



RESUME & JOB SEARCH CORRESPONDENCE PACKET

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[Resume](#) 02-08

A 1-page highlight of your education, experiences, and skills. Use to apply to any open job or internship, and bring hard copies to job fairs to hand to employers.

- Create now and add experiences as you gain them—you will need an updated resume at every stage of your career.

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- [Action Verbs for Bullets](#) 06
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[Cover Letter](#) 09-10

A 3-4 paragraph letter written in direct response to a job or internship opening. Use this letter to express your interest in the role, explain to the employer what you have to offer, and convince him or her to hire you.

- Create now based on your desired position, then tailor it to the job or internship you apply to. Note: Do not bring to job fairs.

[Thank You Letter](#) 11

Send to employers after a job interview, or to any professional who took the time to speak with you during a networking event, Career Circle, informational interview, or job fair.

- Create immediately after the interview, event, or conversation. Send within 24 to 48 hours.

[Follow-Up](#) 11

If you applied to a job or completed an interview and have not heard back from the employer within an appropriate time frame, you can follow up.

- Follow up 1 week after applying to a job and 3-4 weeks after completing a job interview if you have not heard back.

[Request to Stall or Delay](#) 12

What to say to postpone action with an employer due to various factors, such as personal factors, another pending job offer, the need for more information, etc.

- Send as soon as you realize you need more time. The sooner, the better.

[Declining an Offer](#) 12

What to say if an employer initiated the process to interview you, but you are longer interested in the job and want to pull yourself out of the running, or if you decide to decline an official job offer for any reason.

- Send as soon as you have made the decision to decline. The sooner, the better.

[Job Acceptance Letter](#) 12

The final step of your job search! How to craft a written agreement to accept an employer's official job offer.

- Send only after you have received the official offer of employment—in writing—and as soon as you decide to accept that offer.



RESUME: PURPOSE & TIPS

A resume is a 1-page highlight of your education, experiences, and skills to grab the employer's attention and get you the interview. With that said:

Put your best — most relevant — material first

The purpose of your resume is to convince employers that you are a good fit for their job or internship opening and can contribute to their company. As you write your resume, ask yourself, "What will the employer care to know?" Employers care most about what you can offer *them*. **Lead with your best stuff. The top third of your resume should include material most relevant to the job or industry you're looking to enter.** For college students, this often means starting with an EDUCATION section that lists your college and degree, followed by an EXPERIENCES heading that includes related internships, jobs, or class projects that show you've already gained exposure to, or had success in executing, the position's requirements. Beyond that, add in leadership roles, activities, or part-time jobs that will give the employer confidence in your ability to contribute positively to their team or company, as an intern or beyond. (See the box, right)

Stick to 1 page

Employers scan each resume in just 6 seconds. It should be a snapshot of your best stuff, not your entire life's bio! Editing to one page allows your most impressive work to pop and conveys to the employer that you understand what material is most significant to them and the job. Can't make it work? See page 7, [How to Format & Get to 1 Page](#).

Create multiple versions, tailoring each to the job

If you are applying to many different job titles at once, create different modified versions of your resume. For instance, if you are applying to a part-time restaurant job, you would put your Waiter position first because that's what restaurant managers will care most about. But if the very next day you applied to an Information Technology Internship, you'd create a new resume placing your on-campus IT Help Desk role first and bumping down the Waiter position.

Keep a long-form resume document (titled "Resume-Everything") to collect ALL of your experiences or accomplishments. Then, create targeted 1 page resumes by pulling out only the most pertinent items—a selection that will change based on the job you're applying to!

WHAT DO EMPLOYERS WANT TO SEE?

How are you supposed to know what an employer wants to see on your resume? The answer is actually quite easy to find: **The job or internship posting lists the exact qualifications the employer is seeking.** Work those industry keywords and phrases into your resume and cover letter.

Also, recruiters in a 2015 survey said they are most influenced by these attributes on college students' resumes (in order):

1. **Experience.** 60% of recruiters expect an internship; 40% expect any work experience (for seniors, recent grads)
2. **You held a leadership position.** Employers are drawn to candidates who have taken the lead over people, events, or club operations, whether as an RA; club President, etc.; or more broadly, as a team leader who organized volunteer events, class projects, service trips, etc.
3. **Your major.** Some employers require certain majors for internships and jobs.
4. **High GPA (3.0+).**
5. **Involvement in extracurricular activities** (sports, clubs, government associations), which help show you've honed "soft skills" (communication, teamwork, time-management) through well-rounded involvement outside of the classroom.

Source: 2015 Job Outlook, National Association of Colleges & Employers (NACE)

• BEFORE YOU START.

