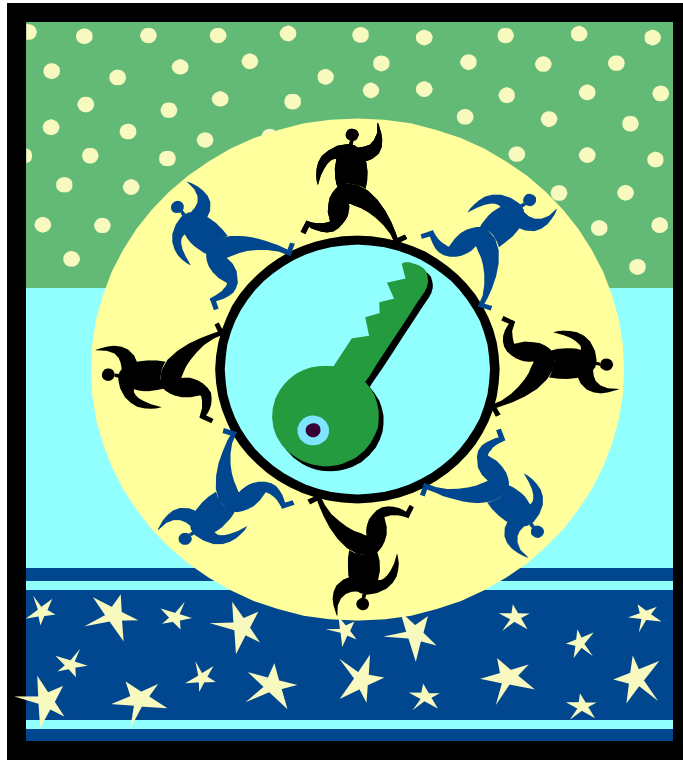


# The Key

## To An

# Effective Resume



Student Employment Services  
Room 103, Main

Jim Palmeri, Director  
Chris Allen, Employment Specialist



## **TABLE OF CONTENTS**

<b>Resumes That Get Results .....</b>	<b>Page 1</b>
<b>Resume Samples.....</b>	<b>Pages 2-9</b>
<b>Action Verbs.....</b>	<b>Pages 10-11</b>
<b>Sample Cover Letters.....</b>	<b>Pages 12-14</b>
<b>How to use the Third Party Referral....</b>	<b>Page 15</b>
<b>How Employers Hire.....</b>	<b>Page 16</b>
<b>References.....</b>	<b>Page 17</b>
<b>Advice From Employers.....</b>	<b>Page 18</b>
<b>Electronic Resumes.....</b>	<b>Page 19-20</b>
<b>Before You Send Your Resume.....</b>	<b>Page 21</b>

Grand Rapids Community College is an equal opportunity institution and does not discriminate on the basis of race, color, religion, sexual orientation, political persuasion, gender, age, nation origin, weight, height, marital status, or non-disqualifying disability in any of its education programs and activities, including admissions and employment. Further information may be obtained from the Supervisor of Labor Relations AA/EEO, 404B CPP, 143 Bostwick Avenue, NE., Grand Rapids, Michigan 49503-3295.  
**Telephone, 616-234-3453.**

## RESUMES THAT GET RESULTS

Will your resume pave the way to an interview or be filed into oblivion? Learn strategies for making your resume ***standout!!***

- **FORMAT:** Choose the correct format. A **chronological** (see pages 6 & 7) format zeroes in on work experience, job accomplishments, and duties, in reverse order (last job first by date). It uses job titles and duties, company names and dates of employment. The **functional** (see page 9) format presents previous job functions and duties, responsibilities and skills rather than job titles. Another format is the **combination**, (see pages 4, 5, & 8) which is basically functional in style, but also includes job titles and dates of employment.
- **MAKE IT EASY TO READ:** Make your resume easy to glance over. Try to keep your resume to one page. The majority of the time a one-page resume is appropriate and sufficient. A resume is just a marketing tool. Only include things that demonstrate your ability to be successful at the job you are seeking. *Employer's time is precious, do not make them hunt for what they want.* Lead with your strengths. If you're a new college grad and your GPA is phenomenal, lead with your educational information. If your job-related experience is terrific, lead with that. Experienced candidates should, as a rule, lead with work experience.
- **CREATE A CAREER OBJECTIVE:** It's critical that your objective reflect the position you're applying for. Being specific gives the impressions that you are a goal-oriented person. You may want to write a different resume for each job objective, especially since today's job market is so competitive. (Example: Seeking full time employment as an Executive or Administrative Assistant.)
- **MAKE YOUR WORDS PERFORM:** Use action verbs, adverbs and adjectives that are strong and show action to demonstrate your achievements, abilities and skills. Examples: *achieved, compiled, demonstrated, maintained.*
- **WATCH YOUR GRAMMAR AND SPELLING:** There's no excuse for poor grammar and spelling. Be consistent, use the same tense of verbs for the entire resume. Incorrect grammar, misspelled words and other problems make a bad impression on the employer. They shout, *"I DON'T PAY ATTENTION TO DETAILS"*. Details count in the workplace.
- **PAPER:** Use bonded paper with matching envelopes. You'll never go wrong with ivory, beige or white. Provide employers with the original only – not reproduced copies.
- **GET AN OUTSIDER'S OPINION:** Preferably someone employed in your targeted career. Ask them to proofread, evaluate and edit the resume.



