

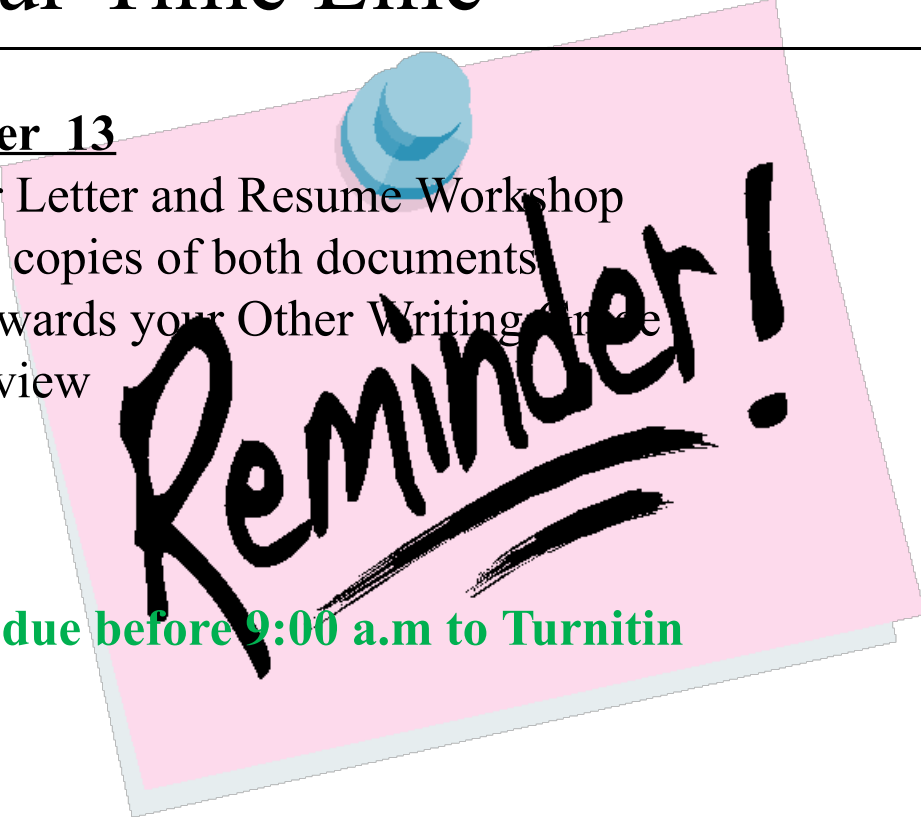
Our Time Line

This Thursday, October 13

- Assignment 3: Cover Letter and Resume Workshop
- Bring two completed copies of both documents
- Value: Two Points towards your Other Writing grade
- Mid-term exam overview

Tuesday, October 18

- Mid-term Review
- **Final Assignment 3 due before 9:00 a.m to Turnitin**



Reminder!

Creating a Targeted Resume that Markets Your Brand

Job Searching in the Digital Age

Figure 15.1 Job Searching in the Digital Age



Analyze Yourself

- Identify your interests and goals.
- Assess your qualifications.
- Explore career opportunities.



Develop a Job-Search Strategy

- Search the open job market.
- Pursue the hidden job market.
- Cultivate your online presence.
- Build your personal brand.
- Network, network, network!



Create a Customized Résumé

- Choose a résumé style.
- Organize your info concisely.
- Tailor your résumé to each position.
- Optimize for digital technology.



Know the Hiring Process

- Submit a résumé, application, or e-portfolio.
- Undergo screening and hiring interviews.
- Accept an offer or reevaluate your progress.

RESUME STYLE

Chronological Resume, p. 490 and p. 491

- Recommended for current university students, with job-related experience
- Most popular with recruiters and employers because it lists work history and experience
- Works well for candidates who have job-related experience and can show steady career growth

- Can include a summary of qualifications (required for Assignment 3)

Mary Ellen Guffey, *Business Communication: Process and Product*, 6e

Functional or Skills Resume p. 493

- Recommended for applicants
 - Moving into an entirely different line of work
 - Need to emphasize qualifying skills over employment history; Have little or no job-related work experience
 - Reentering the work force after a period of unemployment
- Emphasize **skills and abilities** over past employment
- Presents skills as labeled categories
- Includes an employment section ***

in the left column. In the right column she included bulleted items for each of the four categories. Conciseness and parallelism are important in writing an effective résumé. In the *Experience* category, she started each item with an active verb, which improved readability and parallel form.