- ✓ You will need to **submit both a Resume and Cover Letter** to apply to most jobs and internships. See our Cover Letter handout for guidance and to understand the difference between both documents.
- ✓ **Create or revise an existing LinkedIn profile**, and include a professional "headshot" photo. Make sure nothing conflicts with the information on your resume
- ✓ **Record a professional voicemail**, such as: "You have reached [Name], I'm sorry I cannot take your call right now. Please leave a message, and I will get back to you as soon as possible."
- ✓ **Delete all negative posts or pics from social media** (Twitter, FB), such as mentions of drinking or complaints about work or a boss, etc. Over 75% of employers will Google you, knowing if they hire you, **everything you post or have ever posted on social media will also represent their company!**
- ✓ **Inform your 3 references** that you are job searching and confirm that you can give out their contact information (if the hiring manager asks, usually after the interview stage).



HOW TO CREATE YOUR RESUME

#1. Start by opening a blank Microsoft Word page

- Use a professional and legible font (Times New Roman, Trebuchet MS, Calibri, Garamond) at 10-12 point. If your font is too small and recruiters struggle to read it, they simply won't bother.
- Under Page Layout, select Margins > Normal (1"), or if you need more room: Narrow (.5").
- Keep it simple! You only need to know how to use the Tab key, create bullets, and make easy font changes (bold, italic, all caps). That's it! For more formatting tips, see page 7 [How to Format & Get to 1 Page](#).

Stick closely to the format we suggest in this handout. Resumes follow a common layout for a reason—so employers can easily locate the information they need. Don't make it hard on them!

YOUR NAME

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567
linkedin.com/fullname

EDUCATION

La Salle University, Philadelphia, PA
Bachelor of Arts
Major: **Communication**; Concentration: **Public Relations**

- GPA: **3.74** (Major); 3.65 (Overall)
- Awards: Dean's List: Fall 20XX

EXPERIENCE

Media Company, Inc., Philadelphia, PA
Public Relations Intern

- Assisted in event preparation, registration and 'day-of' logistics for four signature events
- Increased Twitter followers by 40% in 1 year

Other unique headings. While the headings in item #3 are recommended, you may add or substitute one or two headings depending on your major or the unique experiences you've had at La Salle. Some options are:

- **VOLUNTEER EXPERIENCE** - if you're dedicated to volunteering/service and want to make this section stand out
- **HONORS & AWARDS** - if you have a long list of awards to highlight; otherwise, put awards in bullets under EDUCATION
- **MEMBERSHIP** - if you belong to professional organizations
- **ATHLETICS** - if you are a Division I athlete or team captain, or you can include under the LEADERSHIP & ACTIVITIES section
- **RESEARCH EXPERIENCE** – only if relevant to your field
- English/Com majors might have a **PUBLICATIONS** heading
- Education majors: **FIELD PLACEMENT** and **PRACTICUM** headings
- Nursing majors: **CLINICAL ROTATIONS** and **CERTIFICATIONS** sections
- Science majors: an optional **LABORATORY EXPERIENCE** heading
- Computer science/IT majors: a detailed **TECHNICAL SKILLS** section

DO NOT ...

- ... use a Word template or tables, as they may not be compatible with employers' online application systems.
- ... use pronouns (I, me) on your resume, but *do* use them in your cover letter.
- ... include high school on your resume after your sophomore year of college.
- ... list interests or hobbies.
- ... include a photo.
- ... write "References Available Upon Request" or include them. Employers will ask for your references at the appropriate time (not until after the interview stage).

#2. Add your name & contact info

Write your name at the top of the page in all caps, bold and/or bigger font (14+ point) to stand out. Align left, right, or centered.

- Include your address, using the one closest to the job you're applying to (if a summer job at home, use your parents' address).
- Include the best e-mail and phone number to reach you. Use your La Salle email or create a simple mikejones@gmail.com. Be professional; no beerpongchamp@aol.com.
- Include LinkedIn only if it is updated and represents you positively.

#3. Create 4-5 headings to group items

To neatly organize your resume, you will group your education, experiences, and activities into **4-5 section headings**, explained in detail below. To make them stand out, use bold and all caps.

Popular headings we highly recommend are:

- **EDUCATION**
- **EXPERIENCE**
- **LEADERSHIP & ACTIVITIES**
- **SKILLS**

MOST RELEVANT TO LEAST



*Arrange headings so that the material **most directly relevant** to your desired job appears first, at the top. THEN, within each heading, list items in reverse chronological order (present to past).*



BREAKDOWN OF RESUME HEADINGS

EDUCATION

The EDUCATION heading typically comes first for students and recent graduates since it is your degree that has prepared you the most, up to this point, for the internship or entry-level job. **Use this example** to set up your education section. List your degrees in reverse chronological order, starting with the most recent (Master, Bachelor, and then Associate).

La Salle University, Philadelphia, PA
Bachelor of Arts
Major: **Computer Science**; Minor: Business Administration

- GPA: **3.70** (Major) 3.58 (Overall)
- Dean's List: Fall 20XX-Present
- Alpha Epsilon Honor Society (20XX-Present)

Relevant Coursework:

Data Communications Networks	Computer Architecture
Data Structures and Algorithms	Operating Systems
LAN Administration	Digital Electronics

- **Know the name of your degree.** Are you getting a Bachelor of Science or Bachelor of Arts? For instance, business students receive a Bachelor of Science in Business Administration, Major: Marketing [Accounting, Finance, etc.].
- **Date:** Your future graduation date should be along the right margin and worded as 'Expected May 20XX'.
- **GPA:** include only if above a 3.0. You may also list the GPA of your major if it is higher than your overall GPA.
- **Awards/Honors:** here you can include Dean's List, honors societies, or you can create a new heading.
- **Coursework** (include course names, not numbers) is optional and only recommended if you do not have relevant internship or work experience.