## RESUMES SAMPLES

The following pages provide you samples of resumes used by actual people. These examples can be used as a guideline when you begin to format your own resume.

They include chronological, functional and combination. Not sure which format is best for you? Be sure to ask for further assistance from the Grand Rapids Community College Job Placement experts! It is important to find a style that will allow you to keep your resume neat and not cluttered, allowing it to be easily read by the hiring authority and also scanned into an electronic system if necessary.

**The first resume has examples of some commonly made mistakes in resume writing.** Some of them are:

- It is very important not to mention personal information such as age, weight and height.
- Employment and education should be chronological with the dates set to the side making them stand out more.
- Paragraphs can be very hard to read in a resume and do not allow the information to stand out for the reader. By using bulleted statements that begin with strong action verbs to describe your skills, you will draw attention to the right information. It is also important to remember that paragraphs are difficult for a person and/or computer to scan for information.



TOM CANDOIT  
407 PAVED LANE  
CARTERET, NEW JERSEY 07008

Telephone 201-546-3876

PERSONAL Married 6ft 190 lb 27 yrs

EDUCATION Attended Middlesex County College for 2 yrs. Majoring in Liberal Arts/ Business Administration.

Do not include personal information

Information is very unclear – Dates aren't included, and information is out of order

Attended Trenton State College, Majoring in Political Science. Received Bachelor of Arts degree in December 1997, with a 3.52 cumulative average.

Studied Stationary Engineering of Middlesex County Vocational School at night in 2006-2007. Received A Blue Seal engineer's license in August, 2005.

Avoid hyphenating words

SCHOLASTIC ACHIEVEMENTS

Graduated with Honors from Trenton State college. Dean's list for four semesters. Was one of the representatives of the Political Science Dept. to the National Model United Nations Conference held in New York in 1997.

WORK EXPERIENCE

6/01 – 10/02 Produce and Frozen foods clerk at Anderson's Foodtown, 989 Port Reading Ave., Port Reading, N.J., part-time while in school, and full-time during summers.

List work experience in chronological order with the most recent listed first

Set dates apart from other information so they stand out

6/02-10/05 Canning Machine Operator at Greater Northeastern Tank Corp., N.J.

4/06-5/07 Oiler at Northern Railroad, Port Reading, N.J., for two years. Then promoted to Maintenance Machinist in charge of mechanical work. Duties also included pipefitting and operating steam boilers, engines, lathes, and other machines.

Make sure to look for typos, spell check won't catch everything

Use skill statements/ bullets instead of paragraphs. It is easier to read and draws attention to strengths

Worked part-time for several years with licensed Electrical contractor (Lewis Electric Co.), installing residential and industrial services, equipment and wiring.

BACKGROUND

Brought up in Carteret area and attended local schools. Delivered Newrak Star Ledger newspaper.



## MARY SMITH

1234 West Main Street  
Grand Rapids, MI 49555  
(123) 456-7890  
[msmith@post.grcc.mi.edu](mailto:msmith@post.grcc.mi.edu)

**OBJECTIVE:** To obtain a permanent, full time secretarial or administrative assistant position.

**EDUCATION:**  
2007 – Present Grand Rapids Community College  
**Pursuing Associate’s Degree in Executive Secretarial Studies**  
Anticipated Graduation May 2009  
Current GPA 3.6

**SKILLS:**

- Microsoft Word
- Microsoft Excel
- Type 60 WPM
- Pagemaker
- Shorthand/Speedwriting 90+ WPM
- Machine Transcription

