

# RESUME & COVER LETTER GUIDE



SAREMI CENTER FOR  
CAREER DEVELOPMENT

[saremi.center@aic.edu](mailto:saremi.center@aic.edu)

(413) 654-1411

## General Resume Guide

**Firstname Lastname**

City, State

Professional email • Phone number

### SUMMARY

[This section will describe your relevant qualifications in 3-5 sentences. The purpose is to summarize your qualifications into a short and concise sales pitch where YOU are the product, and to convince the hiring manager to read the rest of your resume. The summary should accurately reflect your unique combination of skills, knowledge, abilities, experience, achievements, and interests.]

**Commented [A1]:** This area is flexible but should contain a brief description of your educational background and RELEVANT experience. You should also highlight your relevant/transferable skills and personal characteristics. Refer to the [Resume Summary Examples and Characteristics and Skills](#) list in the [Resume & Cover Letter Guide](#) for suggestions.

### EDUCATION

**[Bachelor or Master] of [Arts or Science] in [Program name]**      Anticipated [Month and Year]  
American International College, Springfield, MA  
*Major/Minor:*  
*GPA:*  
*Honors:*  
*Course Highlights:*

**Commented [A2]:** Your education section should include your COLLEGE education—if you have obtained a degree prior to AIC, make additional entries in the same style. Unless you are a freshman, NO HIGH SCHOOL.

Be sure to enter YOUR specific degree and program, and the MONTH and YEAR.

The following are OPTIONAL but please note:

- GPA: Only include if 3.2 or above.
- Honors: Only list academic honors such as Dean's List, graduation honors, 3.0 Club, etc.
- Course Highlights: List only higher level or elective courses (no more than four) that demonstrate specialized knowledge.

### CORE COMPETENCIES

- Skill 1
- Skill 2
- Skill 3
- Skill 4
- Skill 5
- Skill 6
- Skill 7
- Skill 8
- Skill 9

**Commented [A3]:** Identify some of your key skills/strengths. Refer to the [Characteristics and Skills](#) list in the [Resume & Cover Letter Guide](#) for suggestions.

### RELATED EXPERIENCE

**Job Title**      Hire Date – End Date  
Company Name, City, State

- Use complete sentences but omit the subject "I" -- "Organized files, ...." rather than "I organized files, ..."
- Basic description of job duties and responsibilities
- List any notable achievements or experiences
- Use numbers and other specific information where possible

**Commented [A4]:** This section is for work/internship/volunteer experience that is DIRECTLY RELATED to the job/field to which you are applying.

Experiences should be listed in REVERSE chronological order with your current/most recent one first, then moving backward in time.

**Job Title**      Hire Date – End Date  
Company Name, City, State

- Use complete sentences but omit the subject "I" -- "Organized files, ...." rather than "I organized files, ..."
- Basic description of job duties and responsibilities
- List any notable achievements or experiences
- Use numbers and other specific information where possible

**Commented [A5]:** Important details to note:

- Current positions should be in present-tense; past positions should be in past-tense.
- Use specific action verbs that emphasize your role and achievements; avoid saying "assisted with" over and over. Refer to the [Action Verbs for Resumes](#) page in the [Resume & Cover Letter Guide](#) for suggestions.
- Include specific details where appropriate. Refer to the [Building Better Bullets](#) page in the [Resume & Cover Letter Guide](#) for suggestions.
- No more than four bullet points for any one position.

## **General Resume Guide**

### **Firstname Lastname**

City, State

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#### **RELATED PROJECTS**

##### **Project Name**

Hire Date – End Date

Name of class or college, City, State

- Use complete sentences but omit the subject "I" -- "Organized files, ...." rather than "I organized files, ..."
- Basic description of project goals and your responsibilities
- List any notable achievements or experiences
- Use numbers and other specific information where possible

**Commented [A6]:** If you lack work experience in your target area, then *relevant, significant* class projects, competitions, and personal projects can add value to your resume.

#### **OTHER EXPERIENCE**

##### **Job Title**

Hire Date – End Date

Company Name, City, State

- One to three bullet points only
- One to three bullet points only
- One to three bullet points only

**Commented [A7]:** If you have work experience that may not be relevant to your desired field, then list it here. It may not apply directly to the job you want now, but it can still demonstrate skills gained and/or good work history.

