:

- **A (Action verb):** Coordinated
- **C (Context):** three service events for a local animal shelter
- **E (End result):** creating opportunities for community engagement and greatly improving awareness of the shelter's mission.
- **ACE (Put it all together):** *Coordinated three service events for a local animal shelter, creating opportunities for community engagement and greatly improving awareness of the shelter's mission.*



Bullet Point Examples for Communicating Common Job Responsibilities

Many students have a difficult time talking about the skills they developed during various part-time jobs and even consider not including these experiences on their resume. Although some part-time experiences seem irrelevant, it is important to remember the underlying skills, or transferable skills, that are useful and relevant for any career. Some examples include communication skills, teamwork skills, problem-solving skills, organization skills, leadership skills, learning skills, etc. Here are some examples of how others have communicated on their resume the skills obtained in some of the most common part-time jobs.

RETAIL JOB

Money Handling Examples:

- ☐ Delivers prompt, efficient customer service while maintaining a high level of accuracy in a fast-paced retail environment.
- ☐ Accurately manages money in cash drawer, balancing at the beginning and end of each shift.

Customer Service Examples:

- ☐ Effectively advises customers on purchases by maintaining a high level of knowledge about store products.
- ☐ Consistently receives excellent reviews for customer service resulting in a raise after six months.
- ☐ Utilizes strong communication and problem solving skills to effectively resolve customer concerns, ensuring a pleasant shopping experience.
- ☐ Builds rapport with customers from diverse backgrounds utilizing a friendly, genuine, and helpful attitude.

Sales Examples:

- ☐ Exceeds daily sales goals by an average of 25% resulting in a promotion to Lead Cashier.
- ☐ Contributes to achieving team sales goals by providing consistent, strong customer service on the sales floor.

FOOD SERVICE JOB

- ☐ Routinely manages an eight table section on busy Friday and Saturday nights, maintaining a calm and friendly attitude in stressful, fast paced circumstances.
- ☐ Provides a high level of customer service in a large, fast paced restaurant that averages 40 customers an hour.
- ☐ Identifies and resolves problems in a friendly and professional manner, ensuring repeat business.

LAWN CARE JOB

- ☐ Develops and manages a summer lawn care business generating more than $5,000 in four months.
- ☐ Manages 25 residential and business accounts, ensuring customers' full satisfaction with service.
- ☐ Follows planned landscaping designs to determine where to lay sod, sow grass, or plant flowers and foliage.

BABYSITTING/NANNY JOB

- ☐ Supervises and maintains the safety and well-being of one infant and two toddlers on a daily basis.
- ☐ Manages hostile behavior with patience, care and problem solving skills.
- ☐ Coordinates everyday activities that encourage education and constructive progress.
- ☐ Creates a fun, secure, and nurturing environment in which children can flourish.

LIFEGUARD JOB

- ☐ Maintains a safe and secure area by enforcing facility rules, policies, and procedures.
- ☐ Utilizes strong communication and problem solving skills to effectively resolve patron concerns.
- ☐ Designs and teaches lifeguard training, including other guards and community members.
- ☐ Educates members of the swimming association on water safety and its importance.
- ☐ Reacts calmly and swiftly in order to provide lifesaving care and first aid following a detailed emergency action plan.
- ☐ Conducts daily check of area and equipment for safety, cleanliness, and good repair.

OFFICE/ADMINISTRATIVE JOB

- ☐ Plans and schedules meetings and events for 10 person staff utilizing Microsoft Outlook.
- ☐ Provides exceptional customer service and ensure clients' needs were met during office visits.
- ☐ Manages three line telephone system, responding to various internal and external inquiries, routing to appropriate employee.
- ☐ Develops and manages a client contact database resulting in a 58% increase in communication.
- ☐ Writes and sends professional weekly office debriefs to department head.


RILEY '82
FOR CAREER SUCCESS
Laurie Riley '82:
A Legacy of Leadership and Generosity
Laurie Riley '82
Center for Career Success
MORAVIAN UNIVERSITY
Empowering
Careers,
Inspiring
Change!
MORAVIAN UNIVERSITY

Applicant Tracking Systems

Applicant tracking systems (ATS) provide employers a centralized tracking process to manage the recruitment, interviewing, and hiring processes of the applicants. This recruitment software filters applications by criteria such as keywords in the job posting, skills, education, and other qualifications to either screen in or screen out applicants.



jobscan.co is a great resource for preparing your resume to apply for a specific job or internship.

Tips for Navigating ATS

- ☐ The ATS is acting on the guidance of the employer using it. Above all consider what the employer would be looking for based on their website and job posting.
- ☐ Read the job summary and responsibilities carefully selecting keywords that you will use to tailor your resume accordingly. The ATS's purpose is to identify the resumes that most closely match the job. ATS systems are quite literal, so even though words may mean the same thing, even the difference between Manager and Management can be costly. Ensure your keywords align with the terminology used in the job posting.
- ☐ The ATS needs to "read" your resume so make sure you use a simple and appropriate resume format with standard resume headings such as "Education" or "Work Experience." Please refer to the resume section of this guide for examples. Additionally, a creative or complex resume template can cause issues with the ATS.
- ☐ Keep your resume clean and easy to read. Use standard formats for dates such as "08/20XX" or "August 20XX". Additionally, charts, custom fonts, emojis/emoticons, boxes, graphs, jargon, acronyms can be difficult for an ATS to analyze.
- ☐ In addition to the posted job, research the company itself, learn the company's core values, culture, mission statement, and you may discover additional keywords that may be important to include on your resume.
- ☐ Once you have your key terms, make sure they are used frequently enough that an algorithm will see them as relevant. Use relevant keywords from the job description naturally throughout your résumé, particularly when they accurately reflect your skills and experiences. Avoid forcing or excessively repeating keywords simply to influence an Applicant Tracking System.
- ☐ Proofread your resume! The ATS cannot recognize misspelled words. When a hiring manager eventually reviews your resume, you want it to be error-free for the human eye, too.
- ☐ **Consider using Boodlebox** - Boodlebox is an AI program that students have access to through their Moravian accounts. Boodlebox allows students to use premium AI models and gives feedback to students on their prompts to create stronger and more efficient prompts. Boodlebox does not train AI models and employs industry-leading security practices.

How You Can Use AI in the Career Planning Process

AI has incredible potential to assist and amplify students' efforts to secure jobs and internships, but it also carries risks if not applied carefully. This content has been designed to empower students with knowledge so they can interact with AI systems in an ethical, safe, and beneficial way in support of their career goals.

While it certainly can't predict every part of your career journey, Generative AI can offer a great starting point when it comes to research. Consider using the LLM to discuss your interests and skill sets and what careers may overlap between those two things. It can help you explore careers relating to your interests and job searching methods, prepare for an interview and even better tailor your resume to apply to specific positions.

Regarding your job search documents, such as resumes and cover letters, here are some sample prompts/ information you can use to help appropriately use AI tools:

Depending on the AI platform you are using, you can either upload or copy and paste your resume or cover letter into it to compare to the job description. *Note: Protect personally identifiable and sensitive information. Before uploading career documents to an AI tool, remove information such as your full name, home address, phone number, personal email address, student ID number, and other sensitive information. Review the privacy practices of the AI platform you are using.*

- Identify the skills mentioned in this job description
  - Follow up: Provide suggestions on how to showcase these skills better
- Provide a list of industry-specific keywords and verbs that can be added to tailor the document for <degree/field/position>
  - Follow-up: Where can those keywords be integrated into the document?
  - Follow up: What skills could be added to improve the applicant's chances for this position?
- Compare this document to the following job description for <position> and highlight the relevant skills:
  "<job description>"

BEST PRACTICES FOR AI USE FOR STUDENTS

As a student exploring and learning about AI in the context of career education, it's vital to engage with this technology thoughtfully.