**COURSES TAKEN:**

- Information/Records Management
- Business Communications
- Speedwriting I, II
- Business Word Processing I, II, III
- Business Computer Applications I, II, III
- Accounting Fundamentals
- Contemporary Office Procedures

**EMPLOYMENT:**

2007 - Present **Office Assistant** – Foremost Insurance

- Call potential customers to generate leads
- Assist current customers with questions about their policies
- Compose monthly reports utilizing Access
- Maintain an accurate client database

2005 - 2007 **Hostess** – Lanning’s Restaurant

- Greeted customers in an efficient manner while providing excellent customer service
- Balanced and maintained daily cash

2003 - 2005 **Personnel Office Assistant** – Grand Rapids Community College

- Posted positions on campus and collected applications/resumes
- Balanced and maintained daily cash

2001 - 2003 **Library Consultant** – Attorney David E. Dutcher

- Organized 500 “subject file” library
- Prepared inactive files for storage to ensure a more accurate retrieval system



**Michael A. Walburn**  
148 Anystreet SE  
Grand Rapids, MI 49508  
(616) 555 - 6789  
[mikewal@post.grcc.mi.edu](mailto:mikewal@post.grcc.mi.edu)

**OBJECTIVE:** To obtain a permanent, full time Product Design or CAD operator position.

**EDUCATION:**

2005 – 2007 Grand Rapids Community College  
**Associate in Science**, Dec 2005  
**GPA 3.7**

**SKILLS:**

- Pro-Engineering R17
- AutoCad 14 and 2000
- LaserPoint I.Q. CAD
- MS Office
- UNIX Platform
- Windows NT 4.0

**COURSES TAKEN:**

- Tool Design
- Engineering Drafting
- Product Design
- Business Communication
- Visual Basic Programming
- Calculus I & II

**LANGUAGE SKILLS:**

- Spanish 6 years, conversational ability
- Vietnamese, simple communication

**EMPLOYMENT:**

2007 - Present **Product Design/Development** – Concept Industries

- Design and process orders for automotive packaging
- Purchase tools and raw materials for all orders
- Supervise employees in production setting

2005 - 2007 **CAD Tutor** – Grand Rapids Community College

- Assisted students learning Pro-E and AutoCAD
- Monitored the progress of one-on-one sessions

2002 - 2005 **Aircraft Handler** – United States Navy

- Safely moved aircraft between hangar and flight deck
- Trained as firefighter, damage control
- Honorable Discharge



## Rachelle Jewel

---

7110 Apple Bee Blvd SE, Ada, MI 49552

(616) 676-7564

**OBJECTIVE:** To obtain a temporary student teaching position that will enhance my teaching skills for the future

### EDUCATION:

2007 - Present **Grand Valley State University** Allendale, MI  
Bachelor's in Elementary Education (Anticipated Graduation May 2006)

2005 - 2007 **Grand Rapids Community College** Grand Rapids, MI  
Associate in Arts

### EMPLOYMENT:

2007 - Present **Grand Valley State University** Allendale, MI  
Office Assistant

- Maintain and update student and employer files
- Greet and assist customers with their needs in a timely fashion
- Answer phones, word processing and other clerical duties
- Receive and process employer job requests

2005 - 2007 **D & W** Walker, MI  
Café Associate

- Provided superior customer service
- Maintained and balanced cash drawer
- Prepared food and assisted with housekeeping

2004 - 2005 **Pastor Christopher and Doriane Bruce** Cascade, MI  
Nanny/Housekeeper

- Guided and participated in activities with children
- Tutored educational lessons to children
- Maintained a clean and healthy home environment

### VOLUNTEER:

2007 - Present **Spectrum Health** Grand Rapids, MI  
Pediatric Aide

- Interact with toddlers and school age children
- Participate in activities including games and communication

2007 - Present **Park Alternative School** Grand Rapids, MI  
Tutor

- Demonstrate a positive attitude to help guide teenage mothers
- Provide students with guidance to achieve their personal and long-term goals





- Tutor student mothers in various academic areas



- 2006 - Present      **Kingdom of God Church**      Kentwood, MI  
Sunday School Teacher
- Determine and create instructional materials for the weekly classes
  - Instruct classes to elementary age children
  - Motivate and stimulate children through various bible activities and projects
- 2005-2006      **Kingdom of God Church**      Kentwood, MI  
Youth Group Leader
- Conducted weekly bible assignments and helped children set goals
  - Guided and focused on children's problems and concerns
  - Planned and participated in special events with youth group
- 2003-2005      **Grand Rapids Equal Opportunity Commissions**      Grand Rapids, MI  
Student Representative
- Offered point of view on cultural topics and discussed recommendations
  - Participated in various community events involving diverse populations
  - Contributed towards Affirmative Action steps to better the city