#### **LEADERSHIP & COMMUNITY INVOLVEMENT**

##### **Role**

Hire Date – End Date

Club, Organization/School, City, State

- List any notable achievements or experiences
- Use numbers and other specific information where possible

**Commented [A8]:** Your unpaid experience (athletics, clubs, community service, professional affiliations, volunteering, etc.) can be VERY valuable! It demonstrates commitment and experience. Additionally, if you've gained specific skills in these positions, you should add a bullet describing your responsibilities and skills gained.

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## Resume Summary Examples

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**NOTE:** These examples are provided to help generate ideas. Please do NOT copy/paste them verbatim. You must write YOUR OWN distinct summary that accurately reflects your unique combination of skills, knowledge, abilities, experience, achievements, and interests.

### **Accounting:**

Dynamic and detail-driven Accounting student with a strong academic foundation and a passion for precision. Proven proficiency in financial analysis, budgeting, and reconciliations through coursework and internship experiences. Adept at utilizing accounting software and Microsoft Excel for data analysis and reporting. Proven ability to collaborate effectively within a team and communicate financial information clearly. Eager to bring analytical skills and dedication to accuracy to a challenging accounting role. Seeking an opportunity to apply academic knowledge and gain practical experience in a dynamic professional environment.

### **Arts and Entertainment Management:**

Results-oriented and detail-driven Arts and Entertainment Management student with a strong academic foundation and a passion for the arts. Proven ability to combine artistic vision with organizational skills through coursework and hands-on experiences. Adept at event planning, project coordination, and team collaboration to bring creative concepts to fruition. Well-versed in utilizing technology for promotion and marketing within the entertainment industry. Eager to contribute a unique blend of creativity and business acumen to a challenging arts and entertainment management role.

### **Athletic Administration and Leadership:**

Dynamic and forward-thinking Athletic Administration and Leadership student with a solid foundation in sports management. Proven ability to combine athletic insight with organizational skills through coursework and hands-on experiences. Skilled in strategic planning, budgeting, and sports marketing, with a passion for enhancing the overall athletic experience. Eager to contribute to the pursuit of excellence in athletic programs. Seeking an opportunity to apply academic knowledge and gain practical experience in a dynamic sports administration and leadership role.

### **Biology:**

Results-oriented and detail-driven Biology student with a strong academic foundation and a passion for the life sciences. Demonstrated proficiency in laboratory techniques, data analysis, and scientific research through coursework and hands-on projects. Skilled in conducting experiments, recording and interpreting results, and effectively communicating findings. Adept at utilizing laboratory equipment and technology for experimentation and analysis. Eager to apply theoretical knowledge to real-world scientific challenges and contribute to advancements in the field of biology.

### **Communications and Public Relations:**

Motivated and detail-oriented Communications and Public Relations student with a strong academic foundation and a passion for effective communication strategies. Demonstrated proficiency in crafting compelling messages, developing media relations, and executing strategic communication plans through coursework and internships. Strong written and verbal communication skills, with experience in content creation, press releases, and social media management. Eager to contribute creativity and strategic thinking to a dynamic communications or public relations role. Seeking opportunities to apply academic knowledge and gain practical experience in the field.

### **Criminal Justice:**

Dedicated and aspiring Criminal Justice student with a strong foundation in legal and law enforcement principles. Proven track record of effective communication and collaboration within team environments, complemented by coursework and practical experiences in criminal justice. Skilled in strategic thinking, problem-solving, and applying legal knowledge to real-world scenarios. Eager to contribute to the pursuit of justice and public safety. Seeking opportunities to apply academic knowledge and gain practical experience in a dynamic criminal justice role.

### **Cybersecurity:**

Strategic and forward-thinking Cybersecurity student with a focus on securing digital environments and mitigating cyber threats. Proficient in identifying vulnerabilities and implementing effective security measures through coursework and hands-on experiences. Skilled in threat detection, incident response, and risk assessment. Adept at staying abreast of the latest cybersecurity trends and technologies. Eager to contribute technical expertise and a commitment to safeguarding digital assets to a challenging cybersecurity role.

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## Resume Summary Examples

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### **Digital Marketing:**

Creative and tech-savvy Digital Marketing student with a keen understanding of contemporary marketing trends. Proven ability to create and implement effective digital marketing campaigns through coursework and hands-on experiences. Adept at leveraging SEO, SEM, and email marketing to optimize online presence and enhance brand awareness. Strong analytical and communication skills. Eager to contribute creativity and data-driven solutions to a dynamic digital marketing team. Seeking opportunities to apply academic knowledge and gain practical experience in the field.