Focuses on skills and aptitudes that employers seek

Arranges employment by job title for easy recognition

Combines activities and awards to show extracurricular involvement

Bryanna A. Engstrom
680 Mountain View Avenue
Victoria, BC V9B 2B9
(614) 479-1982 baengstrom@gmail.com

SUMMARY OF QUALIFICATIONS	<ul style="list-style-type: none"> • More than three years' experience in administrative positions, working with business documents and interacting with customers • Ability to keyboard (68 wpm) and use ten-key calculator (150 kpm) • Proficient in Microsoft Word, Access, PowerPoint, Excel, Access, PowerPoint • Competent in Web research, written and oral communication, records management, desktop publishing, and proofreading and editing business documents • Trained in QuickBooks, Flash, Photoshop, Dreamweaver • Fluent in speaking and writing French
EXPERIENCE	<p>Administrative Assistant, Work Study Camosun College, Victoria, BC June 2014 to present</p> <ul style="list-style-type: none"> • Create letters, memos, reports, and forms in Microsoft Word • Develop customized reports and labels using Microsoft Access • Maintain departmental Microsoft Excel budget <p>Loan Support Specialist First Community Bank, Oak Bay, BC June 2013 to May 2014</p> <ul style="list-style-type: none"> • Prepared loan documents for consumer, residential, mortgage, agricultural, and commercial loans • Ensured compliance with federal, provincial, and bank regulations • Originated correspondence (oral and written) with customers and insurance agencies • Ordered and interpreted appraisals, titles, and credit reports <p>Customer Sales Representative WalMart, Victoria, BC August 2009 to May 2013</p> <ul style="list-style-type: none"> • Developed customer-service skills by serving 40+ customers per day • Resolved customer problems
EDUCATION	<p>Camosun College, Victoria, BC MS-Office Certificate, June 2014 GPA in major 3.6 (4.0 = A)</p>
HONOURS AND ACTIVITIES	<ul style="list-style-type: none"> • Placed first in provincial Certified Professional Administrative Assistant student competition • Elected to executive committee, student government • Nominated for Camosun College Ambassador Award (recognizes outstanding students for excellence in and out of classroom)

Omits objective to keep all options open

Uses present-tense verbs for current job and past-tense verbs for previous jobs

From Guffey/Loewy, *Essentials of Business Communication* (with Student Premium Website Printed Access Card), 9E. © 2013 Cengage Learning.

job seeker can do for the employer instead of narrating a history of previous jobs. Although recruiters prefer chronological résumés, the functional format is a good choice for new graduates, career changers, and those with employment gaps.

Cooper M. Jackson

P.O. Box 341
Halifax, NS B3J 2P2

Cooper M. Jackson
Phone: 902.329.2208
Cell: 902.850.3902

E-mail: coopermjackson@aol.com

OBJECTIVE

Position in sales, marketing, or e-marketing in which my marketing, communication, and technology skills can help an organization achieve its goals.

SALES AND MARKETING SKILLS

- Developed people and sales skills by demonstrating lawn-care equipment in central and western Nova Scotia
- Achieved sales at 120 percent of forecast in competitive field
- Generated over \$30,000 in telephone subscriptions as part of the President's Task Force for the St. Mary's University Atrium and Global Learning Commons
- Conducted telephone survey of selected businesses in two counties to discover potential users of farm equipment and to promote company services
- Successfully served 40 or more retail customers daily as clerk in electrical appliance department of national home hardware store

COMMUNICATION AND COMPUTER SKILLS

- Conducted research, analyzed findings, drew conclusions, and helped write 20-page report contending that responsible e-marketing is not spam
- Learned teamwork skills such as cooperation and compromise in team projects
- Delivered PowerPoint talks before selected campus classes and organizations encouraging students to participate in campus voter registration drive
- Developed Word, Outlook, Excel, PowerPoint, and Internet Explorer skills

ORGANIZATIONAL AND MANAGEMENT SKILLS

- Helped conceptualize, organize, and conduct highly effective campus campaign to register student voters
- Trained and supervised two counter employees at Pizza Planet
- Organized courses, extracurricular activities, and part-time employment to graduate in seven semesters

EDUCATION

Bachelor of Business Administration, St. Mary's University, June 2015
Major: Business Administration with e-marketing emphasis
GPA: Major, 3.7; overall 3.3 (A=4.0)
Related Courses: Marketing Research; Internet Advertising, Sales, and Promotion; and Strategies for the Information Age

Associate of Arts, Maritime Business College, 2013
Major: Business Administration with marketing emphasis
GPA: 3.7

EMPLOYMENT

Sept. 2013–May 2015, Pizza Planet, Halifax
Summer 2013, Bellefonte Manufacturers Representatives, Halifax
Summers 2010–2012, Home Depot, Inc., Halifax

Uses functional headings that emphasize necessary skills for sales and e-marketing position

Employs action verbs and bullet points to describe skills

Highlights recent education and contemporary training while de-emphasizing employment

Includes objective that focuses on employer's needs

Quantifies achievements with specifics instead of generalities

Calls attention to computer skills

Avoids dense look and improves readability by "chunking" information

RESUME CONTENT

The Targeted Résumé

Ivana Job

Apt. [555 1119](#) Tower Road

Halifax, NS B3H 2T6

*Can omit home
address; just
include phone and*

email.