**Bob Hendricks**  
1414 South Main Street  
Grandville, MI 49555  
(123) 456-7890

**Objective:** Seeking an entry level position in Customer Services, Sales/Marketing or Human Resources.

**Education:**  
2005-2007

**Grand Rapids Community College** Grand Rapids, MI  
**Associate Degree, Business Administration - May 2007**  
Major: Marketing/Communications - GPA 3.15

- \* Business Management
- \* Accounting
- \* Public Speaking
- \* Communications
- \* Computer Applications
- \* Business Law

2004-2005

**Davenport College** Holland, MI  
One year, Business Administration

**Employment:**  
2007 – Present

**Home Quarters** Grand Rapids, MI  
**Customer Services/Sales Associate**  
Assist customers with selection and purchase decisions  
Responsible for inventory maintenance and restock  
Process special orders for customers

Summer 2006

**DeJounge Builders** Zeeland, MI  
**Carpenter Helper**  
Performed beginning to end stage framing  
Handled circular saw, radial arm saw, drills and air gun

Summer 2005

**Quantum Construction** Douglas, MI  
**Heavy Equipment Operator/Laborer**  
Operated front-end loader, dump truck, and backhoe

2002 - 2005

**Self-Employed Painter** Holland, MI  
Painted Huizenga's Food Center, Coyote Café  
and Joyce Petter Art Gallery

2001 - 2002

**Long John Silvers** Holland, MI  
Provided customer service  
Balanced cash drawers

**Volunteer:**

**Holland Community Hospital** Holland, MI  
Patient Services  
Responsible for accurate and safe discharge of patients  
Delivered records to and from various departments



**William Jones**  
123 Main Street Apartment 3B  
Grand Rapids, MI 49999  
(123) 456-7890

### **Highlight of Qualifications**

- Five plus years manufacturing experience
- Working knowledge of the manufacturing process
- Analytical abilities ideal for problem prevention
- Worked closely with Accounts Payable, Cost Accounting, Traffic and Purchasing Department
- Extensive customer service experience
- Demanding, high volume management experience

### **Relevant Experience**

#### **Inventory Control**

- Monitored flow of production materials in combination with plant reporting to uncover inaccuracies with inventory and direct labor efficiencies
- Continuously improved inventory accuracy through training and education of production personnel as well as cycle counting
- Issued material releases for raw material and purchased components (approximately 100 parts)

#### **Production Scheduling**

- Scheduled production and manpower for ten station assembly line
- Customer contact for related end items
- Ordered raw materials for production lines

#### **General Accounting**

- Performed adjustments to inventory accounts as a result of cycle counts, usage variances and testing
- Problem solver to Accounts Payable for direct material invoices with receiving discrepancies
- Issued customer billings and responded to credit inquiries
- Maintained order entry system
- Paid quarterly and annual fuel tax

### **Employment History**

2007 - Present	<b>Production Scheduler/Coordinator</b>	Benteler Industries, Grand Rapids, MI
2003 - 2007	<b>Inventory Coordinator</b>	Lamar Corp., Grand Rapids, MI
2001 - 2003	<b>Claims Adjuster</b>	Safeco Insurance Co., Maitland, FL
2000 - 2001	<b>Co-Manager</b>	Orlando Foods, Orlando, FL

### **Education**

Present	<b>Continued Education (Technical)</b>	Grand Rapids Community College
2006	<b>Business Administration</b>	Western Michigan University
2005	<b>General Education</b>	Muskegon Community College



## ACTION VERBS - Use these to create your skills statements on your resume

### MANAGEMENT/ LEADERSHIP

administered  
analyzed  
appointed  
approved  
assigned  
attained  
authorized  
chaired  
considered  
consolidated  
contracted  
controlled  
converted  
coordinated  
decided  
delegated  
developed  
directed  
eliminated  
emphasized  
enforced  
enhanced  
established  
executed  
generated  
handled  
headed  
hired  
hosted  
improved  
incorporated  
increased  
initiated  
inspected  
instituted  
led  
managed  
merged  
motivated  
organized  
originated  
overhauled  
oversaw  
planned  
presided  
prioritized  
produced

recommended  
reorganized  
replaced  
restored  
reviewed  
scheduled  
secured  
selected  
streamlined  
strengthened  
supervised  
terminated