### **Digital Media Production:**

Motivated and dedicated Digital Media Production student with a passion for visual storytelling. Proven expertise in using industry-standard software and equipment to bring creative concepts to life. Strong understanding of storytelling principles, cinematography, and post-production techniques. Adept at collaborating within creative teams to produce engaging and impactful digital content. Eager to contribute a blend of technical proficiency and artistic vision to a dynamic digital media production environment. Seeking opportunities to apply academic knowledge, learn new technologies, and contribute to the creation of compelling visual narratives.

### **Economics and Finance:**

Results-driven Finance and Economics student with a solid academic background and a passion for analyzing financial markets and economic trends. Proven proficiency in financial modeling, data analysis, and risk assessment through coursework and internship experiences. Adept at utilizing financial software and tools to evaluate investment opportunities and optimize financial performance. Strong analytical and problem-solving skills, with a keen understanding of economic principles and their impact on financial decision-making. Eager to contribute a blend of quantitative skills and economic insights to a dynamic finance role.

### **General Business:**

Versatile and motivated General Business student with a well-rounded academic background. Proven ability to adapt quickly to diverse business environments and contribute effectively to team projects. Strong analytical and problem-solving skills developed through coursework and practical experiences. Adept at utilizing business software and tools to analyze data and make informed decisions. Eager to apply broad knowledge in a professional setting, contribute to organizational success, and gain hands-on experience across various business disciplines.

### **Graphics Arts and Design:**

Creative and tech-savvy Graphic Arts and Design student with a passion for visual storytelling. Proven proficiency in industry-standard design software and a keen eye for aesthetics and composition. Adept at translating conceptual ideas into visually compelling designs that align with brand identity. Strong communication skills and ability to collaborate effectively within creative teams. Eager to contribute a blend of creativity and technical expertise to a dynamic design role. Seeking opportunities to apply academic knowledge, learn new techniques, and make meaningful contributions to visual communication in a professional setting.

### **Healthcare Management:**

Dedicated and detail-oriented Healthcare Management student with a strong foundation in healthcare administration, policy, and business. Proven ability to blend theoretical knowledge with practical skills acquired through internships and coursework. Adept at analyzing healthcare systems, implementing process improvements, and ensuring efficient delivery of patient care. Possesses excellent communication and interpersonal skills, honed through collaborative projects and engagement with diverse stakeholders. Eager to apply academic insights to real-world healthcare challenges, with a commitment to optimizing healthcare operations and contributing to positive patient outcomes. Seeking opportunities to leverage my passion for healthcare management and continuous learning in a dynamic professional setting.

### **Human Biology:**

Enthusiastic Human Biology student with a strong foundation in biological sciences, anatomy, and physiology. Possesses a keen interest in understanding the intricacies of the human body and its functions. Demonstrated ability to excel in both laboratory settings and academic coursework, with a focus on integrating theoretical knowledge into practical applications. Skilled in data analysis, scientific research, and effective communication of complex concepts. Proactive learner with a commitment to staying abreast of the latest advancements in the field. Eager to leverage my scientific curiosity, research skills, and passion for human biology in a dynamic and collaborative research or healthcare environment.

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## Resume Summary Examples

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### **Liberal Arts:**

Versatile and detail-oriented Liberal Arts student with a broad academic foundation encompassing literature, philosophy, social sciences, and the arts. Strong critical thinking, research, and analytical skills honed through diverse coursework and extracurricular involvement. Adept at synthesizing information from various disciplines to develop well-rounded perspectives. Proven ability to communicate effectively, both verbally and in writing, with a keen eye for detail. Demonstrated adaptability and a passion for lifelong learning. Seeking opportunities to apply my interdisciplinary knowledge and creative thinking in a dynamic work environment where diverse perspectives are valued. Committed to contributing a unique blend of analytical and creative skills to address complex challenges and foster innovation.

### **Management:**

Dynamic and goal-oriented Management student with a strong academic foundation and a passion for effective leadership and organizational efficiency. Proven ability to analyze complex business challenges, develop solutions, and implement process improvements. Adept at fostering teamwork, communication, and collaboration within diverse groups. Strong organizational and multitasking skills developed through coursework and practical experiences. Eager to contribute management skills and academic knowledge to a dynamic organizational environment. Seeking opportunities to apply theoretical insights in a practical business setting, contribute to effective leadership, and make meaningful contributions to organizational success.