Keep these best practices in mind, but consider that this list is by no means exhaustive:

- ☐ **Evaluate bias** - AI generally pulls information from a certain amount of data from the internet as a whole. Be wary that some of this information may be biased or not representative of every person.
- ☐ **Protect privacy** - Be selective about sharing personal data with AI tools. Understand how your data is being stored, used, and secured by reviewing the data privacy policy page of the tool you are using. Our own AI system, Boodlebox, ensures that data is not used for training the AI.
- ☐ **Personally identifiable information such as names, addresses or company names should *NEVER* be included in an AI search.**
- ☐ **Check transparency** - Favor AI tools from companies that explain how their systems work and are open about limitations. Lack of transparency is a red flag.
- ☐ **Use Strong Prompts** - LLMs are highly dependent on strong prompts for strong outputs. Consider using the 4C's of Effective AI Prompting. Add context to your prompt, a clear task for the LLM, constraints on the length, format, or tone of the output, and make sure you check its work and follow up with questions if needed.
- ☐ **Verify recommendations** - AI suggestions are not always accurate. Make sure you are evaluating and tailoring the generated content to best capture your skill set, experiences, and your career planning priorities.
- ☐ **Maintain ownership and authenticity** - AI can help you brainstorm, organize, draft, and revise career materials, but you remain responsible for the final product. Use AI to strengthen your thinking and communication, not replace them. Review, verify, and personalize anything AI generates so that your résumé, cover letter, and other application materials accurately reflect your experiences, skills, accomplishments, and authentic voice.
- ☐ **Supplement AI with human advice** - Meet with real career coaches to get personalized perspectives. AI should complement human guidance, not replace it. Schedule an appointment with someone in the Riley Center for Career Success through Handshake.

Resume Samples

Explore a range of resume samples to find inspiration and guidance for creating your own standout resume.

Jane Doe

doej@moravian.edu - (xxx) xxx-xxxx - linkedin.com/in/firstnamelastname

Education

Moravian University, Bethlehem, PA
Bachelor of Arts in Psychology (Expected Graduation: May 20XX)
GPA: 3.55

Freedom High School, Bethlehem PA (May 20XX)
Honors: National AP Scholar, Class Treasurer

Campus Involvement

Moravian University United Student Government (USG)
First-Year Representative, September 20XX – Present

- Collaborate with other representatives to voice the concerns and suggestions of first-year students.
- Participate in weekly meetings to discuss and vote on campus policies and initiatives.
- Organize and promote events to foster community and engagement among the student body.

Moravian University Psychology Club
Member, September 20XX – Present

- Attend bi-monthly meetings to discuss current topics and research in the field of psychology.
- Participate in club-sponsored events, including guest speaker sessions and community outreach programs.
- Contribute to planning and organizing club activities and events.

Work Experience

Barnes & Noble College Bookstore, Bethlehem, PA
Sales Associate, August 20XX – Present

- Assist customers in locating and purchasing textbooks, school supplies, and university merchandise.
- Operate the cash register, process transactions, and handle customer inquiries with professionalism.
- Maintain a clean and organized store environment, restocking shelves and managing inventory.

Weis Markets, Bethlehem, PA
Cashier, June 20XX – August 20XX

- Processed customer transactions quickly and accurately in a high-volume grocery store.
- Provided friendly and efficient customer service, addressing and resolving any issues.
- Assisted in training new employees on store procedures and customer service standards.

Community Service

Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania, Nazareth, PA
Volunteer, June 20XX – August 20XX

- Sorted and packed food items for distribution to families in need throughout the Lehigh Valley region.
- Assisted in organizing and facilitating food drives and fundraising events.
- Collaborated with other volunteers to ensure the efficient operation of the food bank's services.

Bethlehem Public Library, Bethlehem, PA
Youth Program Assistant, September 20XX – May 20XX

- Supported library staff in planning and executing educational programs for children and teens.
- Helped with the organization and promotion of reading events, workshops, and summer reading programs.
- Provided assistance with homework help sessions and technology use for young library patrons.

SAMPLE | *Upper Class Student - English/Service Focused*

Jane Doe

Bethlehem, PA - (xxx) xxx-xxxx - doej@moravian.edu

Education

Moravian University, Bethlehem, PA, Expected Graduation: May 20XX
Bachelor of Arts in **English GPA: 3.23**

Internship & Related Experience

The Comenian (Campus Newspaper), Moravian University, **Staff Writer**, August 20XX – Present

- Author a variety of articles covering campus events, student life, and academic news, enhancing the publication's appeal and readership.
- Conduct in-depth interviews with students, faculty, and staff to provide comprehensive and diverse perspectives in reporting.
- Collaborate with the editorial team to brainstorm and develop compelling story ideas, ensuring timely and accurate publication of articles.
- Edit and proofread articles to maintain high standards of journalistic integrity and quality.

Lehigh Valley Media Group, Bethlehem, PA, **Editorial Intern**, June 20XX – August 20XX

- Assisted in the production of daily news content, including writing, editing, and fact-checking articles for the Lehigh Valley Media Group's various publications.
- Conducted research on local events and issues to support investigative journalism projects, contributing valuable insights and data.
- Coordinated with photographers and graphic designers to ensure articles were visually compelling and accurately represented.
- Attended editorial meetings to pitch story ideas and provide feedback on ongoing projects, demonstrating strong communication and collaborative skills.

Community Service & Campus Leadership

Habitat for Humanity, Moravian University Chapter, **Volunteer Coordinator,** January 20XX – Present

- Coordinate volunteer activities and events, including build days and fundraising initiatives, to support Habitat for Humanity's mission.
- Recruit and manage a team of volunteers, ensuring a positive and productive experience for all participants.
- Plan and execute successful fundraising events, generating essential funds to support ongoing construction projects.

Alternative Spring Break, Moravian University, **Volunteer**, March 20XX

- Traveled to New Orleans, LA, to participate in community rebuilding efforts, directly impacting the lives of those affected by natural disasters.
- Worked alongside Habitat for Humanity to construct and repair homes, ensuring safe and stable housing for families in need.
- Gained a deeper understanding of the socio-economic challenges faced by the community and reflected on the broader implications of volunteer work.

The 1742 Experience, Moravian University, **Participant**, August 20XX

- Engaged in multiple community service projects throughout Bethlehem, fostering strong relationships with local organizations and community members.
- Assisted with neighborhood clean-ups, food drives, and educational programs for local youth, contributing to the well-being and development of the community.
- Developed and enhanced teamwork and leadership skills through collaborative service activities, demonstrating a commitment to civic engagement and social responsibility.