### COMMUNICATION

addressed  
advertised  
arbitrated  
arranged  
articulated  
authored  
clarified  
collaborated  
communicated  
composed  
condensed  
conferred  
consulted  
contacted  
conveyed  
convinced  
corresponded  
debated  
defined  
described  
developed  
directed  
discussed  
drafted  
edited  
enlisted  
explained  
expressed  
formulated  
furnished  
incorporated  
influenced  
interacted  
interpreted

interviewed  
involved  
joined  
judged  
lectured  
listened  
marketed  
mediated  
moderated  
negotiated  
observed  
outlined  
participated  
persuaded  
presented  
promoted  
proposed  
publicized  
reconciled  
recruited  
referred  
reinforced  
reported  
resolved  
responded  
solicited  
specified  
spoke  
suggested  
summarized  
synthesized  
translated  
wrote

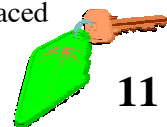
### RESEARCH

analyzed  
clarified  
collected  
compared  
conducted  
critiqued  
detected  
determined  
diagnosed  
evaluated  
examined  
experimented  
explored

extracted  
formulated  
gathered  
identified  
inspected  
interpreted  
interviewed  
invented  
investigated  
located  
measured  
organized  
researched  
reviewed  
searched  
solved  
summarized  
surveyed  
systematized  
tested

### TECHNICAL

adapted  
applied  
assembled  
built  
calculated  
computed  
conserved  
constructed  
converted  
debugged  
designed  
determined  
developed  
engineered  
fabricated  
fortified  
installed  
maintained  
operated  
overhauled  
programmed  
rectified  
regulated  
remodeled  
repaired  
replaced



restored  
solved  
specialized  
standardized  
studied  
upgraded  
utilized

### **TEACHING**

adapted  
advised  
clarified  
coached  
communicated  
conducted  
coordinated  
critiqued  
developed  
enabled  
encouraged  
evaluated  
explained  
facilitated  
focused  
guided  
individualized  
informed  
instilled  
instructed  
motivated  
persuaded  
set goals  
simulated  
stimulated  
taught  
tested  
trained  
transmitted  
tutored

### **FINANCIAL/DATA**

administered  
adjusted  
allocated  
analyzed  
appraised  
assessed  
audited  
balanced  
budgeted  
Calculated

computed  
conserved  
corrected  
determined  
developed  
estimated  
forecasted  
managed  
marketed  
measured  
planned  
prepared  
programmed  
projected  
reconciled  
reduced  
researched  
retrieved

### **CREATIVE**

acted  
adapted  
began  
combined  
composed  
conceptualized  
condensed  
created  
customized  
designed  
developed  
directed  
displayed  
drew  
entertained  
established  
fashioned  
formulated  
founded  
illustrated  
initiated  
instituted  
integrated  
introduced  
invented  
modeled  
modified  
originated  
performed  
photographed  
planned  
revised

revitalized  
shaped  
solved

### **HELPING**

adapted  
advocated  
aided  
answered  
arranged  
assessed  
assisted  
cared for  
clarified  
coached  
collaborated  
contributed  
cooperated  
counseled  
demonstrated  
diagnosed  
educated  
encouraged  
ensured  
expedited  
facilitated  
familiarized  
furthered  
guided  
helped  
insured  
intervened  
motivated  
prevented  
provided  
referred  
rehabilitated  
represented  
resolved  
simplified  
supplied  
supported  
volunteered

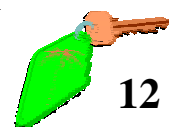
### **ORGANIZATION/DETAIL**

approved  
arranged  
catalogued  
categorized  
charted  
classified

coded  
collected  
compiled  
corrected  
distributed  
executed  
filed  
generated  
implemented  
incorporated  
inspected  
logged  
maintained  
monitored  
obtained  
operated  
ordered  
organized  
prepared  
processed  
provided  
purchased  
recorded  
registered  
reserved  
responded  
reviewed  
routed  
scheduled  
screened  
set up  
submitted  
supplied  
standardized  
systematized  
updated  
validated  
verified

### **ACCOMPLISHMENTS**

achieved  
completed  
expanded  
exceeded  
pioneered  
reduced (losses)  
resolved (issues)  
restored  
spearheaded  
surpassed  
transformed  
won



## BASIC COVER LETTER FORMAT

Current Date

Hiring Authority's name

Title

Company name

Address

City, State Zip

Dear (Hiring Authority's Name),

1<sup>st</sup> paragraph – Grab their attention! What do you have to offer – What do you know about the company – In addition, tell why you are writing, name the position or field or general vocational area about which you are asking – Tell how you learned about the opening or organization.