Home: (902) 555-HIRE

Mobile: [\(902\) 860-5555](tel:(902)860-5555)

ivanajob@hotmail.ca

LinkedIn account

Ivana Job

Page 2 of 2

OR

Profile: A dedicated professional with 3+ years experience in retail management. Specializes in maximizing site profits through employee retention and efficient inventory control. Now seeking to contribute my experience, skills and expertise to the management team at Barry & Bob's Coffee Hut.

Or create a Profile Statement

Profile: A dedicated professional with **three years'** **experience** in retail management. Now seeking to contribute my customer service experience and communication skills to the management team at Barry & Bob's Coffee Hut.

The Profile “formula” =

- **Part 1: Your experience / education / job-specific skills +**
- **Part 2: Your desire to contribute to *that specific employer.***

Profile: A dedicated professional with 3+ years experience in retail management. Specializes in maximizing site profits through employee retention and efficient inventory control. Now seeking to contribute my experience, skills and expertise to the management team at Barry & Bob's Coffee Hut.

Or create a Profile Statement

- **Profile:** *A dedicated professional with **three years' experience** in retail management. Specializes in maximizing site profits through employee retention and efficient inventory control. Now seeking to contribute my customer service experience and communication skills to the management team at Barry & Bob's Coffee Hut.*

Engaging Profiles

- Accounting position where my accounting skills will help serve KPMG's clients
- Assistant Manager position where my two years' experience in clothing retail will contribute to the Gap's dynamic sales team

Chronological

Profile

Summary of Qualifications

Job-related; identify specific accomplishments
not general/vague claims

Functional

Profile

Skills Categories (at least three categories)

Offer specific evidence not general claims

Education

Work Experience

Other Categories could include

Volunteer Experience

Awards and Recognition

Special Training

Community Work

Interests and Activities

Education

Work Experience (if you have)

Other Categories could include

Volunteer Experience

Awards and Recognition

Special Training

Community Work

Interests and Activities

Summary of Qualifications (for chronological style)

- Provide three to eight bulleted statements.
- List your most impressive job-related qualifications: experience, skills, education, and awards.
- Customize the statements to fit

requirements of the targeted job.*

Education

Bachelor of Commerce,

Sobey School of Business, Saint Mary's University, Halifax, Nova Scotia

Expected graduation date: May 2020

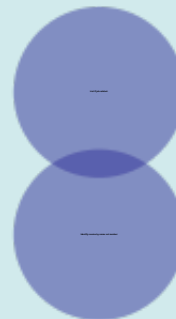
Major: Finance **Minor:** French

GPA in Major: 3.4/ 4.3

Related courses: Portfolio Management

Risk Management

International Management



- May include certificates earned, workshops attended, other training
- High school not usually included

For Functional Résumé

List your job positions. Begin with most recent. Include employer's name and city, dates of employment (month, year), and most significant title.

Manager, Fleet Equipment, Kelso, Ontario. June 2016 to present.
Salesperson, Sears, Chatham, Ontario. April 2013 to May 2016.



For Chronological Résumé



List your job positions. Begin with most recent. Include employer's name and city, dates of employment (month, year), and most significant title.

Manager, Fleet Equipment, Kelso, Ontario. June 2016 to present.

- **List job duties, responsibilities here.**

Salesperson, Sears, Chatham, Ontario. April 2013 to May 2016.

Identify specific

Restaurant Server Duties Restaurant Server Accomplishments

where possible

- Take orders
- Deliver food
- Clean tables
- Worked with customers



- Served 50 or more customers a day in a fast-paced work environment
- Coordinated customer orders with kitchen staff and servers requests
- Addressed customer concerns with tact and efficiency *

Copyright © 2016 by Nelson Education Ltd.

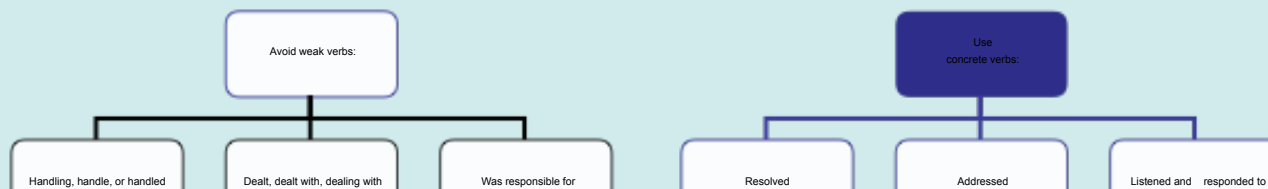
15-22

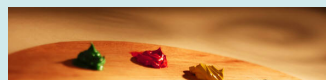
Work Experience for Chronological (see p. 486-487)

- Use action verbs to describe your experience.
- Summarize significant duties, activities, accomplishments,

and promotions.