SAMPLE | *Upper Class Student - Nursing*

Adriana Johnson

johnsona@moravian.edu, (xxx) xxx-xxxx, linkedin.com/in/firstnamelastname, Allentown, PA

Objective

Seeking full-time employment at LVHN as a BSN I in General Medicine, Job Code: 67639

Education

Moravian University, Bethlehem, PA
Bachelor of Science in **Nursing** (May 20XX)
GPA: 3.66; Honors & Awards: Dean's List, Moravian University Nursing Scholarship
** Anticipated NCLEX-RN exam in August 20XX*

Clinical Experiences

July 20XX - April 20XX

- Community and Public Health Nursing (90 hours), Allentown Health Bureau and various sites associated with Lehigh Valley Hospital VNA including: Hospice, Homecare, Radiation Oncology and Infusion, Prison Correctional Nursing, Allentown, PA
- Medical/Surgical (90 hours), Lehigh Valley Health Network Muhlenberg, Bethlehem, PA
- Geriatrics (45 hours), Phoebe Richland Senior Living, Richlandtown, PA
- Therapeutic Nursing Interventions (90 hours), Phoebe Allentown Senior Living, Allentown, PA
- Pediatrics (45 hours), Lehigh Valley Health Network Cedar Crest, Allentown, PA
- Mental Health (90 hours), Sacred Heart Healthcare System, Allentown, PA
- Obstetrics (90 hours), St. Luke's University Health Network, Bethlehem, PA

Related Work Experience

Certified Nursing Assistant (CNA)
Bethlehem Nursing Home, Bethlehem, PA, June 20XX – August 20XX

- Provided direct care to residents in a long-term care facility, assisting with activities of daily living (ADLs), including bathing, dressing, and feeding.
- Monitored vital signs and reported any changes in residents' health status to nursing staff.
- Assisted with transferring and positioning residents to prevent pressure ulcers and maintain mobility.
- Fostered a safe and supportive environment for residents, promoting their physical and emotional well-being.

Skills

Patient Care: Assessment, medication administration, wound care, patient education; **Communication**: teamwork, empathy, cultural competence; **Clinical:** IV therapy, medication management, electronic health records (EHR), patient safety; **Technical:** EPIC, and other nursing documentation software

Certifications

Basic Life Support (BLS) Certification and Certified Nursing Assistant (CNA) Certification

Professional Affiliations

National Student Nurses' Association (NSNA) and Sigma Theta Tau International Honor Society of Nursing

Athletic Leadership

Moravian University Women's Lacrosse Team
Team Member, September 20XX – May 20XX

- Competed in intercollegiate lacrosse games and tournaments, demonstrating teamwork, leadership, and sportsmanship.
- Participated in team practices, strength and conditioning sessions, and strategy meetings to prepare for competitions.
- Engaged in community service activities & fundraising events as a representative of the lacrosse team.

SAMPLE | *Upper Class Student - Biology*

Emily Johnson

johnsone@moravian.edu, (xxx) xxx-xxxx, linkedin.com/in/firstnamelastname

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Education:

Moravian University, Bethlehem, PA
Bachelor of Science in Biology (Expected Graduation: May 20XX)
GPA: 3.90; Honors: NSF REU Fellowship - Awarded for outstanding research potential and academic achievement in summer 20XX and 20XX.

Research Experience:

Research Assistant, Dr. Kara Mosovsky, Associate Professor and Chair of Biological Sciences
Moravian University Biology Department, September 20XX – Present

- Assist in research on the genetic basis of plant resistance to pathogens, focusing on Arabidopsis thaliana.
- Perform laboratory experiments, including gene expression analysis, CRISPR-Cas9 editing, and phenotypic screening.
- Maintain detailed records of experiments and contribute to the preparation of manuscripts for publication.

National Science Foundation Research Experiences for Undergraduates (NSF REU)
REU Fellow, Marine Biology
University of California, Santa Barbara, CA, June 20XX – August 20XX

- Conducted research on the effects of climate change on marine ecosystems, focusing on coral bleaching and reef health.
- Collected and analyzed water and coral samples, utilizing molecular techniques such as DNA extraction and PCR.
- Presented findings at the program's closing symposium, highlighting the impact of environmental stressors on coral resilience.

National Science Foundation Research Experiences for Undergraduates (NSF REU)
REU Fellow, Conservation Biology
University of Florida, Gainesville, FL, June 20XX – August 20XX

- Investigated the population dynamics of endangered species in Florida wetlands, assessing the impact of habitat restoration efforts.
- Conducted field surveys and utilized GIS mapping to track species distribution and habitat changes.
- Collaborated with a team of researchers to publish findings in a peer-reviewed journal.

Campus Involvement:

Vice President of Academic Affairs
Alpha Sigma Alpha Sorority, January 20XX – Present

- Oversee academic support programs and resources for sorority members, promoting a culture of academic excellence.
- Organize study groups, tutoring sessions, and workshops to enhance members' academic performance.
- Coordinate with faculty advisors to provide guidance and support for members' academic endeavors.

Moravian University Women's Lacrosse Team
Team Member, September 20XX – Present

- Participate in regular practices, games, and team meetings, demonstrating commitment and teamwork.
- Contribute to the team's success through effective communication and collaboration with teammates.
- Engage in community service projects and events as a representative of the lacrosse team.

Research Skills:

Molecular techniques, field surveys, data analysis, GIS mapping, laboratory experimentation

SAMPLE | *Upper Class Student - Computer Science*

John Doe doej@moravian.edu - (xxx) xxx-xxxx - linkedin.com/in/firstnamelastname - West Chester, PA

Education
Moravian University, Bethlehem, PA
Bachelor of Science in **Computer Science** (Expected Graduation: May 20XX)
GPA: 3.75

Related Internship Experience
Comcast Corporation, Philadelphia, PA, **Software Development Intern**, June – August 20XX

- Collaborated with the software development team to design and implement new features for Comcast's customer management system.
- Developed and maintained RESTful APIs using Java and Spring Boot, ensuring seamless integration with existing systems.
- Conducted code reviews and participated in pair programming sessions to improve code quality and maintainability.
- Utilized SQL queries to retrieve and manipulate data from relational databases, optimizing performance and efficiency.
- Contributed to the testing and debugging process, identifying and resolving software defects in a timely manner.

Vanguard, Malvern, PA, **Software Engineering Intern**, June – August 20XX

- Assisted in the design and development of backend systems for Vanguard's investment management platform.
- Implemented microservices architecture using Python and Flask framework, enhancing scalability and modularity.
- Worked with DevOps tools such as Docker and Kubernetes to automate deployment and streamline development workflows.
- Conducted performance testing and optimization of web applications, improving response times and resource utilization.
- Collaborated with cross-functional teams to gather requirements and deliver solutions that meet business needs.

Technical Skills
Programming Languages: Java, Python, JavaScript, SQL, HTML/CSS, **Frameworks and Tools:** Spring Boot, Flask, Docker, Kubernetes, Git, **Database Management:** MySQL, PostgreSQL, MongoDB, **Operating Systems:** Windows, Linux, **Problem-Solving:** Analytical thinking, logical reasoning, algorithm design

Work Experience
Moravian University Information Technology Services, **IT Support Technician**, September 20XX – May 20XX

- Provided technical support to faculty, staff, and students, troubleshooting hardware and software issues in person and remotely.
- Installed and configured computer systems, peripherals, and software applications, ensuring optimal performance and functionality.
- Assisted in the maintenance and administration of network infrastructure, including servers, switches, and wireless access points.
- Responded to service requests and resolved incidents in a timely manner, prioritizing critical issues and escalating as needed.

Campus Involvement
Moravian University Computer Science Club, President, September 20XX – Present

- Lead the Computer Science Club in organizing events, workshops, and hackathons that promote learning and collaboration among students.
- Coordinate guest speakers and industry professionals to provide insights into emerging technologies and career opportunities.

Moravian University Cybersecurity Club, September 20XX – Present

- Participate in cybersecurity competitions and exercises, honing skills in threat detection, incident response, and ethical hacking.
- Attend workshops and training sessions to stay updated on the latest cybersecurity trends, tools, and best practices.