### **Marketing:**

Dynamic and results-oriented student with a solid academic foundation and a passion for creating impactful brand experiences. Proven proficiency in utilizing social media, content creation, and marketing analytics to enhance brand visibility and engagement. Adept at developing creative and data-driven marketing campaigns that align with business objectives. Strong communication and interpersonal skills developed through coursework and collaborative projects. Eager to contribute a blend of creativity and analytical prowess to a dynamic marketing role. Seeking opportunities to apply theoretical knowledge in a practical setting, contribute to marketing strategy, and make a meaningful impact on brand success.

### **Media Communication Studies:**

Dynamic Media Communication Studies student with a comprehensive understanding of media theory, digital communication, and strategic messaging. Proven skills in content creation, social media management, and multimedia production, with hands-on experience through internships and coursework. Strong analytical and critical-thinking abilities, coupled with effective verbal and written communication skills. Adept at interpreting and disseminating information across various platforms. Passionate about staying abreast of emerging media trends and technologies. Eager to apply my knowledge and creativity in a professional setting, contributing to effective communication strategies and engaging content creation. Seeking opportunities to leverage my media expertise to enhance brand visibility, audience engagement, and communication effectiveness.

### **Psychology:**

Dedicated Psychology student with a profound understanding of human behavior, psychological theories, and research methodologies. Proven ability to analyze and interpret complex data, coupled with excellent research and critical thinking skills. Skilled in administering psychological assessments and conducting insightful interviews. Adept at applying psychological principles to real-world situations and fostering empathy in interpersonal relationships. Strong communication skills demonstrated through coursework and practical experiences. Eager to contribute my passion for understanding the human mind and behavior to a dynamic team. Seeking opportunities to apply my psychological knowledge in research, counseling, or other related fields to make a positive impact on individuals and communities.

### **Public Administration:**

Goal-oriented and civic-minded Public Administration student with a strong academic foundation. Proven ability to analyze complex public policy issues, develop solutions, and implement strategic initiatives. Adept at conducting research, collecting and interpreting data, and communicating findings effectively. Strong organizational and project management skills honed through coursework and internships. Eager to contribute academic knowledge and commitment to public service to a dynamic public administration role. Seeking opportunities to apply theoretical insights in practical settings, contribute to the betterment of communities, and gain hands-on experience in public administration and policy.

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## Resume Summary Examples

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### **Public Relations and Social Media Administration:**

Results-driven Public Relations and Social Media Administration student with a strong foundation in strategic communication, brand management, and digital marketing. Proven expertise in developing and implementing social media campaigns that effectively engage target audiences and enhance brand visibility. Skilled in content creation, social media analytics, and community management. Hands-on experience with various social media platforms and tools. Adept at crafting compelling messages and maintaining a cohesive brand image across multiple channels. Excellent written and verbal communication skills, with a keen eye for detail. Eager to leverage my skills in a professional setting to contribute to effective communication strategies, build brand awareness, and foster positive online communities. Seeking opportunities to apply my knowledge and creativity in a dynamic and collaborative PR and social media environment.

### **Sociology:**

Results-oriented Sociology student with a passion for understanding societal dynamics and addressing social issues. Proven ability to analyze and interpret complex data, coupled with excellent research and communication skills. Adept at conducting qualitative and quantitative research, with a focus on applying sociological theories to real-world situations. Eager to contribute my academic knowledge and fresh perspectives to a dynamic team, while continuously expanding my skills in research, data analysis, and social advocacy. Committed to fostering positive change and promoting social justice through a collaborative and empathetic approach.

### **Sports and Recreation Management:**

Energetic and dedicated student with a solid academic background and a passion for the dynamic world of sports administration. Proven proficiency in coordinating sports events, managing recreational programs, and understanding the business side of the sports industry. Adept at utilizing organizational and communication skills to create engaging and successful sports-related experiences. Strong teamwork and leadership abilities developed through coursework and hands-on experiences. Eager to contribute knowledge and enthusiasm to a dynamic sports and recreation management role. Seeking opportunities to apply theoretical insights in practical settings, contribute to the success of sports programs, and gain valuable experience in sports administration.