2<sup>nd</sup> paragraph – Present power points that show your potential! Mention one or two skills you think would be of greatest interest to the employer – slanting your remarks to their point of view. Tell why you are interested in the company or type of work. Point out relative experience or specialized training. It is okay to quote the qualifications listed in their listing and how you meet those qualifications.

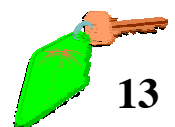
3<sup>rd</sup> paragraph – Explain your follow up plan! Close by either making a specific request for an interview or indicate that you will follow up with them by a certain date. (Keep your word.) Make sure your closing is not vague – encourage a specific action, but take ownership of the next move if possible. Finally, thank them for their time and consideration.

Sincerely,

**Your signature in black or blue ink**

Your name typed here

Enclosure



## SAMPLE COLD-CONTACT COVER LETTER

***(This letter is applicable when you are not responding to a specific opening or position.)***

Your name  
Address  
City, State Zip

Current Date

Always call and find out the name of the hiring authority for the position. This will personalize your cover letter.

Hiring Authority's name  
Title  
Company name  
Address  
City, State Zip

Dear (Hiring Authority's name):

For the last three years Grand Rapids Business Journal has listed your organization as the top Advertising Agency in the Grand Rapids area. Throughout college my goal has been to be part of a company, such as yours, that is known for success and ingenuity. Perhaps you are seeking a driven, energetic and creative addition to your Marketing team.

Recently, I graduated from Grand Rapids Community College with an Associate's Degree in Business – Marketing program. While attending college, I was employed as an Administrative Assistant at XYZ Corporation where I developed organizational and prioritization skills due to the fast pace. My teamwork, problem-solving and communication skills have been commended on many occasions.

Enclosed is my resume for your consideration. I greatly anticipate an opportunity to discuss how I could contribute to the team that has kept your firm at the top of its' field. I will call you on *(10 days from date)* to further discuss any possible opportunities with *(name of company)*.

Sincerely,

**Your signature in black or blue ink**

Your name typed here

Enclosure





## SAMPLE THIRD PARTY REFERRAL COVER LETTER

August 12, 2007

Ms. Renee Williamson  
Meijer Incorporated  
2929 Walker Avenue, N.W.  
Grand Rapids, MI 49504

Dear Ms. Williamson:

Recently, I met with Jim Palmeri, Director of Job Placement of Grand Rapids Community College. He suggested that I contact you, telling me about your company's growth record and interest in progressive employees.

Specifically, my interests are as an Office Manager, or Administrative Assistant in a sales or marketing area at your organization.

My qualifications include a Bachelor's in Arts in Communications plus 5 years of business experience, along with proven ability to write and edit materials. Additionally, I:

- Prioritize and execute critical projects under tight deadlines
- Write, design and edit company and international technical newsletters, pamphlets, procedure manuals and correspondence
- Schedule and organize complex training programs and meetings
- Supervise secretarial activities
- Coordinate procurement and shipment of manufacturing equipment for international manufacturing subsidiaries

It would be a pleasure to meet with you and determine how my qualifications might match some of your current or planned company needs. I will be calling you to see if we can arrange such a meeting. Enclosed is my resume.

Sincerely,

Nancy Smith



## HOW TO USE THE THIRD PARTY REFERRAL AND CONTACT LIST

Your contacts are invaluable in the job search because they can link you up to new people and organizations.

This section is designed to help you identify people you know, that can provide information concerning career opportunities.

Once you have identified employers for your list it is important to review your contact list to see what contacts might have information about the companies you are interested in. Ask the contacts who they know at the various companies you selected for your employer list. It is most effective if you can use the contacts in a Third Party Referral Cover Letter, as seen on the previous page.

If you can set up an informative interview with someone at one of the companies you are interested in, be sure to get leads from them and names of companies and contacts that might be looking for someone in your area. Be sure to ask if it is okay to mention them when you contact the leads.