EXPERIENCE

This heading may also be called: RELEVANT EXPERIENCE – or replace the word “relevant” with your industry (ex: MARKETING EXPERIENCE, HEALTHCARE EXPERIENCE) – INTERNSHIPS, PROFESSIONAL EXPERIENCE, WORK EXPERIENCE

Include all internships (paid or unpaid), jobs (part-time, student worker positions, etc.) AND experiences you have gained that are relevant to your major or the industry you're applying to. **Relevant experience includes MUCH more than just paid work, such as:**

- ✓ **Internships** paid or unpaid
- ✓ **Research projects** (ex: a semester-long research project, business proposal, Bankers' Day) – optional; include only if it allows you to display skills you've gained relevant to your industry

- ✓ **Volunteer positions** related to the industry; ex: you volunteered as a Tutor and are applying to teaching positions; you organized a fundraising event and want to go into non-profit fundraising

- ✓ **Leadership roles and on-campus activities** can go here if you executed responsibilities related to your field (i.e. you are a Finance major and managed your club's budget as Treasurer)

If unrelated to your field, place these in LEADERSHIP & ACTIVITIES (see below)

Follow this format for every experience you list:

Company Name, Philadelphia, PA

Position Title

January 20XX – Present

- **Add 3-5 bullets stating what you accomplished in the role**, focusing on results. Think about the outcomes of your efforts, such as: “Planned fundraiser event that drew 500 people and raised \$1,500 for cancer research” and skip the part where you “Cleaned up after the event.” Don't list basic job tasks.
- **Start each bullet with a strong verb** (see page 6 [Action Verbs for Bullets](#)). Avoid the dull “Responsible for” and lead with the powerful verb. Ex: Responsible for executing a marketing plan → Executed a marketing plan.
- **Use numbers** to bring your bullets to life. Saying you “Sold products” isn't impressive, but adding that you “increased sales 30%” is. Ask yourself *how much, how many, how often* and sprinkle in numbers where it makes sense. It adds little to say you presented to an audience of 5, but if the audience was 200 people, add that in!

**TOP 10 WORDS
EMPLOYERS WANT
TO SEE ON YOUR
RESUME:**

1. Achieved
2. Improved
3. Trained/mentored
4. Managed
5. Created
6. Resolved
7. Volunteered
8. Influenced
9. Increased/decreased
10. Ideas

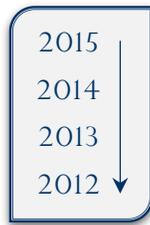
Source: CareerBuilder Survey, 2014



• THE ORDER.

Within each section, list your positions in **reverse chronological order**, starting with your current or most recent position, working backward.

Ideally, your most **recent** experience will also be the most **relevant** to your major or industry. But what if it's not?



What if your current job is unrelated to your field? As we discussed earlier, it is imperative to put relevant experiences to your major/industry first so they are the first thing employers see. But sometimes, arranging items in reverse chronological order puts a part-time job first and bumps down an important internship. See our problem and solution to the right.

PROBLEM SCENARIO:

You work part time as a Cashier, but you had a Publishing Internship last summer. Reverse chronological order places the Cashier job first, but you know editors will care more about your publishing experience. You're stuck!

THE SOLUTION:

Split your experiences into two headings. Then within each heading, arrange the items in reverse chronological order:

RELEVANT EXPERIENCE for experiences, activities, or projects directly related to the industry you're looking to enter. You might replace the word "Relevant" with the field or industry (ex: HEALTHCARE EXPERIENCE, NONPROFIT EXPERIENCE)

WORK EXPERIENCE section for all other paid jobs

LEADERSHIP & ACTIVITIES

This heading can also be called: EXTRACURRICULAR ACTIVITIES, VOLUNTEER EXPERIENCE, ACTIVITIES

Include leadership roles, activities, volunteer events, and club membership. You are allowed some flexibility in the way you decide to structure this section. Here is our suggested layout (the position title in italics, organization name, dates to the right, which can be written as semesters, and no spaces in between roles). This section can look different from the sections above, as long as you:

- **Stay consistent** within each *section* and list items in reverse chronological order.
- **Use bullets ONLY** under titles, positions, or organizations that are relevant to your industry or noteworthy. You do not need bullets to explain that you simply attended meetings.

