

# Résumés and Cover Letters

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## Creating Effective Marketing Documents



CAREER SERVICES CENTER

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104 Eckhardt Hall ~ (361) 593 - 2217

# Résumé MUSTS

1. **Your résumé must be easily scannable to the eye.** On average you will get between 10-20 seconds of a hiring manager or recruiter's attention on your résumé. This means you must break it up into bite sized pieces of information that can be absorbed quickly by the reader. Good use of bulleted lists and white space and avoiding large chunks of text will make your résumé a more effective document.
2. **Your name should be prominent and larger than the type in the rest of your résumé.** If we think of the job search as a marketing job your name is your brand and you want your customers (potential employers) to remember that brand and begin to associate positive qualities with that brand.
3. **Use an objective statement but keep it short and simple!** Extraneous details and long sentences divert the attention of the reader from more important details in the document or get ignored entirely. A short, simple objective that simply states what kind of work (internship, full-time, practicum, etc.) and in what field, industry or for what company gives your reader valuable information and let's them move on to examine your skills and experience.
4. **Use reverse chronological order.** Start all sections with the most recent position or degree and work backwards in time.
5. **List your GPA if it is 3.0 or higher – consider omitting it if it falls below 3.0.** A potential employer will probably guess that your GPA is lower than 3.0 if it is not listed, however, making them ask about it gives you the opportunity to give a positive marketing message to explain your GPA and make the case that you are a worthwhile candidate nevertheless. Confidence and good communication skills while talking to an employer will often trump a lacking GPA.
6. **For your work experience – lead with titles or company names.** A good title or a recognizable company name can increase your chances of getting an interview so lead with those rather than with dates which can be pushed to the far right side of the page.
7. **Use 3-5 bulleted accomplishment statements under each position you list.** These bullets should begin with an action verb (see attached list of verbs for help) and should quantify the results of your work whenever possible. (e.g., Audited accounting statements and ledgers revealing nearly \$50,000 in unpaid bills.)
8. **Highlight computer skills.** Computer skills still rank very high in attributes that most employers value in new hires so be sure to highlight them. Everything from operating systems to Microsoft Office to software that is unique to your field will help.
9. **Highlight titled positions you have held in clubs or organizations.** Employers like to see students who have been active on campus but they *love* to see students who have taken on positions of leadership and authority within those organizations so be sure to list them first in your Activities section and put them in bold to bring attention to them.

# ACTION VERBS

<u>COMMUNICATION</u>	<u>CREATIVITY</u>	<u>Data/Financial Cont'd</u>	<u>LEADERSHIP CONT</u>	<u>ORG. CONT.</u>
Addressed	Adapted	Measured	Planned	Updated
Advertised	Began	Netted	Prioritized	Validated
Arranged	Combined	Planned	Produced	Verified
Authored	Composed	Prepared	Recommended	
Clarified	Conceptualized	Programmed	Reorganized	<u>RESEARCH</u>
Collaborated	Condensed	Projected	Replaced	Analyzed
Communicated	Created	Qualified	Reviewed	Clarified
Composed	Customized	Reconciled	Scheduled	Collected
Condensed	Designed	Reduced	Secured	Compared
Conferred	Developed	Researched	Selected	Conducted
Consulted	Directed	Retrieved	Streamlined	Evaluated
Convinced	Displayed		Strengthened	Explored
Corresponded	Drew	<u>LEADERSHIP</u>	Supervised	Formulated
Defined	Established	Administered		Inspected
Developed	Fashioned	Analyzed	<u>ORGANIZATIONAL</u>	Interviewed
Directed	Formulated	Appointed	Approved	Measured
Discussed	Founded	Approved	Arranged	Researched
Drafted	Illustrated	Assigned	Catalogued	Reviewed
Edited	Initiated	Authorized	Categorized	Solved
Enlisted	Instituted	Chaired	Charted	Tested
Explained	Integrated	Consolidated	Classified	
Expressed	Introduced	Contracted	Coded	<u>TEACHING</u>
Formulated	Invented	Controlled	Collected	Adapted
Influenced	Modeled	Converted	Compiled	Advised
Interacted	Modified	Coordinated	Corrected	Clarified
Interpreted	Performed	Decided	Corresponded	Coached
Marketed	Photographed	Delegated	Distributed	Communicated
Mediated	Planned	Developed	Executed	Conducted
Moderated	Revised	Directed	Filed	Coordinated
Negotiated	Revitalized	Eliminated	Generated	Critiqued
Observed	Shaped	Emphasized	Incorporated	Developed
Outlined	Solved	Enforced	Inspected	Enabled
Participated		Enhanced	Logged	Encouraged
Persuaded	<u>DATA/FINANCIAL</u>	Established	Maintained	Evaluated
Presented	Administered	Executed	Monitored	Explained
Promoted	Adjusted	Generated	Obtained	Facilitated
Proposed	Allocated	Handled	Operated	Focused
Publicized	Analyzed	Hired	Ordered	Guided
Recruited	Appraised	Hosted	Organized	Individualized
Reinforced	Assessed	Improved	Prepared	Informed
Reported	Audited	Increased	Processed	Instilled
Resolved	Balanced	Initiated	Provided	Instructed
Responded	Budgeted	Inspected	Purchased	Motivated
Solicited	Calculated	Led	Recorded	Persuaded
Specified	Computed	Managed	Registered	Simulated
Spoke	Corrected	Motivated	Reserved	Stimulated
Suggested	Developed	Organized	Responded	Taught
Summarized	Estimated	Overhauled	Reviewed	Tested
Translated	Forecasted	Oversaw	Routed	Trained
Wrote	Managed	Planned	Scheduled	Tutored