### **Visual and Digital Arts:**

Creative and detail-oriented Visual and Digital Arts student with a passion for translating ideas into visually compelling narratives. Proficient in various digital media tools and techniques, including graphic design, video editing, and multimedia production. Adept at conceptualizing and executing visually impactful projects with an emphasis on storytelling and aesthetic innovation. Demonstrated ability to collaborate effectively in team environments, communicate artistic visions, and meet project deadlines. Strong foundation in art history, design principles, and contemporary digital trends. Eager to contribute my artistic skills and creativity to a dynamic creative team, combining technical proficiency with a keen eye for aesthetics. Seeking opportunities to leverage my visual and digital arts expertise to bring fresh perspectives and creative solutions to projects in the visual and digital arts field.



## Characteristics and Skills for Your Resume

Personality Characteristics	Communication	Management / Leadership	Teaching / Helping	Organization / Administrative	Accounting / Financial	Creative
Accuracy	Arbitration	Administration	Adaptability	Arranging	Accounting	Acting
Accountability	Arranging	Analysis	Advising	Cataloguing	Adjusting	Brainstorming
Adaptability	Articulateness	Conflict Resolution	Advocating	Charting	Allocation	Composing
Attention to detail	Authoring	Consolidating	Answering	Classifying	Analyzing	Condensing
Calmness	Bilingual	Controlling	Arranging	Coding	Appraising	Creative Thinking
Collaboration	Clarification	Coordinating	Assessment	Collecting	Assessing	Customizing
Compassion	Collaboration	Decision Making	Clarification	Correcting	Auditing	Designing
Confidence	Condensing	Delegating	Coaching	Correspondence	Balancing	Developing
Conscientiousness	Consulting	Directing	Collaboration	Distributing	Banking	Directing
Consensus Building	Content Management	Discipline	Counseling	Documenting	Budgeting	Drawing
Consistency	Convincing	Enforcing	Critiquing	Execution	Calculating	Envisioning
Continual Learning	Copywriting	Establishing	Demonstrating	Filing	Conserving	Fashion
Cooperation	Corresponding	Execution	Developing	Inspecting	Correcting	Formulating
Dedication	Debating	Goal Setting	Diagnostic	Maintaining	Developing	Graphic Design
Dependability	Developing	Hiring	Explaining	Monitoring	Finance	Illustrating
Effective Communication	Directing	Hosting	Facilitation	Multi-Tasking	Financial Planning	Inventive
Efficiency	Drafting	Hosting	Focusing	Optimization	Forecasting	Modeling
Empathy	Editing	Improvisation	Guidance	Organization	Money Handling	Modifying
Energy	Interaction	Incorporating Ideas	Instruction	Processing	Projecting	Open-Mindedness
Flexibility	Interviewing	Influence	Intervention	Purchasing	Qualifying	Originating
Hard Work	Judging	Initiative	Mentoring	Recording	Quoting	Performing
Independence	Lecturing	Inspection	Partnering	Streamlining	Reconciliation	Photography
Innovation	Mediation	Leadership	Prevention	Verification		Video Production
Integrity	Multilingual	Overseeing	Referring			Web Design
Listening	Presentation	Performance Evaluation	Supporting			
Motivation	Public Speaking	Prioritization	Tutoring			
Organization	Responding	Problem Solving	Volunteering			
Passion	Revising	Process Improvement				
Patience	Synthesizing	Program Development				
People Orientation	Translation	Project Management				
Practicality	Writing	Scheduling				
Pragmatism		Selecting				
Productivity		Strategic Planning				
Reliability		Supervision				
Resourcefulness		Team Building				
Responsibility		Termination				
Self-motivation						
Stress Management						
Teamwork						
Work Ethic						



## Characteristics and Skills for Your Resume





[illegible]

# Building Better Bullet Points

What makes a good resume bullet point?

- Starts with an action verb;
- Highlights *your* impact, achievements, and transferrable skills - not the job;
- Makes it easy to understand what *you* did and why that was important;
- Uses numbers or other concrete information where possible;
- Is TRUE!