<i>Secretary of Public Relations</i> , Student Nurses' Association of Pennsylvania	Fall 20XX – Present
<ul style="list-style-type: none"> • Promote involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members • Planned Heart Health week, a university-wide fitness competition that drew 120 participants and motivated them to eat healthy, drink water, and walk daily 	
<i>Member</i> , La Salle Rugby Club	Fall 20XX – Spring 20XX
<i>Fundraiser/Volunteer</i> , Philadelphia Race for the Cure	Spring 20XX
<ul style="list-style-type: none"> • Raised \$500 in sponsorship from local businesses and participated in annual race that supports lung cancer research 	

SKILLS

Only add skills that *an employer in your industry would care about* and that you are very confident with or fluent in. Include a social media section only if it's relevant to your industry (Com, Marketing, DArt) *AND* you are proud of your personal social media accounts.

- Ask yourself: "If I had to use this application my first day on the job, could I use it comfortably?" Or "If I am asked in the interview to speak in that language, could I do so without hesitation?"

Computer: Microsoft Office (Word, Excel, PowerPoint, Publisher), Google Analytics, Google AdWords, Adobe Photoshop, Adobe Premier, Adobe InDesign, Constant Contact, Mail Chimp

Social media: LinkedIn, Twitter, Facebook, Instagram, Pinterest, Tumblr

Language: Bilingual in English and Spanish; Intermediate French (reading, speaking, writing)

SAVE
&
SEND

Save as a PDF titled: Last Name, First Name, Company Name-Resume (File > Save As > next to "Save as type" scroll down to PDF) so that your resume looks consistent whether opened on a PC or Mac. Don't leave it titled Generic Resume.

If the job posting links to an online application, follow the directions exactly. If it says to email your application materials, copy and paste your Cover Letter – starting with Dear [Hiring Manager's name] – into the body of the email and attach your resume (as a PDF). Title the email Subject: Application for [Job Title].



ACTION VERBS FOR BULLETS

Accomplished	Corrected	Expedited	Cared for	Diagnosed
Achieved***	Created***	Handled	Coached	Dissected
Attained	Designed	Influenced***	Comforted	Eliminated
Completed	Developed	Intervened	Conducted	Evaluated
Developed	Devised	Mediated	Consulted	Examined
Executed	Discovered	Managed***	Coordinated	Identified
Finished	Drafted	Motivated	Cultivated	Inspected
Gained	Eliminated	Negotiated***	Demonstrated	Integrated
Generated***	Encouraged	Operated	Educated	Interpreted
Implemented	Expanded	Oversaw	Enabled	Interviewed
Improved***	Facilitated	Persuaded	Encouraged	Investigated
Increased/Decreased***	Formulated	Ran	Enlightened	Mapped
Installed	Generated	Reconciled	Established	Monitored
Launched***	Improved	Recommended	Exercised	Observed
Maximized	Influenced	Recruited	Explained	Perceived
Performed	Initiated	Resolved***	Fostered	Ranked
Prevented	Innovated	Solved	Guided	Reasoned
Produced	Instituted	Supervised	Implemented	Researched
Programmed	Introduced	Trained	Influenced	Reviewed
Reached	Invented		Informed	Screened
Realized	Launched***	Organizational skills	Inspired	Scanned
Resolved***	Modified	Administered	Instructed	Solved
Secured	Originated	Arranged	Interpreted	Studied
Settled	Perceived	Assembled	Intervened	Summarized
Simplified	Performed	Balanced	Lectured	Surveyed
Solved	Pitched (ideas)	Cataloged	Listened	Verified
Streamlined	Proofread	Classified	Maintained	
Won***	Publicized	Collected	Mentored***	Sales skills
	Published	Complied	Motivated	Canvassed
Communication skills	Revamped	Composed	Nurtured	Convinced
Addressed	Revised	Coordinated	Observed	Closed (sales)
Advertised	Shaped	Correlated	Perceived	Built
Answered	Solved	Detailed	Promoted	Fundraised
Briefed		Developed	Read	Generated
Clarified	Customer service skills	Directed	Reinforced	Increased***
Corresponded	Accommodated	Facilitated	Restored	Pitched
Conveyed	Aided	Gathered	Saved	Persuaded
Debated	Assisted	Identified	Shared	Produced
Edited	Attended to	Modified	Spoke	Prospected
Explained	Catered	Obtained	Substituted	Raised (funds, money)
Expressed	Delivered	Orchestrated	Stimulated	Secured
Facilitated	Eased	Ordered	Taught	Sold
Interpreted	Ensured	Oversaw	Trained***	Solicited
Interviewed	Facilitated	Planned	Validated	Won***
Lectured	Fostered	Prepared	Volunteered***	
Listened	Furnished	Prioritized		Teamwork skills
Narrated	Helped	Processed	Problem-solving skills	Advised
Pitched	Listened	Programmed	Adapted	Bolstered
Prepared	Maintained	Ranked	Adjusted	Collaborated
Presented	Provided	Recorded	Analyzed	Contributed
Promoted	Serviced	Revamped	Assessed	Consulted
Recorded	Waited	Revised	Briefed	Combined
Responded		Scheduled	Clarified	Cooperated
Spoke	Leadership skills	Streamlined	Classified	Enlisted
Wrote	Administered	Structured	Compared	Facilitated
	Advised	Tabulated	Computed	Fostered
Created/Developed	Advocated	Updated	Corrected	Joined
Acted	Arbitrated		Correlated	Liaised
Adapted	Bargained	People skills	Critiqued	Mediated
Authored	Bolstered	Addressed	Debated	Participated
Blogged	Carried Out	Advised	Defined	Partnered
Brainstormed	Coordinated	Advocated	Delineated	Supported
Composed	Directed	Assessed	Detected	Sustained
Conceived	Encouraged	Assisted	Determined	Worked together