Using this list of sources, identify all the people you can possibly think of. Do not leave anyone out – ***you never know who they know!***

### ***Possible Contacts***

- Friends, colleagues and associates
- Relatives and neighbors
- Professors and teachers
- Club members
- Alumni
- Past employers and co-workers
- Professionals: doctors, lawyers, brokers, bankers, accountants, consultants
- Members of professional organizations or trade associations, co-participants in seminars or workshops
- People with whom you have worked in the community, school or other activities
- Owners of small businesses, especially those with whom you do business
- People who normally take an interest in problem solving: politicians, public officials, business and community leaders, event sponsors and fund raisers



## HOW EMPLOYERS HIRE

**70%**

**(Hidden Market)**

- Networking
- 3<sup>rd</sup> Party Referral
- Knocking on Doors
- Word of Mouth

**20%**

- Internet
- Newspapers
- Trade Journals

**10%**

- Placement Services  
Public & Private

Contact List

Friends, relatives, teachers, neighbors, club and organization members, co-workers, strangers, etc.

"Key" Employers

Employers that are hiring now or in the next three months.

They have the kind of positions you are qualified for and interested in.

They pay the kind of wages that meet your needs.

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 



## REFERENCES



### **It is very important that you develop *strong* references.**

- These people should include previous supervisors, long time family friend, teachers, pastors, business associates, to name a few.
- It is a good idea to have a typed list of your references and bring this, along with additional copies of your resume to the interview. It should be noted here that some people prefer to list the references on the resume itself. This is your call. You may decide for yourself what works and looks best.
- Do not forget to provide a copy of your resume to your references. These people make great networking avenues!
- Be sure to ask permission before you use an individual or former employer as your reference! *Never assume and never burn your bridges with previous employers!*
- Example:

### Reference List

Mr. Robert Dogood  
Owner/Manager, Dogood Enterprises  
7689 Busy Street, N.W.  
Grand Rapids, MI 49503  
616-784-7689

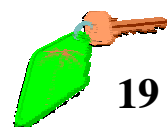
Gretchen Watchit  
President, Imagination Services  
0101 Sunnyside Street, S.E.  
Grand Rapids, MI 49546  
616-942-0101



## ADVICE FROM EMPLOYERS ON COVER LETTERS AND RESUMES

- Resumes and cover letters are visual representations that also demonstrate one's writing skills.
- Include Accomplishments – that is what sets people apart.
- Some work experience is good to see – it doesn't matter what it is.
- GPA of below 2.5 is usually screened out unless there are extenuating circumstances.
- Do not use career objective unless it is specific.
- In the cover letter show that you know something about the company, show some sense of direction, some assertiveness, confidence and enthusiasm.
- Do not exaggerate.
- Target the cover letter – do not use a form letter. Address the letter to an individual and spell the name correctly.
- If you worked while going to school it shows initiative. If you contributed a portion (e.g. 60%) of your educational costs it is impressive.
- If you have the ability to relocate you will have an advantage.
- Do not put your salary requirements on the resume – you could price yourself too high or too low.
- Put the dates and telephone numbers of places where you worked in case references are checked initially.
- Do not include any personal information such as marital status, age, etc...
- Do not include a picture.
- Do not assemble a lot of information in a plastic cover.

“Put the effort into yourself. A solid non-glitzy resume and cover letter backed by your good work ethic and basic skills will work for you”





## ELECTRONIC RESUMES



Many companies are beginning to use an automated applicant tracking systems to process and sort employee applications or are using the services of electronic employment database companies. So, what does this mean to you? At times, your resume could be read initially by a computer, instead of a person. In this instance, your resume must be in a format that the computer can recognize and understand, hence the **electronic resume**. Keep in mind that this does not take the place of your normal resume. The best case scenario is to have one electronic resume to catch their eye and another that has greater detail and that is more pleasing to the eye.

### How does this all work?

Your resume is fed through a scanner, which in turns sends an image of the document to the computer. As the computer “reads” your resume, it looks for **keywords**, then “files” your resume into its database based on these keywords. When the employer has an opening, a search in the database is conducted for resumes that have keywords associated with the qualifications of the opening.