- *Developed customer-service skills by successfully interacting with 40+ customers daily.*
- *Conducted research and wrote final study analyzing equipment needs of 100 small businesses in St. Catharines.*
- *Personally generated orders for sales of \$90,000 annually.*







Cover Message = Sales Message

Gaining Attention
Building Interest in your qualifications
Highlighting benefits to employer
Motivate Action

Format message as a letter;

see p. 504

- Avoid generic greetings like “Dear Human Resources” or “Dear Personnel Manager.”
- Address your letter to the appropriate person
- If not, then replace greeting with a descriptive subject line that identifies your message as an application for a specific position.
- Ends with a complimentary close like “Sincerely,”

Solicited Message Response to an Advertised Position

Opening -- Gains Attention

- Refers to where you saw the ad (job site) and when

- Identifies job position and highlights major asset(s)

Body --

Builds Interest in You

- Identify Qualifications for job
- Explain how they meet employer's needs

Close -- Motivates Action

- Summarizes major qualifications
- Requests interview

Your Opening Paragraph

- Identifies your main asset(s) for the job and that you plan to elaborate on in your message's body.
- Identifies the position and job site

- Uses one of the techniques discussed in your textbook for a solicited cover message, but not the one referring to an employee in the company
- Avoid dull openings like “*Please consider this letter an application for the position of...*” or “*I would like to apply for...*”

Opening Strategies for Gaining Attention :

With three years of retail experience and a major in marketing, I'm interested in applying for the **assistant manager** position you advertised on Workopolis March 17.

- **Identifies job title**
- **Refers to information source**
- **Highlights major qualifications for job**

Promoting Strengths in the Body

- Expand on assets introduced in your opening paragraph
- Choose your strongest qualifications and show how they fit the targeted job.
- Show and tell how your past experience, education, training, and personal traits fulfill the job requirements.
- Avoid repeating specific data from your résumé.
- Refer to your résumé at appropriate points

Your Message Body

- Shows interest in and understanding of company and what the job requires.
- Mentions personal traits with examples (hard-working, flexible, enthusiastic) in relation to employer's needs.
- Uses positive language throughout message.
- Communicates confidence, avoiding feeble phrases like “I feel...” or “I think...” or overuse of “I believe..”

With **three years of clothing retail experience** and a

marketing major, I'm eager to use my experience and training to serve Banana Republic as an **assistant manager** at your Halifax Shopping Centre location, as advertised on Career Beacon.

Through **my experience as a salesperson** for Pseudio at Halifax's Park Lane Store for three years, I learned not only how to work effectively as part of a team but also received hands-on training on how to best serve customers....

Example

With **three years of clothing retail experience** and a commerce **degree in marketing**, I'm eager to use my experience and training to serve Banana Republic and its customers by working as an **assistant manager** at your first Halifax location slated to open this fall at the Halifax Shopping Centre.

Through my experience as a salesperson for Pseudio for three years,

As part of my **marketing major** at Saint Mary's University, courses in sales and retail management have equipped me with **the skills I need to recruit, train, and motivate sales personnel** and how to design and implement effective marketing strategies for in-store promotions.

Provide proof by discussing specific experiences that demonstrate your relevant skills

Not: I am an effective supervisor. (so what?)

But: Supervising a staff of five counter clerks has given me the leadership skills **your** front line requires.

[more you-attitude, relates to employer's needs]

Not: I took a course in business communications. (so what?)

But: The communication strategies learned in my business communications course will enable me to prepare effective messages when corresponding with **your employees and clients.**

State information confidently and positively

Not: I feel/ think I have strong communication skills.

But: I have strong communication skills.

Not: I have never been disciplined for being late.

But: I have always been on time for work.

Motivating Action in Closing, p. 506

- Ask for an interview. Consider hooking the request to a statement reviewing your strongest points.
- Make it easy to respond. Tell when you can be reached.

Motivate Action in Close (Solicited)

Once you have reviewed my enclosed resume, I would welcome the opportunity to discuss with you in person how my **managerial training, retail experience, and excellent customer service skills** have prepared me to meet the needs of your assistant manager position.

I can be reached at [902-420-5752](tel:902-420-5752) after 3 p.m. daily.

Avoid the following clichéd statements
in your close.