***These verbs made the top 15 list of words that hiring managers want to see on your resume—additional words include revenue/profits, under budget, and ideas. Career Builder, 2014, [The Best and Worst Words to Have on Your Resume](#)



HOW TO FORMAT & GET TO 1 PAGE

MARGINS. The default is Normal (1"). For more space, under PAGE LAYOUT, select Margins > Narrow (.05").

FONT. Stick with a highly legible font (Times New Roman, Calibri) at 10-12 point. No lower than 10.

SYMBOLS. To break up text go to the INSERT tab, Symbol to the right, select one, then click Insert.

SPELL CHECK. And have at least one other person read it over before sending.

YOUR NAME

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567

EDUCATION

Tab La Salle University, Philadelphia, PA
Bachelor of Arts
Major: **Criminal Justice**; Minor: Management
GPA: **3.74** (Major); 3.45 (Overall)

Expected May 2017

Tab, then keep pressing the Spacebar until the date hits the end and is flush right.

EXPERIENCE

Tab **U.S. Criminal Investigation Department, Ft. Meade, MD**
Intern Jan. 2014 – Present

- Discussed ongoing cases with agents and read case files to better understand the crime scene environment and the offenders' actions and motives
- Shadowed agents on crime scene calls to observe the meticulous process involved in handling and storing lab samples and crime scene evidence

Sports Goods Store, Germantown, PA
Sales Representative April 2012 – Jan. 2014

- Trained new hires on product features and sales techniques
- Balanced the cash register nightly

DATES. Either spell out the month or abbreviate — just be consistent!

If you are currently in the role, write: Month 20XX – Present

You can use semesters (Fall 20XX) to give context to only being in a job for 3-4 months.

For seasonal jobs write: Summers 20XX – 20XX (Seasonal). Don't put future dates, even if you intend to work there again.

Within each heading, the **end dates should be in reverse chronological order**, from present to past.

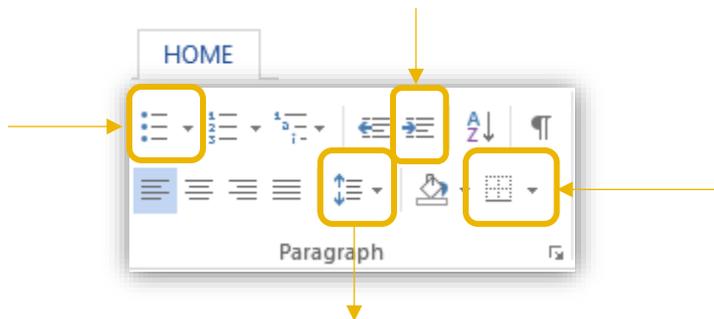
If multiple jobs end in "Present" put the most relevant one first, followed by the one you've held the longest.

INDENT. Use the Tab key or select a block of text and use this Indent button. Create clean lines by indenting only 1x across the page. Either a) indent text and bullets once, down the same imaginary line (shown here); or b) keep headings and text aligned left and indent only the bullets.

BULLETS. Use this button to insert 3-5 bullets for relevant positions. To save space, use just 1 bullet for past jobs that don't add much to your resume.

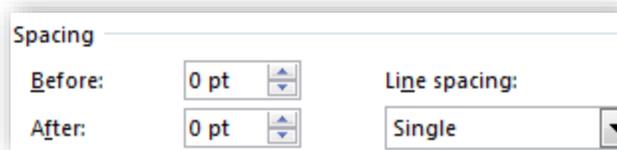
START each bullet with a **strong action verb in the correct tense**. For jobs you are currently in, use present tense – ex: **Initiate**, not Initiating – and use past tense for jobs that ended. Be careful when adding a new position to change the job you just left to past tense!

END bullets with or without periods (neither is wrong)—but pick one and stick with it!



SPACING.

Your resume should be single spaced. Highlight all of your text, right click, and select Paragraph. Or use this button and select Line Spacing Options. It should look like this:



HEADINGS. Put the heading titles in bold, all caps, and/or increase the font size.

Lines underneath. Click on this Borders button and scroll down to Horizontal Line. This will insert a line you can move and adjust. For a line that stays put, highlight the heading (ex: EDUCATION), scroll down to **Borders & Shading**. Under Width, you can make the line thicker. In the Preview box, click underneath the text and a line will appear. Select OK.

Add a space between text and line. Select the heading again with the new line. Right click, scroll to Paragraph. Under Spacing, change to: Before: 12 pt After: 6 pt

Space out the letters. Select the heading, right click, scroll to Font. Select the Advanced tab. Where it says Spacing: Normal, change to Expanded then By: 0.5 pt or higher.