Examples:

<b>Volunteer</b> , American Red Cross, Springfield, MA	2012 – 2016
 <ul style="list-style-type: none"> <li>• Volunteer</li> <li>• Helped organize blood drives</li> <li>• Hosted 12 blood drives on AIC campus over the course of three years, collecting more than 300 donations, a 15% increase in the region</li> <li>• Designed and distributed promotional materials to attract volunteers and donors</li> </ul>	
<b>Lead Cashier</b> , Walmart, Springfield, MA	2012 – 2014
 <ul style="list-style-type: none"> <li>• Customer service</li> <li>• Cashiering</li> <li>• Stock</li> <li>• Promoted from Cashier to Lead Cashier after six months</li> <li>• Balanced all cash drawers, performed closing inventory, and verified and reconciled discrepancies to reduce loss</li> <li>• Resolved customer grievances; reduced formal customer complaints by 10%</li> </ul>	
<b>Shift Supervisor</b> , Ambulance Service, Elgin, IL	2011 – 2012
 <ul style="list-style-type: none"> <li>• Involved in a wide range of emergency situations, including auto accidents, prompt medical care/patient stabilization, and transportation to hospitals</li> <li>• Managed four teams of emergency responders</li> <li>• Assigned shifts and responsibilities; performed bi-annual performance evaluations</li> <li>• Drafted and implemented standardized expectations and procedures</li> </ul>	
<b>Babysitter</b> , Amherst, MA	2010 – 2013
 <ul style="list-style-type: none"> <li>• Provide babysitting for multiple families</li> </ul> <p><i>Note: Call this "Child Care Provider" or something a little more professional!</i></p> <ul style="list-style-type: none"> <li>• Provided child care for multiple families, children ages 2 - 13</li> <li>• Supported educational and social development by reading with clients, assisting with homework, and arranging regular enrichment activities, such as museum visits</li> </ul>	

## Action Verbs for Resumes

### Leadership/Mgmt.

administered  
analyzed  
assigned  
chaired  
coached  
contracted  
coordinated  
cultivated  
decided  
delegated  
developed  
directed  
enhanced  
established  
evaluated  
executed  
expanded  
formed  
fostered  
founded  
generated  
guided  
handled  
headed  
hosted  
implemented  
improved  
increased  
initiated  
launched  
led  
managed  
motivated  
organized  
oversaw  
planned  
prioritized  
produced  
recommended  
resolved  
reviewed  
scheduled  
strengthened  
supervised  
supported  
taught  
trained

### Communication

addressed  
arranged  
articulated  
authored  
clarified  
collaborated  
communicated  
composed  
consulted  
contacted  
convinced  
coordinated  
corresponded  
defined  
described  
developed  
directed  
discussed  
drafted  
edited  
elicited  
enlisted  
explained  
expressed  
formulated  
incorporated  
influenced  
interacted  
interviewed  
involved  
listened  
mediated  
moderated  
negotiated  
observed  
participated  
persuaded  
presented  
proposed  
publicized  
reconciled  
recruited  
reported  
solicited  
spoke  
suggested  
wrote

### Organization/Detail

approved  
arranged  
articulated  
catalogued  
categorized  
classified  
coded  
collected  
compiled  
corrected  
distributed  
documented  
executed  
generated  
implemented  
inspected  
integrated  
measured  
monitored  
obtained  
operated  
ordered  
organized  
planned  
prepared  
prioritized  
processed  
purchased  
recorded  
reorganized  
researched  
reserved  
revised  
scheduled  
screened  
streamlined  
updated  
validated  
verified

### Marketing/Creative

acted  
adapted  
advanced  
advertised  
brainstormed  
built  
conceptualized  
created  
cultivated  
customized  
designed  
developed  
devised  
directed  
displayed  
drew  
enhanced  
established  
exceeded  
facilitated  
fashioned  
formed  
generated  
identified  
illustrated  
increased  
introduced  
invented  
launched  
liaised  
marketed  
maximized  
negotiated  
originated  
partnered  
performed  
photographed  
pitched  
planned  
positioned  
promoted  
publicized  
revised  
revitalized  
shaped  
sold  
tailored

### Technical/Data

adapted  
adjusted  
administered  
allocated  
analyzed  
applied  
assembled  
assessed  
audited  
balanced  
built  
calculated  
coded  
computed  
conserved  
constructed  
converted  
corrected  
debugged  
designed  
determined  
developed  
devised  
engineered  
estimated  
forecast  
installed  
maintained  
managed  
measured  
operated  
optimized  
overhauled  
programmed  
projected  
quantified  
reduced  
remodeled  
repaired  
restored  
solved  
specialized  
standardized  
upgraded  
utilized