# Writing a Professional Summary

A good Professional Summary should be brief and specific. Studies show that thick blocks of text do not get read by busy hiring managers or recruiters so keep it short! It should only contain the top attributes that you possess and they should be demonstrated clearly – avoid vague or unsupported language like “detail oriented”, “dedicated”, “high energy”, “strong work ethic”, etc.

Your Professional Summary should have up to three parts to it:

1. **Title.** Begin by giving yourself a descriptive title that tells a potential employer who you are at a glance. Often this information will be connected to your major and/or your status: “Graduating Marketing professional...”; “Civil Engineering student....”
2. **Differentiate.** What sets you apart from other students? Do you have internship experience? Academic achievement? Research work? Volunteer hours? Lead with your most marketable trait, but stay away from ‘soft’ claims like “detail oriented” or “good communication skills”, etc. unless you can *demonstrate* those skills through solid experience (eg, “...excellent communication skills honed through 4 years of customer service experience and recognized through Employee of the Year Award.”)
3. **List pertinent skills/experience.** If you have skills that are directly related to the position you are applying for, a bulleted list is a great way to end a Professional Summary.

## Example 1

Graduating Marketing professional with internship experience at PepsiCo and 5 years of customer service work. Significant academic achievement including a 3.41 GPA, and Texas Scholars merit scholarship recipient. Skills and experience includes:

- Conducting needs assessments
- Market research
- Creation of messaging, campaigns and asset maps
- 360 degree strategy development

## Example 2

Chemical Engineering student at Texas A&M University – Kingsville has ample experience tackling real problems in the lab. Leadership experience and communication skills honed through experience including increasing membership by 20% as President of the American Institute of Chemical Engineers (AIChE) and raising over \$1,200 in one semester.

## Parts of a Résumé

## NAME

email@address.com  
(361) 777 – 7777

School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

### OBJECTIVE / PROFESSIONAL SUMMARY

An objective should be as short as possible – the longer it is the more frequently it will be skipped by an employer. A Professional Summary is preferred over an objective statement – it should be a brief, 2-3 sentence overview of your most marketable experience and accomplishments. Your summary should be customized for each position that you apply for.

### EDUCATION

As with anything in your résumé, your education should be listed in reverse chronological order starting with the degree you are currently pursuing. List an expected graduation date of month and year; list a GPA if it is above 3.0 – if it is below consider omitting it but be prepared to address your GPA when you are asked about it! A

**Relevant Coursework** section may be added to list major-specific courses you have taken or are taking if you lack experience in your major (e.g., an internship) or if there is a particular skill set that an employer is looking for. **High School** can be omitted before graduation – when you should remove it depends upon the value it adds and what sort of experience you have on your résumé – if in doubt, speak to a Career Advisor!

**Associate's Degrees** can typically be omitted unless your degree is in a field that is different from but complementary to your Bachelor's degree. For example, an Associate's in Chinese Studies may add value to an Bachelor's in International Business.