SAMPLE RESUME

Erika Explorer

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567
linkedin.com/fullname

EDUCATION

La Salle University, Philadelphia, PA

Bachelor of Arts

Expected May 20XX

Major: **Communication**; Concentration: **Public Relations**

- GPA: **3.74** (Major); 3.65 (Overall)
- Awards: Founder's Scholarship, Dean's List Fall 20XX – Spring 20XX

RELEVANT EXPERIENCE

Media Company, Inc., Philadelphia, PA

Public Relations Intern

Sept. 20XX – May 20XX

- Assisted in event preparation, registration and 'day-of' logistics for four signature events, each drawing close to 2,000 attendees
- Updated company Twitter handle (5-10 tweets per week), using Google Analytics to monitor performance
- Increased Twitter followers by 40% in 1 year

La Salle University Students' Government Association, Philadelphia, PA

Vice President of Publicity

Sept. 20XX – Sept. 20XX

- Increased membership of SGA by 25% through new media and recruitment campaign
- Created and publicized first ever Student Appreciation Day for student body of 7,000

WORK EXPERIENCE

La Salle University Office of Financial Aid, Philadelphia, PA

Office Assistant

Sept. 20XX – Present

- Organize office documents; process checks into Banner Software System
- Provide a high level of confidentiality due to services offered in Financial Aid

LEADERSHIP & ACTIVITIES

Student Volunteer Association, *Membership Chair*

Fall 20XX – Present

- Promote involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members
- Increased membership by 20% in 1 year

African American Student Alliance, *President* (Spring 20XX-Present), *Member*

Fall 20XX – Present

- Preside over meetings and liaise with the La Salle community in order to promote diversity and unity among peers
- Coordinate annual MLK Day Event with an approximate attendance of 150+ patrons, which includes securing lecturers, hiring vendors, and overseeing event set-up and break-down

Christmas Wrapping for Kids, *Volunteer*

Winter 20XX & 20XX (Seasonal)

Susan G. Komen Race for the Cure, *Volunteer*

Fall & Spring 20XX

SKILLS

Computer: Microsoft Office (Word, Excel, PowerPoint, Publisher), Google Analytics, Google AdWords

Language: Bilingual in English and Spanish



COVER LETTER

A Cover Letter is a 1 page (3-4 paragraph) letter written in direct response to a job or internship opening that allows you to **grab the employer's attention, explain what you have to offer, and convince them as to why they should hire you for that particular role.** It's imperative to write your letter with a specific job in mind—either a current opening or a job title you intend to apply to in the future.

Your cover letter allows you use full sentences to elaborate on your resume, make a clear connection between the employer's needs (listed in the job description) and what you have to offer, and display enthusiasm or passion for that job, field, and/or company.

WRITING YOUR COVER LETTER

Craft a new, targeted Cover Letter for every job you apply to. Your time will be better spent creating and sending one personalized letter per day rather than blasting out 50 generic ones. How do you react to mass emails—delete them? Employers hate spam too.

- ✓ **Think like the employer.** The employer wrote or approved the job description—so use it as your guide. Keep the the job description open as you are writing your cover letter so that you can show examples of how you meet those needs. Avoid writing a generic letter without a job in mind. If you don't see an opening yet, simply Google the job title you hope to apply to in the future (i.e., Financial Analyst, Geologist, Marketing Intern), identify common requirements, and target your content to that title.
- ✓ **Identify 3 key qualities, skills, or responsibilities the employer wants in an ideal candidate.** Highlight important phrases that make you think "I can do that" or "I have done that!" Pull those words into your cover letter. Then back them up with *examples* from your internship, classes, or part-time jobs that shows you have achieved similar results, completed related duties, or displayed similar qualities (time management, teamwork).
- ✓ **Be concise**—only offer examples relevant to the job you are applying to, and **write in a professional tone**, matching your industry's vibe. For conservative fields, keep it formal. For creative fields (writing, graphic design, advertising), sell yourself in the same language you'd pitch a story or idea. Either way: be professional.

DO

- ✓ Stick to 1 page. Keep it concise.
- ✓ Use pronouns (I, me)
- ✓ Use full sentences

DO NOT ...

- ... address it "To Whom it May Concern" —do your best to find the correct contact person.
- ... start with: "My name is ..." as the employer can see your name in your sign-off.
- .. repeat your resume word-for-word. Use your cover letter to elaborate.
- ... talk about what the job can do for you. The employer is interested in what *you* can uniquely offer.
- ... write "I'm probably not the best candidate" or "Even though I don't have experience." Why talk them out of hiring you? Focus on the positive: what you *can* offer.
- ... be casual, sarcastic, or immature. Avoid "Ever since I was a kid, I dreamed of..." Keep it professional.

USE YOUR COVER LETTER TO CONNECT THE DOTS FOR THE EMPLOYER

Scenario: You are a senior applying to a Public Relations job. You identify this responsibility from the job description as one you want to highlight.