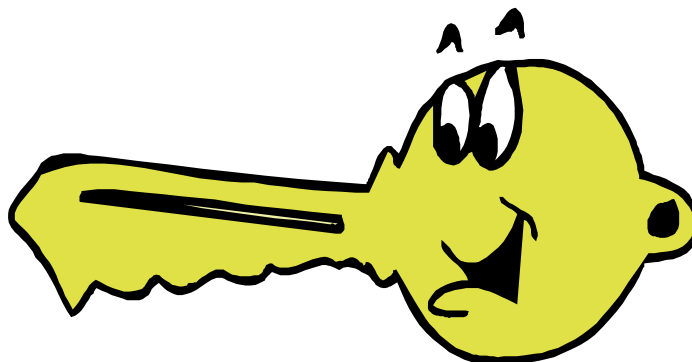
The difference between your electronic resume and your traditional resume is the way in which your information is presented. When creating an electronic resume, keep it simple! What is appealing to the human eye, could be impossible for a computer to read. Some basic rules you should follow include:

- ◆ **Name** - Your name should appear at the top of your resume, with your address and phone number immediately underneath.
- ◆ **Abbreviations** - A majority of the scanning systems will recognize a standard abbreviation such as BS, BA, MBA, and state abbreviations. If you are uncertain as to whether an abbreviation is a standard one, be safe and spell it out.
- ◆ **Key Words** - Using the correct keywords and/or phrases in your electronic resume is one of the most important steps in creating your resume. Traditional resumes call for action verbs such as developed, supervised, implemented, etc.



If employers have a resume scanning system, they will be more likely to do a search using nouns or short phrases. Keywords usually refer to your **education/training** (MBA, grant writing, multi-cultural training, registered dietitian), **abilities** (exceeded quota, designer, office manager, excel, power point), and **experience** (10 plus years experience in manufacturing). It is difficult to know which keywords employers will use when doing their searches. A helpful hint is to scan the help-wanted ads for job openings in your field to see which words employers commonly use in their postings. Recruiters who specialize in your field are also good resources.

- ◆ **Length** - One to two pages is the ideal length for your resume. If your resume does go over one page, make sure that your name appears at the top of the second page. Also, if over one page, do not staple the pages together.
- ◆ **Paper** - Use white, standard twenty pound, 8 ½" x 11" paper. Colored or fancy paper may make your resume unreadable to the scanner.
- ◆ **Font** - Use a non-decorative font with clear, distinct characters, such as Helvetica or Times (Times is used in this document). Decorative fonts make it difficult for the scanners to pick up the words and could result in letters and/or words which bleed together.
- ◆ **Font Size/Style** - Twelve point is the ideal size (12 is used in this document). Scanners have difficulty reading anything smaller or larger. Also, avoid using *italics* or underlining, this also can cause the letters to bleed into each other.
- ◆ **White Space** - Leave plenty of "white space" on your resume. If there are distinct breaks between sections, "white space", the scanner can read your resume more easily and accurately. If you try to compress space between sections, words, lines, etc. in order to fit everything onto one page, there could be a chance that your words and letters will bleed together, making it impossible for the scanner to read your resume.
- ◆ **Printing** - Avoid typewriters and dot matrix printers, laser printers or a professional print shop works best. Do not fax or photocopy your resume, always mail the originals. Make your resume as sharp and legible as possible.





## BEFORE YOU SEND OUT YOUR RESUME.....

- Your name, address and phone number should be at the top of your resume and not the word "resume" or any other heading. The font for your name should be bolded and a larger font size (14) than the rest of the text (11-12).
- Your objective should clearly state what type of position you are seeking (i.e. Seeking a full time child care position, where I can apply my education and work experience). Try to avoid vague objectives (i.e. Seeking full time work.)
- Personal information should not be included in your resume. Avoid any mention of age, family, religion, appearance etc.
- List information first that closest relates to your objective. List your jobs starting with your most recent, moving backward.
- You do not need to list every job. Go back approximately 10 years if applicable.
- Make sure to mention your applicable skills, including any languages you are fluent in other than English.
- Be sure to list volunteer or extra-curricular activities that relate to your goals.
- If your education has prepared you for the position you are looking for, emphasize that by listing the relevant courses taken and list your education directly below your objective. If you are proud of your GPA – display it.
- Try to avoid paragraphs in the resume. Bulleted sentences that start with an action verb are easiest to read.
- Most resumes should be able to fit onto one page without being too cluttered.
- Review your information to avoid repetitive information or words that appear too many times throughout the resume.
- Avoid fancy fonts and paper. This could detract from your resume. Faxing and copying resumes on decorative paper will be difficult.
- Check for spelling, grammatical or punctuation errors. Have someone else proofread it also. A single misspelled word could cost you an important opportunity.