### Helping

adapted  
advised  
advocated  
aided  
answered  
arranged  
assessed  
assisted  
cared for  
clarified  
coached  
collaborated  
conducted  
cooperated  
coordinated  
counseled  
demonstrated  
diagnosed  
educated  
enabled  
encouraged  
ensured  
evaluated  
expedited  
explained  
facilitated  
focused  
furthered  
guided  
helped  
informed  
intervened  
motivated  
persuaded  
provided  
referred  
rehabilitated  
represented  
resolved  
set goals  
supplied  
supported  
taught  
trained  
tutored  
volunteered

### Research

analyzed  
collected  
compared  
conducted  
detected  
determined  
evaluated  
examined  
explored  
extracted  
gathered  
identified  
inspected  
interpreted  
interviewed  
investigated  
located  
measured  
researched  
searched  
solved  
surveyed  
tested

### Accomplishments

accelerated  
accomplished  
achieved  
completed  
exceeded  
excelled  
expanded  
fulfilled  
improved  
maximized  
optimized  
overcame  
pioneered  
reduced (losses)  
resolved (issues)  
restored  
spearheaded  
streamlined  
succeeded  
surpassed  
transformed  
won

## What to Include in Your Cover Letter

### Point #1 – Introduction

(1 paragraph)

*Basic message:*

This is who I am and why I'm writing to you.

Tell the reader why you are writing and **state the position to which you are applying**. If you have a **networking contact at the organization, refer to them** in the first paragraph.

Remember, the first paragraph of the cover letter should spark the interest of the reader.

### Point #2 – Interest

(1 paragraph)

*Basic message:*

This is why I'm interested in your organization and position.

**Explain why you are interested in the position and employer.** Research the organization and share why you want to work for them by including important facts and details you learned.

**Emphasize your enthusiasm** as you explain why the organization is a good fit for you based on its mission/goals/values and/or your specific interests or passions.

### Point #3 – Value Proposition

(1 paragraph)

*Basic message:*

This is what I have to offer and how it's relevant to your needs.

Draw a direct connection between your experience/skills and the position to which you are applying. **Match your**

**qualifications to those the employer has listed in the job description.** You may reference some key experiences from your background but do not re-state your resume here.

Remember, this should be structured more like a brief narrative.

### Point #4 – Appreciation & Action

(1 paragraph)

*Basic message:*

Thank you for your time and consideration. I would appreciate an opportunity to meet in person.

**Express your appreciation** to the readers for their time and consideration of you as a candidate. **Re-state your strong interest in their opportunity and organization.** Finally, **urge the employer to take action** by contacting you to arrange an interview at their earliest convenience. Make it easier by providing both your phone # and email address again.

## Helpful Tips

- ✓ Always customize the cover letter to the specific position and organization.
- ✓ The cover letter should be short, clear, precise, and typed perfectly.
- ✓ Always have someone proofread and review your letter for you.
- ✓ Keep copies of cover letters with the organization's phone # for your files.
- ✓ Follow up with a phone call.

## Factors That Will Work Against You

- ✗ Poor grammar and punctuation
- ✗ Self-focused versus employer-focused
- ✗ Aggressive, pushy tone
- ✗ Misspelled words
- ✗ Bland, boring content
- ✗ Rambling, lack of focus
- ✗ Exaggeration
- ✗ Poor overall appearance

## **Basic Cover Letter Example**

**Taylor Johnson**

Springfield, MA  
marketing-taylor@gmail.com • 413-555-1234

January 2, 2024

Ms. Vanessa Harris  
Director of Human Resources  
Coventry Human Services, Inc.  
1725 High Avenue, Suite 200  
Holyoke, MA 01040

Dear Ms. Harris,

I'm writing to express my strong interest in the **Marketing Manager position** that I saw posted on the American Marketing Association's *Marketing News* jobs forum. After reviewing the job posting with my marketing professor/advisor, Dr. John Herman, I learned that he has referred numerous graduates to your organization in the past and he strongly encouraged me to apply for this position.

Upon researching Coventry Human Services, my enthusiasm grew as I learned about the company's values and commitment to serving the region's underprivileged youth. I have always been passionate about working with individuals in need, especially those who have traditionally fallen through the cracks in society. In fact, this is such a strong interest of mine that I chose to minor in Social Work and I have thoroughly enjoyed that coursework. So, finding a Marketing position with an organization such as yours seems like a perfect way to marry my two passions.