JOB DESCRIPTION:
"The ideal candidate will have **public speaking experience** and should be **comfortable** in front of **large audiences.**"

You have a similar experience on your resume, but the employer might miss the connection.

RESUME:
Activities Club, Jan. 20XX-Present
Public Relations Chair

- Presented an educational workshop to 800 college students on how to engage in responsible social behaviors.

COVER LETTER:

"I am very **comfortable** speaking in front of **large audiences**. My **public speaking experience** includes having presented an educational workshop to 800 students on the risks of binge drinking and tips on how to safely engage in social activities. Attendees rated the presentation a 4.5/5 for effectiveness.

*Use your Cover Letter to make a clear **connection for the employer** between what the job requires and what you can offer.*

Pull a few key phrases from the job description while blending in your own examples to prove that you can meet the job requirements.



COVER LETTER FORMAT

YOUR NAME

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567
LinkedIn: [linkedin.com/fullname](https://www.linkedin.com/fullname)

*Use the same header
as your resume to
create a uniform look.*

Date

Chad Brooks, MPH
Vice President of Public Health Operations
City Health Organization
123 Ben Franklin Dr.
Philadelphia, PA 19102

*If sending via email, copy from here down
and paste the content into the body of the
email; attach your resume as a PDF*

Dear Mr. Brooks,

I was very excited to learn of your opening for a Public Health Intern at City Health Organization, which I saw advertised on idealist.org. As a junior pursuing a B.S. in Public Health at La Salle University with several years of leadership, community service, and outreach experience, I am confident that I would offer a great contribution to your company.

Throughout my college experience, I have been heavily involved in community projects that allowed me to develop strong advocacy and leadership skills. As a Zipcar Brand Ambassador in Philadelphia, I had the opportunity to interact with people from various socio-economic backgrounds and to learn how to convey an organization's vision to the public. In addition, as a member of the Violence Against Women Act, I advocate on behalf of students on how to increase awareness about assault on campus. In addition, for the past 3 years as Resident Assistant, I have served as a peer mentor to 80 college students and implemented educational activities around diversity, campus safety, and academic performance. By holding this leadership position, I have learned to focus on others' needs and find ways to help students thrive in the community. My ability to connect with and relate to people should prove to be an asset to your organization.

I am particularly interested in your public health program in light of the dire need for health improvement in the United States. CHO's innovative approach to creating a team of Health Educators to conduct site visits and personally work to repair the needs of the community is one that amazes me.

I would appreciate the opportunity to share more with you about the ways I can contribute to your company. I have attached my resume, and please do not hesitate to contact me at (215) 123-4567 or name@student.lasalle.edu if you have any questions. Thank you for your time. I look forward to hearing from you.

Sincerely,

Your Name

PERSONAL TOUCH

Be sure to address your cover letter to a specific contact person. If not offered, search the internet to find the name of the hiring manager. Writing "To whom it may concern" or "Dear Hiring Manager" looks like junk mail.

1st Para. Intro

State your interest in applying to the job or internship (using the exact job title and company name) and how you found out about the job (website, personal referral). Next, describe who you are (year, major), and offer a brief "thesis statement" with the **top three reasons** you are a strong fit for this role. Be prepared to back these up with examples in the following paragraphs.

2nd Para. I can offer what you need

Elaborate on each of the three reasons you believe you are a strong fit to the job. Intertwine key phrases from the job description that you feel you can meet, and use **EXAMPLES** from your work or college history to show the employer what you are capable of. Examples can include ways in which you have achieved related results, executed similar duties, or exhibited the desired qualities (communication, team work, etc.). Use keywords or jargon common to that industry or field.

3rd Para. Why *this* company/role?

Employers, not surprisingly, are drawn to candidates who express a genuine interest in *their* company or position. Google the company and browse its website and social media to ensure that you know the services or products it offers. Ask yourself: why is this company one you're interested in applying to? What separates it from competitors—what does it do better or uniquely?

4th Para. Closing

Politely request that the employer invite you for an interview. Include the exact ways to get in touch with you (phone, email) in case your resume gets separated. Thank the employer for their time and say that you look forward to hearing from them soon.

HOW TO FIND THE RIGHT CONTACT PERSON

1. Use Handshake, La Salle's job database—it is password protected for students only, so employers list their full contact info (a major perk over public job boards like Monster.com)!
2. Use the email address as a clue for your search (Ex: jsmith@mercyhospital.com, Google "J Smith, Mercy Hospital") and you'll find Julie Smith, Nurse Recruiter. Address it to her.
3. Call the company and ask!



THANK YOU LETTER

Always send a well-written and thoughtful thank you letter immediately after a job interview or speaking with a professional who offered you their time or advice (such as after a Career Circle, Job Fair, networking event, or Informational Interview). The contact should receive your message within 24 hours if by email, to 48 hours if a handwritten card by mail. Saying “thanks” is not only polite, it shows that you appreciated the person’s time and keeps the line of communication open between you and the employer or contact.

During a job interview, you will likely meet with multiple individuals. Be sure to collect the business cards of every person you met with and send *each person* an individualized thank you letter. Do not send a group email.