Moe Ravian

xxx-xxx-xxxx • moeravian@moravian.edu • linkedin.com/in/firstnamelastname

EDUCATION

Moravian University, Bethlehem, PA
Bachelor of Arts in Psychology, Early Childhood Education Certification, May 20XX
Honors: Kappa Delta Pi - International Honorary Society in Education; Omicron Delta Kappa - National Leadership Honor Society; GPA: 3.8 (Dean's List every semester)

FIELD EXPERIENCE

Northampton Borough Elementary School, Northampton, PA
Pre-Student Teaching Experience, Third Grade (February - April 20XX)

- Co-taught both general and special education students in one classroom environment
- Taught two distinct lessons in terms of the literacy components of the curriculum

Thomas Jefferson Elementary School, Bethlehem, PA
Pre-Student Teaching Experience, Kindergarten (October - December 20XX)

- Taught four distinct lessons in mathematics and science based on higher-education standards
- Worked with various behaviors

Freemansburg Elementary School, Freemansburg, PA
Early Field Experience, Second Grade (February - April 20XX*)*

- Worked with the cooperating teacher on the Wonders Program for reading
- Guided students through the IXL math program

Bonaventure Academy, Bethlehem, PA
Early Field Experience, Pre-K (October - December 20XX*)*

- Interacted with infants and toddlers through playtime and feeding
- Rotated between four different age-leveled classrooms

RELATED EDUCATION EXPERIENCE

Suburban Hills School, Chester, NJ
Substitute/Aide, (July 20XX - Present)

Washington Township School District, Long Valley, NJ
Substitute Teacher/Aide, (December 20XX - Present)

CAMPUS ENGAGEMENT

Laurie Riley '82 Center for Career Success, Moravian University, Bethlehem, PA
Career Development Strategist Student Assistant (March 20XX - Present)

- Work with the Career Success Team to promote career development and skills through resume and cover letter reviews
- Research and collect activity ideas to help support and encourage student participation
- Support student outreach by creating engaging social media content, tabling around campus, and attending various Admissions and Center events
- Design marketing content on Canva to help support multiple Career Success Team projects and initiatives

TECHNOLOGY SKILLS

- Canva, Canvas, Capcut

Jane Smith

smithj@moravian.edu - (xxx) xxx-xxxx - linkedin.com/in/firstnamelastname - Bethlehem, PA

Education:
Moravian University, Bethlehem, PA
Bachelor of Science in **Marketing Management** (Expected Graduation: May 20XX)
Elevate Experience: Successfully on-track to complete 8 Career Readiness Badges, completed an Education Abroad Experience in Paris, France, and completed RISE Leadership Program and Service Project.

Internship Experiences:
Lehigh Valley Health Network, Allentown, PA
Marketing Intern, May 20XX – August 20XX
Strategy & Design
- Developed and executed social media campaigns across platforms including Facebook, Instagram, and Twitter, resulting in a 20% increase in community engagement.
- Assisted in the creation of marketing materials, including brochures, flyers, and email newsletters, to support various health initiatives and events.

Data Analytics
- Conducted market research and analysis to identify trends and opportunities for growth, providing actionable insights to the marketing team.
- Collaborated with the design team to produce visually appealing graphics and promotional materials.
- Tracked and reported on campaign performance metrics, utilizing tools such as Google Analytics and Hootsuite.

Crayola, Easton, PA
Marketing and Communications Intern, May 20XX – August 20XX
Market Research & Collaboration
- Supported the marketing team in planning and launching product promotions and campaigns, contributing to a successful back-to-school season.
- Managed and updated content for the company's social media platforms, enhancing brand presence and follower engagement by 15%.
- Collaborated with cross-functional teams, including product development and sales, to develop comprehensive marketing strategies.
- Conducted competitor analysis and consumer research to inform marketing decisions and identify market opportunities.
- Assisted in organizing and executing company events and promotional activities, ensuring smooth operation and high attendee satisfaction.

Leadership Experience:
Alpha Sigma Alpha Sorority
Vice President of Public Relations, January 20XX – Present
- Manage the sorority's social media accounts, increasing follower engagement and brand visibility.
- Plan and execute public relations campaigns to promote sorority events and initiatives.
- Collaborate with other executive board members to organize and lead chapter meetings and activities.

Work Experience:
Target, Bethlehem, PA
Sales Associate, September 20XX – Present
- Provide exceptional customer service, assisting customers with product selection and inquiries.
- Maintain visual merchandising standards and ensure shelves are well-stocked and organized.
- Process transactions efficiently and accurately, handling cash and electronic payments.

Athletic & Community Engagement:
Habitat for Humanity of the Lehigh Valley, Bethlehem, PA, Volunteer, March 20XX – Present
- Assist in building and renovating homes for families in need, providing hands-on support.
- Participate in fundraising events and initiatives to support the organization's mission.

Moravian University Women's Basketball Team, Forward, September 20XX – Present
- Participate in regular practices, games, and team meetings, demonstrating commitment and teamwork.
- Contribute to the team's success through effective communication and collaboration with teammates and coaches.
- Engage in community service projects and events as a representative of the basketball team.

Teresa Smith

Breinigsville, PA 18031
(xxx) xxx-xxxx
smitht@moravian.edu

EDUCATION:
Moravian University, Bethlehem, PA *Expected 20XX*
Bachelor of Science in Accounting

SKILLS:
Bilingual: Read/Speak/Write in fluent Spanish

JOB SHADOW EXPERIENCE:
Lowes, Phillipsburg NJ- *Externship with Accounting Department* *January 20XX*

- Gained insight into corporate accounting practices by shadowing professionals in Lowe's Accounting Department, observing daily financial operations, and participating in discussions on budgeting, financial reporting, and compliance.

LEADERSHIP EXPERIENCE:
Office of Diversity, Equity, and Inclusion, Moravian University *January 20XX - Present*
Events Coordinator

- Develop marketing and publicity of programs, events, and services through various social media outlets: Instagram, GroupMe, tabling, and face-to-face interactions
- Engage with 300+ students on social media
- Designed the Women's History Month logo

First-Generation Student Union, Moravian University *September 20XX - Present*
Founder, President

- Spearhead initiatives that fostered a diverse and inclusive academic environment
- Advocate for the First-Generation students at Moravian University by connecting students to resources, facilitating and planning events, and managing and overseeing the internal operations of the organization

Writing Fellow, Moravian University *August 20XX - Present*

- Provide personalized guidance and support to Moravian University students
- Encourage self-expression and help students discover their individual writing styles

Latinx Student Union, Moravian University *March 20XX - October 20XX*
Outreach Coordinator

- Acted as a representative and advocated for Latinx students at Moravian University by promoting the organization’s resources on campus and assisting with the planning, and execution of events
- Co-managed and created flyers for the organization's social media outlet

Stacy Smith

stacy.smith@gmail.com, linkedin.com/in/firstnamelastname
(xxx) xxx-xxxx, Bethlehem, PA 18018

Professional Summary:
Dynamic and results-driven Army veteran with over a decade of leadership and operations management experience. Currently pursuing an MBA at Moravian University to enhance business acumen and strategic management skills. Proven ability to lead diverse teams, manage complex projects, and implement effective solutions.

Education:
Moravian University, Bethlehem, PA
Master of Business Administration (MBA) (Expected Graduation: May 20XX)

University of Maryland Global Campus
Bachelor of Science in Business Administration (Graduated: May 20XX)

Professional Experience:
Olympus Corporation of the Americas, Center Valley, PA, Operations Specialist, July 20XX – Present

- Coordinate and manage day-to-day operations within the medical equipment division, ensuring efficiency and compliance with industry standards.
- Analyze operational processes and identify areas for improvement, implementing changes that enhance productivity and reduce costs.
- Collaborate with cross-functional teams to streamline supply chain management, resulting in a 15% reduction in delivery times.
- Develop and maintain detailed reports on operational performance, providing insights and recommendations to senior management.