### EXPERIENCE

Your work experience should be in reverse chronological order beginning with your current or most recent position. Lead with company names if the companies you have worked for are recognizable or with your job titles if they are more significant than the companies; add locations (City, State) and dates you were employed there – addresses, phone numbers, supervisor names, etc. should be omitted. The bullets that describe your work or your accomplishments should all start with action verbs to make your résumé more dynamic. Ideally you should concentrate on developing accomplishment statements that include quantitative measures of how well you performed (e.g., Increased sales by 30% as a result of...; Decreased costs by 10% by...; Saved the company \$300,000 through...). For jobs that seem unrelated to your career goals you should focus on duties that required communication, leadership, responsibility, or teamwork.

For most students your résumé should be limited to one page – however, for students who have had previous professional level employment or have been particularly active in internships and activities two pages is acceptable. Be sure that you can fill most of the second page!

### COMPUTER SKILLS

Though it may seem obvious that most people can use a computer, these skills are still in high demand by employers so it is usually wise to include a computer skills section. Start with any major-specific software that you have used in class, at work or on your own and work your way down to software like Microsoft Office and any Operating Systems you may have experience using (e.g., Windows 2000/Vista/7, Mac OSX, Linux, etc.)

### PROJECTS

Although internships are the most valuable type of experience you can have on your résumé, projects that you complete in class that are directly relatable to your career goals can go a long way to demonstrating your experience to an employer. If you choose to add a Projects section give your project a title, if you served as an official team leader give yourself that title and then include bullets that describe what you did and how well you did it in the same way that you did for your work experience.

### VOLUNTEER EXPERIENCE

Employers also value the experience you get from volunteer work, humanitarianism and civic engagement. Frequently the work you do in these areas are at least as marketable to a potential employer as paid work you have done if not more so! There are many ways to format your volunteer work from replicating the work experience section to simply providing a bulleted list of your activities. Talk to a career advisor if you are unsure!

### HONORS & ACTIVITIES

After your internship experience one of the most sought after qualities in a student hire is engagement on campus and leadership experience. Early in your academic career you should look to fill this section with student organizations and clubs that you belong to, awards or distinctions like the Dean's List, and merit scholarships. As you progress you should look for opportunities to accept leadership roles within those organizations. An employer will like to see that you have practical experience as a leader and evidence of your ability to work well with others demonstrated through campus activities.

# SAMPLE STUDENT

Sample.Student@gmail.com  
(210) 777 – 7777

School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

## PROFESSIONAL SUMMARY

Marketing student with retail marketing internship experience and customer service focused work experience. Active on campus with leadership experience as President of the Javelina Press Club and Fundraising Chair of Delta Delta Delta sorority. Experience includes:

- Developing national marketing plans
- Conducting market research

## EDUCATION

Texas A&M University – Kingsville  
**Bachelor of Business Administration – Marketing**  
Minor: Chinese

Expected Graduation: May 2017  
**GPA: 3.2**

Henrietta Memorial King High School  
*Valedictorian*

May 2013  
**GPA: 4.0**

## EXPERIENCE

Cerebrum Foods, Inc.  
**Intern**

Corpus Christi, TX  
Summer 2015

- Assisted in the development and execution of a national marketing plan and plans to increase brand penetration
- Conducted market research to support changes to company pricing strategies and advertising projects
- Presented results to senior marketing management

McDonald's  
**Line Cook**

Corpus Christi, TX  
2012 - 2014

- Led a team that surpassed serving time goals for two consecutive years
- Prepared customer orders according to custom requests
- Handled cash and credit card transactions

## COMPUTER SKILLS

- Adobe Creative Suite 6
- Microsoft Office
- OPERATING SYSTEMS: Microsoft Windows, Mac OS X

## HONORS & ACTIVITIES

- **President**, Javelina Press Club
- **Fundraising Chair**, Delta Delta Delta
- Dean's List, Texas A&M University-Kingsville, Fall 2009-Fall 2010
- President's List, Texas A&M University-Kingsville, Fall 2009- Fall 2010

# SAMPLE STUDENT

Sample.Student@gmail.com  
(361) 777 – 7777

School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

## OBJECTIVE

To obtain a full-time position in chemical plant operations.

## EDUCATION

Texas A&M University – Kingsville  
**Bachelor of Science – Chemical Engineering**

Expected Graduation: May 2017  
**GPA: 3.5**

## EXPERIENCE

X-Chem

Detroit, MI

### Co-op

May - December 2015

- Managed three projects designed to improve daily plant operations
- Prepared hazardous waste and toxic release inventory reports
- Researched ozone depleting substances safety procedures and made recommendations to management based on findings

HAX, Inc.