A thank you letter is five to 10 sentences in which you:

- Thank the person for taking the time to interview you
- Re-iterate the top two to three reasons you are a great fit for the position. If appropriate, briefly add or clarify any additional information from the interview that could increase your chances of getting hired
- Mention a point of mutual interest, which will reinforce the connection you made and remind the person of the details of your conversation
- Express your sincere interest in the position and say that you look forward to hearing from them soon

SAMPLE

Dear Mr. Brand,

I am writing to thank you for the opportunity to interview for the Marketing Assistant position yesterday. This position seems both challenging and rewarding, and after learning more about your company, I became even more excited about the possibility of joining your team.

After meeting with you, I felt even more certain that my skills offer a great match to the requirements you are seeking. As we discussed, you need someone with strong marketing skills, and I have extensive experience as a Digital Marketing Intern at SEER Interactive where I increased SEO performance and web traffic for a national healthcare client with the outcome of maximizing brand awareness. In addition, my role of President of the Marketing Club has provided me with the opportunity to develop my leadership, teamwork, and communications skills, all of which you expressed are essential for success with 20Brand Company.

Once again, thank you for considering me for this wonderful opportunity. It was a great pleasure speaking with a fellow La Salle alum about our mutual favorite place on campus. Please do not hesitate to contact me if you have any questions or need more information. I look forward to hearing from you soon regarding your hiring decision.

Sincerely,
Your Name

FOLLOW-UP

After applying to a job, you may never receive a response from the employer, leaving you unsure where you stand. Typically, employers contact only the applicants they are interested in, with a non-response indicating that you were not a top contender. However, an extended hiring process is also normal, as the average time from job listing to interview is 38.7 days, according to a 2015 NACE survey. Meanwhile, the average time from interview to job offer is 22.9 days, making an after-interview nonresponse equally as ambiguous.

How can you find out whether you’re still in the running for the job? It is perfectly acceptable to follow up by phone or email within an appropriate time frame to inquire about the next steps in the hiring process. In your message, briefly:

- Recap the date of your application submission or interview
- Re-affirm your interest in the position
- Request the status of your application, and ask about the time frame for the next steps in the hiring process
- Thank the individual for his or her cooperation

EMAIL OR HANDWRITTEN?

Sending a thank you via email is standard, but many employers say a handwritten card can make you stand out. Use your best judgment. For conservative fields (accounting), send a card. For tech or web industries, email might better match their quick pace of communicating.

Bottom line:

You can’t go wrong with email. A handwritten card will make you stand out. Your only mistake would be sending neither.

HOW SOON AFTER?

1 week after applying to a job and 3-4 weeks after your job interview are appropriate times to follow up if you have not heard back.



REQUEST TO STALL OR DELAY

If you must postpone any action with the employer due to various factors, including another pending job offer, personal factors, the need for more information, etc. you should write a “stall” or delay request letter. These letters are designed to keep the position open for your potential acceptance. Be sure to:

- Express your definite interest in the job offer and/or, if necessary, clarify or give further information on points of interest
- Indicate how much time you will need to reach a decision, and ask if this delay is acceptable
- State the reason(s) for the need to delay your decision
- Thank them for their consideration

DECLINING AN OFFER

As soon as you decide to pull yourself out of a recruiting process that has already begun or to decline an official job offer, **you must notify the employer immediately if you wish to remain in good standing with this person.** It is rude and unprofessional to simply ignore the employer’s emails or calls, and it could tarnish your reputation with that person or among their contacts.

Employers appreciate an honest and up-front approach that leaves them ample time to pursue other candidates. You never know when you will see this employer again or who this person knows—many industries are tight-knit—and you could work alongside this individual at a different company in the future. Treat every professional you encounter on your job search with courtesy and respect.

In the email you should:

- Thank the employer for his or her time and for showing interest in you as a candidate.
- Be brief and honest about why you are declining the position. You do not need to go into details, such as speaking negatively about their company or listing reasons you found the other offer much more attractive. Again, be brief!
- Offer your best wishes to the employer in the future and/or suggest that you will stay in touch.

SAMPLE

Dear Ms. Cohn,

Thank you for the attractive offer that you extended to me on May 20 for the Research Assistant position with the Environmental Protection Agency.

After careful consideration, I have decided to decline your offer and accept a position at another company.

- or -

While this position sounds rewarding, I have decided to pursue another role that aligns more closely with my interests in biology research.

Thank you again for your time and consideration, and I wish you and your staff all the best in the future.

JOB ACCEPTANCE LETTER

This is one of the most exciting letters to write because it means that your job search is complete! This letter should be written only after you receive a **definite offer of employment—in writing**. Send this letter as soon as you decide to accept the offer. An acceptance letter constitutes a written agreement between you and the employer that you will start on the date specified and at the salary noted.

SAMPLE

Dear Ms. Champlain,

I am pleased to accept your offer of the Marketing Assistant position. As agreed, I will begin work on September 1, 20XX at the starting salary of \$35,000 per year.

Thank you for the opportunity to join your company. I look forward to working with you and other members of the staff.