United States Army, Operations Manager, June 20XX – June 20XX

- Directed operations for a unit of 150 personnel, overseeing logistics, planning, and execution of missions both domestically and internationally.
- Managed a $2 million budget, ensuring efficient allocation of resources and adherence to financial regulations.
- Conducted risk assessments and developed contingency plans to ensure mission success and personnel safety.
- Trained and mentored junior officers and enlisted personnel, enhancing their leadership and operational capabilities.
- Received multiple commendations for exemplary performance, including the Army Commendation Medal and the Meritorious Service Medal.

Certifications and Professional Development:

- Project Management Professional (PMP) Certification (Expected: December 20XX)
- Lean Six Sigma Green Belt
- Advanced Leadership Course, United States Army
- Supply Chain Management Certification

Community Involvement:
Moravian University Veterans Association, Member, September 20XX – Present

- Participate in events and initiatives aimed at supporting veteran students, providing mentorship and guidance to new members.

Habitat for Humanity of the Lehigh Valley, Bethlehem, PA, Volunteer, June 20XX – Present

- Assist in building and renovating homes for families in need, contributing skills and labor to improve community living conditions.

John Doe

john.doe@gmail.com - (xxx) xxx-xxxx
linkedin.com/in/johndoe
Bethlehem, PA 18018

Education

Moravian University, Bethlehem, PA
Doctor of Physical Therapy (DPT) (Expected Graduation: May 20XX)

University of Pittsburgh, Pittsburgh, PA
Bachelor of Science in **Exercise Science** (Graduated: May 20XX)

Clinical Education Experience

St. Luke's University Health Network, Bethlehem, PA
Clinical Intern, January 20XX – April 20XX

- Conducted comprehensive evaluations and developed individualized treatment plans for patients with a variety of orthopedic conditions.
- Implemented evidence-based therapeutic exercises and manual therapy techniques to improve patient mobility and function.
- Collaborated with a multidisciplinary team to create holistic care plans and adjust treatments based on patient progress.
- Educated patients and families on home exercise programs and injury prevention strategies, enhancing patient self-management.
- Documented patient progress and outcomes using electronic health records (EHR) systems, ensuring accurate and timely record-keeping.

Lehigh Valley Health Network, Allentown, PA Clinical
Intern, September 20XX – December 20XX

- Performed initial assessments and ongoing evaluations for patients with neurological disorders, including stroke and traumatic brain injury.
- Utilized advanced therapeutic modalities such as electrical stimulation and gait training to facilitate patient recovery.
- Participated in weekly case conferences to discuss patient progress and coordinate care with physicians, nurses, and occupational therapists.
- Assisted in the development and implementation of treatment plans aimed at improving activities of daily living (ADLs) and functional independence.
- Conducted patient and caregiver education sessions to ensure understanding and adherence to therapy plans.

Good Shepherd Rehabilitation Network, Allentown, PA
Clinical Intern, May 20XX – August 20XX

- Managed a diverse caseload of patients with musculoskeletal and cardiopulmonary conditions, providing personalized therapeutic interventions.
- Implemented post-surgical rehabilitation protocols for patients recovering from joint replacements and other orthopedic surgeries.
- Engaged in direct patient care activities, including therapeutic exercise, manual therapy, and pain management techniques.
- Conducted outcome measurements and functional assessments to monitor patient progress and adjust treatment plans accordingly.
- Collaborated with senior physical therapists to refine clinical skills and integrate new treatment methodologies into practice.

Children's Hospital of Philadelphia (CHOP), Philadelphia, PA
Pediatric Physical Therapy Intern, January 20XX – April 20XX

- Conducted thorough physical therapy assessments for pediatric patients with developmental and congenital disorders.
- Developed and implemented play-based therapy programs to enhance motor skills, coordination, and strength in children.
- Collaborated with a multidisciplinary pediatric team, including occupational therapists and speech-language pathologists, to provide comprehensive care.
- Educated parents and caregivers on therapeutic activities and exercises to continue at home, promoting long-term developmental progress.
- Documented patient treatments and progress in compliance with hospital policies and pediatric care standards.

Undergraduate Internship Experience

UPMC Sports Medicine, Pittsburgh, PA
Sports Medicine Intern, June 20XX – August 20XX

- Assisted physical therapists in developing and implementing rehabilitation programs for athletes recovering from injuries.
- Conducted fitness assessments and helped design sport-specific conditioning programs to enhance athletic performance.
- Observed and assisted with manual therapy techniques and therapeutic exercises under the supervision of licensed physical therapists.
- Participated in community outreach programs to educate young athletes on injury prevention and proper training techniques.

Allegheny Health Network, Pittsburgh, PA
Rehabilitation Services Intern, June 20XX – August 20XX

- Supported physical therapists in providing care to patients with orthopedic and neurological conditions.
- Assisted with patient evaluations, treatment sessions, and progress tracking, ensuring a smooth and efficient clinic workflow.
- Educated patients on home exercise programs and proper techniques to maximize the effectiveness of their therapy.
- Conducted research on evidence-based practices and presented findings to the rehabilitation team.

Community Service

Bethlehem Area School District, Bethlehem, PA
Volunteer Health Educator, September 20XX – Present

- Conduct health education workshops for students, focusing on topics such as nutrition, physical activity, and injury prevention.
- Collaborate with school staff to develop engaging and informative health programs tailored to the needs of different age groups.
- Provide one-on-one health coaching sessions to students, helping them set and achieve health goals.

Certifications and Licenses

CPR and First Aid Certified, Certified Strength and Conditioning Specialist (CSCS) (Expected June 20XX), Pennsylvania Physical Therapy License (Pending)

Professional Affiliations

American Physical Therapy Association (APTA), Pennsylvania Physical Therapy Association (PPTA)

Fran Amos

fran.amos@gmail.com - (xxx) xxx-xxxx - linkedin.com/in/lastnamefirstname

Talent Acquisition - Performance Management - HR Policy Development - Training and Development - HRIS Management - Compliance and Legal Knowledge - Conflict Resolution - Data Analysis and Reporting

Professional Summary

Dedicated Human Resources professional with over 10 years of experience in talent acquisition, employee relations, and performance management. Holds an MBA in Human Resources Management and is SHRM Certified. Strong background in psychology from Moravian University provides a solid foundation for understanding human behavior in the workplace. Proven track record of implementing HR strategies that align with organizational goals and foster employee engagement and development.

Professional Experience

Air Products and Chemicals, Inc., Allentown, PA

Human Resources Manager, August 20XX – Present

- Develop and implement HR policies and procedures to ensure compliance with employment laws and regulations.
- Manage full-cycle recruitment process, including job postings, resume screening, interviewing, and offer negotiation.
- Conduct employee onboarding and orientation sessions to promote a positive new hire experience and facilitate integration into the organization.
- Provide guidance and support to managers and employees on HR-related matters, including performance management, disciplinary actions, and conflict resolution.
- Lead employee relations initiatives to foster a positive work environment and address workplace issues proactively.
- Collaborate with cross-functional teams to develop and deliver training programs on topics such as diversity and inclusion, harassment prevention, and leadership development.
- Oversee benefits administration, including enrollment, changes, and terminations, and served as the primary point of contact for employees' benefit-related inquiries.
- Manage HRIS system and maintain accurate employee records, ensuring data integrity and confidentiality.