As an upcoming graduate from AIC with a degree in Marketing and Public Relations, I had the opportunity to intern at ABC Creative, where I was assigned to the Marketing team responsible for developing and implementing a brand expansion campaign for one of their sporting goods clients. On this project, I gained valuable creative and technical experience by developing content for the promotional campaign, customer segmentation, data mining, lead generation, and creating a new company logo. Furthermore, my role required me to utilize my creative, analytical thinking, writing, collaboration, and communication skills in a fast-paced team environment.

Thank you very much for your time in reviewing my background for the Marketing Manager position. I would be honored to be considered for a role on your Marketing team and would appreciate the opportunity to meet with you to discuss my qualifications further. Please feel free to contact me at 413-555-1234 or [marketing-taylor@gmail.com](mailto:marketing-taylor@gmail.com) to schedule an interview at your earliest convenience.

Sincerely,

Taylor Johnson

Saremi Center for Career Development  
TEL: 413-654-1411, [Saremi.Center@aic.edu](mailto:Saremi.Center@aic.edu)

**Commented [A1]:** INTRODUCTION: Tell the reader why you are writing and **state the position to which you are applying**. If you have a **networking contact at the organization, refer to them** in the first paragraph. Remember, the first paragraph of the cover letter should spark the interest of the reader.

**Commented [A2]:** INTEREST: **Explain why you are interested in the position and employer**. Research the organization and share why you want to work for them by including important facts and details you learned. **Emphasize your enthusiasm** as you explain why the organization is a good fit for you based on their mission/goals/values and/or your specific interests or passions.

**Commented [A3]:** VALUE PROPOSITION: Draw a direct connection between your experience/skills and the position to which you are applying. **Match your qualifications to those the employer has listed in the job description**. You may reference some key experiences from your background, but do not re-state your resume here. Remember, this should be structured more like a brief narrative.

**Commented [A4]:** APPRECIATION & ACTION: **Express your appreciation** to the reader for their time and consideration of you as a candidate. **Re-state your strong interest in their opportunity and organization**. Finally, **urge the employer to take action** by contacting you to arrange an interview at their earliest convenience. Make it easier by providing both your phone # and email address again.

## **Reference List Guide**

Your Reference List should be a separate document from your resume. However, the document layout, fonts, and header should be the same as your resume.

Sometimes employers will instruct you to submit a list of references with your resume when you apply for a position. Other times, the employer may wait until after an interview to request your references. It is important that you follow the employer's specific application instructions and provide your list of references when asked for them.

In every instance, you should CHECK WITH YOUR REFERENCES BEFORE LISTING THEM and verify you have their correct contact information. You might also want to ask your references to let you know when an employer has contacted them about you.

### **Firstname Lastname**

City, State

Professional email • Phone number

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#### **REFERENCES**

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##### **Reference's Full Name**

Reference's Title and Organization

*Relationship:* [Their work-relationships to you and how many years they've supervised you -- for example: "Direct supervisor for two years"]

*Contact Information:* phone number AND email

##### **Reference's Full Name**

Reference's Title and Organization

*Relationship:* [Their work-relationships to you and how many years they've supervised you -- for example: "Direct supervisor for two years"]

*Contact Information:* phone number AND email

##### **Reference's Full Name**

Reference's Title and Organization

*Relationship:* [Their work-relationships to you and how many years they've supervised you -- for example: "Direct supervisor for two years"]

*Contact Information:* phone number AND email

# Five-Minute Peer Review

It can be difficult to write about yourself in a resume or cover letter and *very easy* to overlook mistakes, even after reading the documents to yourself several times. This is why it's important to always have someone else review your resume and cover letter before submitting them to any employer. Below are some key items to look for when reviewing one's resume and cover letter.

## ✓ **Easy to Read**

- Can you summarize the candidate after SIXTY SECONDS?
- Is the information on the resume and cover letter crowded together, or spaced out so it's easy to read?
- Are the sections labeled clearly?
- Are the resume and cover letter free of spelling and grammatical errors?
- Look at the job duties—is it clear what the candidate is trying to say?

## ✓ **Relevant**

- Are the resume and cover letter tailored to the target job?
- Which experiences jump out at you first? How relevant are those experiences to the target job?
- Look at the bullet points—how many describe skills or experiences beneficial for the target job?

## ✓ **Convincing**

- Look at the bullet points again:
  - Do they focus on the candidate's actions rather than their job description?
  - Does each bullet point begin with a dynamic and compelling verb (action word)?