Dallas, TX

### Intern

Summer 2014

- Improved performance of liquid level measurement devices by identifying flaws in their operation
- Increased efficiency between plant databases by eliminating redundancies
- Implemented electronic logbook for plant communications

## VOLUNTEER WORK

- **Mentor**, Boys and Girls Club
- Kingsville Cleanup Day
- Susan G. Komen Race for the Cure

## COMPUTER SKILLS

- HYSIS
- MATLAB
- MathCAD
- Visual Basic .Net
- Microsoft Office

## HONORS & ACTIVITIES

- **President**, Society of Petroleum Engineers
- **Project Leader**, Javelina Students for Sustainability
- Unity



# SAMPLE STUDENT

[studentname@gmail.com](mailto:studentname@gmail.com)

(956) 777 – 7777

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School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

## OBJECTIVE

To obtain an electrical engineering internship with XYZ Company.

## EDUCATION

Texas A&M University-Kingsville  
**Master of Science, Electrical Engineering**

Expected Graduation: May 2017  
**GPA: 4.0**

Missouri University of Science & Technology  
**Bachelor of Science, Electrical Engineering**

May 2015  
**GPA: 3.2**

## EXPERIENCE

Texas A&M University-Kingsville  
**Teaching Assistant**

Kingsville, TX  
January 2014 - Present

- Teach undergraduates to translate between circuit and transistor layouts
- Instruct students on appropriate design strategies
- Address questions regarding theory discussed during lectures

## PROJECTS

Senior Design Project - “Piezoelectric Sensor for Taxiway Air Traffic Control System”

- Designed circuit layout drawings using Eagle CAD that reduced the number of input sensors for control system
- Created an AsmIDE program that identified the location of the output signal from several input signals

“Antenna Simulation Project”

- Designed and verified the results collected from a barbell-shaped planar antenna
- Analyzed the frequency response and far field radiation patterns

## COMPUTER SKILLS

**Programming:** C, C++, AsmIDE, HTML

**Engineering:** LTspice, PSpice, Matlab, Labview, Simulink, AutoCAD, SolidWorks

**Microsoft Office:** Word, Access, PowerPoint, Excel, One Note, Outlook, Visio

## VOLUNTEER EXPERIENCE

- **Team Organizer,** Relay for Life
- **Community Service Volunteer,** The Bigger Event

# SAMPLE STUDENT

77 Hoggie Lane  
Kingsville, TX 78363

Sample.Student@gmail.com  
(361) 777 – 7777

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## PROFESSIONAL SUMMARY

Range Management graduate student with internship experience at the United States Department of Agriculture and the Texas Department of Agriculture is seeking an internship in the field of range conservationism. Active in Future Farmers of America and the Holt Cat Symposium on Ranch Management committee. Skills and experience include:

- Plant quality control
- National farming assistance programming
- Data collection for crop inspection

## EDUCATION

Texas A&M University-Kingsville (TAMUK)  
**Masters of Science – Range Management**

Expected Graduation: May 2016  
**GPA: 3.75**

Texas A&M University – Kingsville  
**Bachelor of Science – Animal Science**  
Minor: Plant and Soil Sciences

May 2014  
**GPA: 3.2**

## EXPERIENCE

United States Department of Agriculture  
**Intern**

Austin, TX  
Summer 2013

- Assisted farmers with applications for the Noninsured Crop Disaster Assistance Program
- Traveled to farms where there was a reported need for assistance and documented damage to crops
- Entered applications for assistance into the national database

Texas Department of Agriculture Plant Quality Program  
**Intern**

Corpus Christi, TX  
Summer 2012

- Inspected corn crops in the Corpus Christi area
- Investigated irrigation methods utilized by local farmers
- Collected data about corn crops and harvest levels

## COMPUTER SKILLS

- Microsoft Office
- OPERATING SYSTEMS: Microsoft Windows 8/7/Vista/XP, Mac OS X

## HONORS & ACTIVITIES

- **Vice President**, Future Farmers of America TAMUK Chapter
- **Planning Committee**, Holt Cat Symposium on Excellence in Ranch Management
- TAMUK King Ranch Institute for Ranch Management Fellowship