PPL Corporation, Allentown, PA

Human Resources Generalist, June 20XX – July 20XX

- Assisted in the implementation of HR programs and initiatives, including performance management, employee engagement, and organizational development.
- Administered recruitment processes, including job postings, candidate screening, interview scheduling, and reference checks.
- Coordinated new hire orientation sessions and facilitated employee training workshops on HR policies, procedures, and compliance requirements.
- Managed employee relations issues, conducting investigations, providing guidance to managers, and recommending appropriate resolutions.
- Assisted with benefits administration, including open enrollment, eligibility verification, and communication of benefit programs to employees.
- Prepared and maintained HR reports and metrics to track key performance indicators and support data-driven decision-making.

Education

Moravian University, Bethlehem, PA
School for Professional and Innovative Studies (SPSI)
Professional Certificate in Project Management (May 20XX)

University of Pennsylvania, Philadelphia, PA
Master of Business Administration (MBA) in **Human Resources Management (May 20XX)**

Moravian University (formerly known as College), Bethlehem, PA
Bachelor of Arts in **Psychology (May 20XX)**

Community Involvement

Big Brothers Big Sisters of the Lehigh Valley
Mentor, September 20XX – Present

- Provide mentorship and support to a local middle school student, helping them develop academic and life skills, set goals, and build self-confidence.
- Engage in weekly activities and outings with the mentee, including homework help, recreational activities, and community service projects.

Bethlehem Area Public Library
Volunteer Tutor, September 20XX – May 20XX

- Assisted elementary and middle school students with homework assignments, literacy skills, and academic enrichment activities.
- Provided one-on-one tutoring sessions tailored to individual student needs, focusing on areas of difficulty and helping students achieve academic success.

Professional Affiliations/Certifications

- Society for Human Resource Management (SHRM)
    - Certifications: Society for Human Resource Management (SHRM) Certified Professional (SHRM-CP), June 20XX
- Lehigh Valley Society for Human Resource Management (LVSHRM)

Cover Letters

A cover letter is your first opportunity to make a strong impression. Learn how to effectively highlight your skills and experiences and stand out in your job search.

Cover Letters

TWO TYPES OF COVER LETTERS

1. **Letter of Application:**

   This is the kind of letter written in response to an advertised position. Make the letter a direct response to the qualifications listed in the advertisement or to other details discovered through your research. Tailor the letter to show how your qualifications and interests match those of the advertised position.

2. **Letter of Inquiry:**

   This type of letter states your interest in an organization and requests information about future open positions that would be of interest to you and meet your qualifications.

COVER LETTER BASICS

- **A well-written cover letter can set you apart from candidates who don't submit one.**
  - A cover letter answers three basic questions: Who are you and what are you applying for? What value can you add to this organization? Why are you interested in this opportunity?
  - It is an opportunity to introduce yourself and showcase your value to the organization.
  - Be thorough, yet concise.
- **A cover letter is MORE than a resume in paragraph form.**
  - Cover letters provide the context around – and highlights from – the experiences outlined on your resume. Be sure to not rewrite your resume in paragraph form, rather elaborate or expand upon experiences listed in your resume.
  - This is your chance to demonstrate you know what the organization needs and that you are the candidate who can provide it.
- **The format, content and purpose of a cover letter are highly individualized.**
  - Follow basic professional writing standards, paying special attention to differences in uploading a cover letter into an online application or using your letter as the body of an email message.
  - Match the tone of the job description or vibe of the organization's website.
  - Know that employers can tell when a letter reads like a generic template. Please do not use the same cover letter for every position you apply to. Tailoring your cover letter to each position you apply to will go a long way!

IMPROVING YOUR SENTENCE STRUCTURE

Introduction

The **weak** opening line lacks enthusiasm and originality. The **better** one hits key points (who I am, why I'm writing), and the best letter demonstrates a connection between the applicant's skill set and the organization.

WEAK	BETTER	BEST
I am a junior sociology major seeking a summer journalism internship.	I am interested in using my writing skills this summer in your journalism internship. As a junior sociology major, I have had the opportunity to develop my writing skills through my academic submissions to a University magazine.	I am an avid reader of People & Places Magazine and was inspired to launch a travel blog [link] after my semester abroad. With an interest in creative writing and a global focus, I am excited to apply for the creative writing internship at your publication.

"About Me" Content

This first line is **weak** because it is simply a list of skills. The **better** sentence demonstrates achievements with those skills, and the **best** one tells a story that ties the skills and achievements together.

WEAK	BETTER	BEST
I have strong writing skills and am proficient in Microsoft Publisher and Adobe InDesign.	With strong writing skills and proficiency in Microsoft Publisher and Adobe InDesign, I have created dozens of flyers for the Princeton Writers Club and submitted three articles to Student Magazine.	I was recognized by my internship employer for my writing and creativity when I wrote website content to highlight new products. On campus I contribute to Student Magazine, and my articles engage readers and capture their attention.

Anatomy of a Cover Letter Page

Whether you are writing a letter of inquiry or a letter of application, you will follow the same basic structure detailed below. ***Note:*** *If you are sending your cover letter in the body of an email, you may omit the date and both your contact information as well as the company's contact information.*

Date

Contact's Name
Contact's Title
Organization Name
Street Address
City, State, Zip

Dear Mr./Ms./Dr. Last Name OR Dear Hiring Manager [not sure of gender or title?
Just use first and last name—*the more specific you can make this initial address, the better*]:

The opening paragraph should...

- Discuss the position you are applying to and how you learned about the opportunity. Remember! If the position was referred to you by someone, mention them. If this is a letter of inquiry, state your area of interest.
- Introduce yourself, including your major and year.
- Briefly explain why you are interested in the position/organization. Make a connection between yourself/your background and the organization/position through examples.

The body paragraph should...

- Highlight your skills relevant to the position. Explain the experiences and coursework that helped you gain these skills and make direct connections between relevant past experiences and the position of interest. Be sure to always review the position description and research the employer thoroughly before writing your cover letter!
- This will be the bulk of your letter!

The last paragraph should...

- Indicate next steps. Will you be reaching out to the employer or will you be waiting for them to schedule an interview?
- Thank the reader for their time and consideration.

Sincerely,

Your Signature
(You may either leave space for your signature or use a font similar to a signature)

Your printed name
City, State, Zip (optional)
Email address
Phone number

Cover Letter Sample

November 18, 20XX

Jennifer DelMonte, CPA
4508 Main Street
Bethlehem, PA 18018

Dear Ms. DelMonte:

I was thrilled to learn about your Internship opportunity, as recently brought to my attention by Dr. Koscinski at Moravian University. I believe that your company's value of strong relationships with every client demonstrates a harmonious alignment with my personal interests and qualifications. Thus, I am confident that this internship will allow me to apply my knowledge and offer excellent assistance to individuals and businesses we have the privilege to serve.

As a sophomore accounting major at Moravian University, my course of studies has equipped me with a knowledge of accounting concepts and taxation. Additionally, my current role as recruitment administration support at the American Red Cross has allowed me to gain practical experience in various administrative functions, including data management using Excel spreadsheets, and utilization of recruiting platforms such as VolunteerMatch and Indeed. I have also developed open communication skills by regularly reporting progress in my performance to the recruitment team leader.

Moreover, my experience as a volunteer translator with Translators Without Borders has reinforced my skills in research and attention to detail. In my role as a Vietnamese-English translator, I have strengthened my ability to conduct comprehensive research across a diverse range of language sources. This involves guaranteeing not only grammatical accuracy but also precise word choices and effective context appropriation. I believe my proficiency in language translation is a transferable skill that reflects my clarity and fluency in communication.

I am enthusiastic about the opportunity to intern with you and have enclosed my resume for your review. I look forward to discussing my qualifications with you personally and hope to arrange an interview at your convenience in the near future. Thank you for your time and consideration.

Sincerely,

Mark Moravian

Mark Moravian
moravianm05@moravian.edu
xxx-xxx-xxxx



References

FIVE KEY POINTS ABOUT REFERENCES

1. 3 – 5 people are a good number of references to have. Who should you ask? Current or former supervisors, faculty members, coaches, or advisors. Family or close personal friends are not recommended.
2. Always ask permission before listing someone as a reference. As you ask, provide your references with a copy of your resume or CV, and any other materials that may be relevant like a job listing, cover letter, or graduate school essay.
3. Your reference page is a separate document from your resume or CV, using the SAME heading that you did on your resume. Be sure to put your three references in order of importance, so the reference listed first should be your most influential/relevant reference. Oftentimes, employers may only contact your top two references, so it is important they be listed in an intentional order.
4. Share the contact information for your references including their job titles, employers, mailing addresses, phone numbers and email addresses.
5. Keep your references up to date on your progress and be sure to thank your references after your job search or your graduate school application process is complete.

SAMPLE REFERENCE PAGE

First Name Last Name
City/State
Phone Number
Email

! PRO TIP

Make sure your reference page header matches your resume header.

References:

1. **First Name Last Name**
   Job Title Company/Organization Name
   Phone Number *(Ask their preference of personal cell or office line)*
   Email address *(Ask their preference of personal email or office email)*
   Relationship: *(Include a line here about how this individual knows you; i.e., Jane was my supervisor during ____ position)*
2. **First Name Last Name**
   Job Title Company/Organization Name
   Phone Number *(Ask their preference of personal cell or office line)*
   Email address *(Ask their preference of personal email or office email)*
   Relationship: *(Include a line here about how this individual knows you; i.e., Jane was my supervisor during ____ position)*
3. **First Name Last Name**
   Job Title Company/Organization Name
   Phone Number *(Ask their preference of personal cell or office line)*
   Email address *(Ask their preference of personal email or office email)*
   Relationship: *(Include a line here about how this individual knows you; i.e., Jane was my supervisor during ____ position)*

Ethics in the Job Search

WHAT'S THE EMPLOYER'S PART?

CONFIDENTIALITY Employers are expected to maintain the confidentiality of candidate information. Employers shouldn't disclose information about you to another organization without your prior written consent, unless necessitated by health or safety considerations.

ACCURATE INFORMATION Employers are expected to provide accurate information about their organizations and employment opportunities.

FREEDOM FROM UNDUE PRESSURES Employers are expected to provide you with a reasonable amount of time to make a decision about accepting an employment offer. Employers are also expected to provide you with a reasonable process for making your decision. It is improper for employers to pressure you to revoke your acceptance of another job offer.

TIMELY COMMUNICATION Employers are expected to inform you of your status in the hiring process and communicate hiring decisions within the agreed upon time frame.

FAIR TREATMENT If an employer is required by changing conditions to revoke a job offer that you've accepted, you're entitled to a fair and equitable course of action. That can include, but is not limited to, financial assistance and outplacement service.

TESTING INFORMATION Employers should inform you in advance of any assessments, the purpose of the tests, and their policies regarding disclosure of test results.

NONDISCRIMINATION Employers are expected to avoid discrimination in their recruitment activities and to follow equal employment opportunity and affirmative action principles.

WHAT'S YOUR PART?

- ☐ Provide accurate information about your academic work and records, including courses taken, grades earned, positions held, and duties performed. You can, however, refuse to provide an employer with specific information about any job offers you may have received from others. You can give broad responses to such questions, naming types of employers — "I've interviewed with employers in the retail industry" — and offering salary ranges rather than specific dollar amounts.
- ☐ Be honest. Do not lie or stretch the truth on your resume or applications, or during any part of the interview process. Interview genuinely.
- ☐ Interview only with employers you're sincerely interested in working for and whose eligibility requirements you meet. "Practice" interviewing wastes the employer's time and money and prevents sincerely interested candidates from using those interview slots.
- ☐ Adhere to schedules. Appear for all interviews, on campus and elsewhere, unless unforeseeable events prevent you from doing so. If you can't make the interview because of an unexpected event, notify your career center or the employer at the earliest possible moment. Don't keep employers hanging.
- ☐ Communicate your acceptance or refusal of a job offer to employers as promptly as possible so they can notify other candidates that the position is filled or that they are still being considered. Accept a job offer in good faith. When you accept an offer, you should have every intention of honoring that commitment. Accepting an offer only as a precautionary measure is misleading to the employer and may restrict opportunities for others who are genuinely interested in that employer. Withdraw from recruiting when your job search is completed. If you accept an offer or decide that full-time graduate or professional studies are for you, notify your career center and withdraw from the on-campus recruiting process immediately. Also, inform employers who are actively considering you for a job that you are no longer seeking employment.
- ☐ Claim fair reimbursement. If an employer has agreed to reimburse you for expenses you incur during its recruitment process, your request should be only for reasonable and legitimate expenses.
- ☐ Obtain the career information you need to make an informed choice about your future. It's up to you to look into career opportunities and the organizations who offer them, and to acquire any other relevant information that might influence your decision about an employer.

Following Up and Acknowledging Job Offers

Thank-You and Follow-up Letters

A thank-you or follow-up letter should be written after:

- An interview.
- A contact is helpful to you in a telephone conversation.
- Someone mails/e-mails information to you at your request.
- A contact was helpful to you at a career fair.
- You visit a contact at their work site and for a job shadow or informational interview.
- Any other contact for which you want to express thanks and develop a good relationship.

A sample follow-up email and voicemail can be found on page 44.

Acknowledging a Job Offer

Courtesy dictates that you acknowledge a job offer, even if you are not ready to accept or decline it. Take note of the details of the offer and respond appropriately. Items to remember:

- Thank the employer for the opportunity presented.
- Indicate that you understand the terms of the offer, or if you don't, ask for clarification.
- A smart employer will know that you need to consider various employment options in order to make a wise decision; you may need to compare the offer to another pending offer.
- However, you may need to make a decision before you know whether or not you will receive another offer.
- Consult someone in the career development center if you need assistance handling offers or making a decision.

Requesting an Extension of Deadline to Respond to a Job

- In some cases you may need more time than the employer has allowed to make a decision:
- You may ask for an extension; the employer does not have to grant it.
- Make sure you have a good reason for asking for an extension. Are you waiting to hear from another employer about an offer, or are you needing more time to review the compensation package and if the position truly fits your work values?
- Don't wait until the last minute to ask for an extension; this looks like you don't think ahead and may indicate that you might behave the same way on the job.

Declining a Job Offer

- If you choose to decline a job offer, do so courteously, in writing/email, after making a phone call.
- Avoid making any negative statements.
- If you had a bad experience with an employer or company, you may discuss it with someone in the career development center.
- A decision to decline an offer is usually based on the fact that another offer is a better fit for your interests and goals. It is fine to state this, without giving details about why the declined offer is not a fit.
- It is not necessary to state whose offer you accepted, but you may do so if you wish.
- Remember that this employer may be a contact for you in the future. Maintain professional, courteous relations.

Accepting an Offer and Withdrawing From Search for Other Jobs

- Accepting a job offer ethically obligates you to cease job search efforts and to notify other prospective employers that you must withdraw your name from their consideration.
- An employer should never pressure you to renege on another employer.
- Once you have accepted a job offer, notify any other employers with whom you are in discussion about employment that you are no longer a candidate.
- Cancel any upcoming interviews by courteously explaining that you have accepted another job offer.
- If you are in a difficult or confusing situation that you are not sure how to handle, talk with a staff member in the Laurie Riley '82 Center for Career Success.