# SAMPLE STUDENT

Sample.Student@gmail.com  
(363) 777 – 7777

77 Hoggie Lane  
Kingsville, TX 78363

77 Auntie Em Ct.  
Home, TX 78787

March 17, 2014

## PARTS OF A COVER LETTER

Ms. Terry Guest  
Director  
Valero  
P.O. Box 696000  
San Antonio, TX 78269

Dear Ms. Guest:

**First Paragraph:** Your very first sentence should explain why you are writing including a job title and where you saw the position. The rest of the first paragraph should create a personal connection between you and the organization. Have you talked to employees? Tell them what great things the people you have talked to say and why you want to be a part of the organization! Check the Career section of their website and see what they say about themselves; check the “About Us” section of their website; check recent news articles – find something that clicks with you about this organization and speak to that.

**2nd paragraph:** The second paragraph should sell your skills and experience. As much as possible you should tie these attributes to the employer’s needs as stated in the job description, in an information session or uncovered through networking. Focus on what you can do for the employer, not what the employer can do for you.

**3rd paragraph:** Closing. Indicate that you would like the opportunity to interview for a position or to talk with the employer to learn more about their opportunities or hiring plans. State what you will do to follow up, such as telephone the employer on a specific date and then make sure you do! Thank the employer for her/his consideration.

Sincerely,

*(Your handwritten signature on hard copy – if sending via email simply copy from “Dear Ms. Guest” down to your name and omit all else.)*

Your name typed

# SAMPLE STUDENT

Sample.Student@gmail.com  
(363) 777 – 7777

School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

March 17, 2014

Ms. Terry Guest  
Director  
Valero Energy  
P.O. Box 696000  
San Antonio, TX 78269

## SAMPLE COVER LETTER

### Internship Position

Dear Ms. Guest:

I am writing to you in regard to the Accounting Internship currently posted on the Texas A&M University-Kingsville Career Services site. I am very excited about the prospect of bringing my skills and professionalism to work with an energy company like Valero which has made a clear investment in not only effective, traditional energy sources but also new and innovative alternative sources. Valero is on the leading edge of the energy industry and I am excited about the prospect of contributing to your organization.

I am a Sophomore at Texas A&M University – Kingsville currently pursuing a Bachelor of Science degree in Accounting and have earned a 3.4 GPA. I have been working part-time during my studies with a retail store where I have communicated with and served our customers with both speed and friendliness. I am also experienced with working in teams both at work and at school where I have frequently led project groups.

I look forward to the opportunity to speak with you in person about this opportunity and how I can contribute to the continued success of your company. I will follow up with you by phone on Tuesday, April 6. Thank you for your time and consideration.

Sincerely,

*(Your handwritten signature on hard copy – if sending via email simply copy from “Dear Ms. Guest” down to your name and omit all else.)*

Your name typed

# SAMPLE STUDENT

Sample.Student@gmail.com  
(363) 777 – 7777

School Address  
77 Hoggie Lane  
Kingsville, TX 78363

Home Address  
77 Auntie Em Ct.  
Home, TX 78787

March 17, 2014

Ms. Terry Guest  
Director  
Valero Energy  
P.O. Box 696000  
San Antonio, TX 78269

## SAMPLE COVER LETTER

### Full-Time Position

Dear Ms. Guest:

I am writing to you in regard to the Staff Accountant position currently posted on the Texas A&M University-Kingsville Career Services site. I am very excited about the prospect of bringing my skills and professionalism to work with a company like Valero which has made a real investment in not only effective, traditional energy sources but also in new and innovative alternative sources. Valero is on the leading edge of the energy industry and I am excited about the prospect of contributing to your organization.

According to your job description this position requires skills in accounting functions including general ledger reconciliations, analysis and reporting; ensuring the completeness, accuracy and timeliness of the general ledger and internal monthly and quarterly statements and various reconciliations. In my experience as a junior accountant, accounting intern and billing coordinator I handled monthly journal entries, analyzed expenses, reviewed and corrected accounting entries and generated reports. Accounting corrections I made as an intern revealed nearly \$50,000 in unpaid bills and mislaid funds. My enclosed résumé provides more details on my qualifications.

I look forward to the opportunity to speak with you in person about this opportunity and how I can contribute to the continued success of your company. Thank you for your time and consideration.

Sincerely,

SAMPLE STUDENT