Communication Sample Templates

SAMPLE | *Thank You Letter*

400C Hunter Ridge
Bethlehem, PA
(xxx) xxx-xxxx
doej@moravian.edu

October 6, 20XX

Mr. Glenn Wright
Human Resources Manager
Fashion Department Store
2000 Line Drive
Philadelphia, PA 18062

Dear Mr. Wright:

I enjoyed interviewing with you during your recruiting visit to Moravian University on October 5th. The management trainee program you outlined sounds both challenging and rewarding, and I look forward to your decision concerning an on-site visit.

As mentioned during the interview, I will be graduating in December with a bachelor's degree in Management. Through my education and experience I have gained many skills, as well as an understanding of retailing concepts and dealing with the general public. I have worked seven years in the retail industry in various positions from Salesclerk to Assistant Department Manager. I think my education and work experience would complement Fashion's management trainee program.

I have enclosed a copy of my college transcript and a list of references that you requested.

Thank you again for the opportunity to interview with Fashion Department Store. I am very interested in becoming a part of your management team. I can be reached at (610) 555-1111 should you need additional information.

Sincerely,

John Doe

John Doe

Attachments: transcript, references

SAMPLE | *Cold Email Outreach - General*

Dear Jane Realname,

I hope you are doing well, my name is Moe Ravian and I am a Sophomore Psychology major student at Moravian University. I am reaching out because I am very interested in the work Real Psychology does, particularly reentry therapy. Would you be willing to share your experience at Real Psychology with me? I would love to hear more about how you got into Psychology, what your day-to-day looks like, and any advice you would give to someone starting out in this field. Would you be open to scheduling a brief Zoom meeting to connect? Hope to chat with you soon!

Sincerely,

Moe Ravian

SAMPLE | *Cold Email Outreach - Clinical Hours Inquiry*

Dear Jalen Hurtsnomore,

I hope you are doing well, my name is Emily Johnson and I am a Junior Biology major at Moravian University. It is my long term goal to pursue medical school and practice oncology. I am reaching out with the hope of arranging a shadowing opportunity to learn about the work you do in your day-to-day. I would be grateful for your time and attention if you would be able to meet and discuss a potential date for shadowing. I hope to hear from you soon!

Sincerely,

Emily Johnson

SAMPLE | *Interview Feedback Outreach*

Dear Sabrina Miller,

I hope you are doing well, I wanted to thank you again for your time during my interview on April 6th at 1pm. I was curious if you would be willing and able to share some feedback regarding my interview process so that I can continue to improve for future opportunities. I really enjoyed hearing your perspective on the work being done at Greyhound Technology, so I would appreciate the opportunity to hear what insights you have regarding my performance during the process, and any tips you may have that would enhance my interviews moving forward. Thank you again for your time and consideration of me as a candidate.

Sincerely,

John Doe

SAMPLE | *Application Follow-Up*

Dear Joel Indeed,

Thank you so much again for the opportunity to interview for summer marketing internship on May 26th. I understand the internship search process can be time consuming, and was hoping you could share with me where your team is at in the process and when I might expect to hear back? I am very eager about this opportunity and am happy to send any additional information that would help contribute to a decision at your convenience. Hoping to hear from you soon! Thank you.

Sincerely,

Jane Smith

SAMPLE | *Cold LinkedIn Connection Message*

Hi Amanda Friend! I'm looking to connect with professionals in the Live Events field to learn about your experience and the work you do. I would love to chat if you have the time!

SAMPLE | *Email Following Up after Networking Meetings*
(i.e. information sessions, career fairs, campus event)

Dear Hugh Wells:

Thank you for speaking with me at Coffee and Connections. I enjoyed our discussion about new hire onboarding. I am writing to follow up with you about the summer internship you mentioned. I am very excited about the prospect of joining the team as an intern. I would like to maintain contact with you about this position and/or other opportunities with Blue and Grey Logistics. If there is any additional information required from me or if there is any additional information you would like to share with me, please contact me either by phone at xxx-xxx-xxxx or via email, fran.amos@moravian.edu. I will also send you a LinkedIn connection request as another means to maintain contact.

Thank you again for speaking with me and I look forward to communicating with you further.

Best Regards,

Fran Amos

SAMPLE | *Voicemail Following Up after Networking Meetings*
(i.e. information sessions, career fairs, campus event)

Hello my name is Stacy Smith leaving a message for John Business. It is 1:30 on Monday, February 29th. I am calling to follow up with you regarding the conversation we had at the etiquette dinner last week. I appreciated you taking the time to talk with me about the tax associate position. I have applied online as you instructed and I was hoping to talk with you further about the opportunity. When you have a moment, would you please call me back at xxx-xxx-xxxx. Or if email is more convenient for you, feel free to email me at stacy, s-t-a-c-y, dot, smith, s-m-i-t-h, at Moravian.edu. Again this is Stacy Smith calling for John Business following up from our conversation at the Etiquette dinner at Moravian University. Thank you.

SAMPLE | *Acceptance of a Job Offer Letter/Email*

1234 College Road
Bethlehem, PA 18018
(xxx) xxx-xxxx
atkinsonr@moravian.edu

June 20XX

Mr. John P. Summers
Hearst Publishing
300 West 57th Street
New York, New York 10019

Dear Mr. Summers:

Thank you for your offer of employment as a magazine editor for Bicycle Magazine. I am delighted to accept your offer and I look forward to begin working with you and my colleagues at Hearst.

You indicated that I will be receiving a salary of $ per year, and will have initial duties reporting to Adam McDonald. As your offer stated, I will begin work on August 1st. In mid-July, after relocating to the area, I will call you to see what information or materials I may need before August 1st. In the meantime, please let me know if I can provide you with any information.

Again, thank you for offering me this exciting opportunity.

Sincerely,

Rebecca Atkinson

Rebecca Atkinson

SAMPLE | *Declining of a Job Offer Letter/Email*

900 Town Road
Bethlehem, PA 18018
(610) 555-9009
smithm@moravian.edu

April 20, 20XX

Trisha Shepherd
Citizens Network for Foreign Affairs
343 Third Street, NW
Washington, DC 20201-0343

Dear Ms. Shepherd:

Thank you very much for your telephone call and letter offering me the position of Assistant Project Coordinator with the Citizens Network for Foreign Affairs. While I believe firmly in the mission of your organization and appreciate the challenging opportunity you offer, I have had another offer which I believe more closely matches my current career goals and interests. In turn, it was a difficult decision, but I must decline your generous offer. I do appreciate all the courtesy and hospitality extended to me by your office, and I wish you well in your continued search.

In the position I have accepted with Public Policy Watch, I will occasionally be on Capitol Hill to attend hearings and monitor legislation, so I hope we can get together again and share professional goals.

Best regards,

Marissa Smith

Marissa Smith

SAMPLE | *Resignation Letter*

May 22, 20XX

Ms. Delilah Rose
Human Resources Manager
St. Luke's Hospital
1736 Hamilton St.
Allentown, PA 18104

Dear Ms. Delilah Rose:

Please accept this letter as formal notification that I am resigning from my position as Case Manager in the Cardiac Rehab Unit at St. Luke's Hospital. My last day will be June 5th.

Thank you for the opportunity to work in this position. I have greatly enjoyed and appreciated the experiences I had, and I have learned multiple new skills, all of which I will take with me throughout my career.

During my last two weeks, I will do what I can to wrap up my duties and train a new employee. Please let me know if there is anything else I can do to aid during the transition, and I will do what I can.

I wish St. Luke's Hospital continued growth and success. I learned so much in my time working at St. Luke's and will be walking away with a strong network and a full heart knowing I worked with amazing patients and their families.

Sincerely,

Jackson Andrews

Jackson Andrews

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