Cover Letter and Resume Writing Tips

PRESENTED BY:
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Who Am I?

• Internship & Job Placement Coordinator
• What is ESS
• Resumes and cover letters
• Career Advisor = Tips for Career Success
Cover Letter

Accompanies a resume
An introduction
Expresses an interest
Draws attention to the resume
Do Your Research

- Most important step of the application process
- Most time-consuming part of the application process
## Start With …

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the CEO?</td>
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<tr>
<td>Who are the managers and what their roles are?</td>
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<tr>
<td>Is the company featured in articles?</td>
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<tr>
<td>Is the company running ads?</td>
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<tr>
<td>Do they have promotions?</td>
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<tr>
<td>Become familiar with the industry as a whole</td>
</tr>
<tr>
<td>Know who their competitors are</td>
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</tbody>
</table>
Learn About …

- The company’s business model
- The company’s product or service. Have you used it?
- The company culture
- The company’s relationship to its customers
- Will you have autonomy on how you get things done?
Also Learn About …

- When was the company founded?
- Who were the founders?
- What was their vision?
- Company growth?
Know the Following …

<table>
<thead>
<tr>
<th>Your intended target</th>
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<tbody>
<tr>
<td>The company’s pressing issues &amp; needs</td>
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<tr>
<td>Bring a fresh perspective</td>
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<tr>
<td>Don’t be judgmental</td>
</tr>
</tbody>
</table>
Consider What Defines You

Ask yourself the following:

What’s your purpose?

What are you passionate about?

What vision do you have for your career over the next 1, 3, 5, or 10 years?

Which values are driving your goals?

Why do you do what you do?

Jessica Holbrook Hernandez; “10 Resume Tips for 2018”
Cover Letter

I am a student majoring in Computer Science at University. I recently completed an internship in IT services at a local company, where I developed strong technical skills and hands-on experience with the latest IT technologies. My undergraduate coursework has equipped me with a solid foundation in computer science fundamentals, and I am eager to apply my knowledge in a professional setting.

In addition to my technical skills, I possess strong communication and problem-solving abilities. I am a quick learner and enjoy working both independently and in teams.

I am excited about the opportunity to contribute to your organization and am confident that my skills and experience make me a valuable addition to your team. Thank you for considering my application. I look forward to discussing my qualifications further.

Sincerely,

[Name]
Header

Full Name, address, city of residence
Phone number, email address (if not in the closing paragraph)
Date
Name of the hiring manager / their professional title
Name of the company you’re applying to
Address of the company
Dear Mr. John Doe,
Hello Ms. Jane Doe,
Greetings John Doe,
Salutations Dr. Smith,
Who is the Hiring Manager?

Job Posting
Company website
Contact the company directly
Professional social media
Dear [Department] hiring manager,
Dear hiring manager,
Hello [Department] team,
Dear [Company] hiring team,
Hello customer service hiring manager,
Dear Customer service hiring team,
Opening Paragraph

- First Impression
- Attention Grabber
- Top Skills
- Relevant to Position
Second Paragraph

Why you are the perfect person for the job

Why you are a good fit for the company
Third Paragraph

Good Fit
Company Culture
Passionate
Wrap Up

01
Include Points you didn’t Include in Previous Paragraphs

02
Thank the Hiring Manager

03
Call for Action
Formal
Closing

Best Regards,
Kind Regards,
Sincerely,
Thank you,
Lobo Louie  
601 Central Avenue  
Albuquerque, NM 87131

August 20, 2020

Mr. James F. Hire, Human Resources Manager  
ABC, Inc.  
1601 Sunset Boulevard  
San Diego, CA 92121

Dear Mr. Hire,

Your civil engineer trainee position (123489) is an exciting opportunity for me to apply my expertise. ABC Company’s stellar reputation for providing quality service and project support to your clients is well-known, and I am motivated to join your team.

Highlights of my credentials:
• BS in civil engineering and Engineer in Training (EIT) certification from NCEES.
• Two years of experience as a civil engineer trainee and intern for local engineering firms.
• Hands-on experience providing project design and site civil engineering leadership for water, wastewater, roadway and other municipal infrastructure projects throughout New Mexico.
• Worked with lead civil engineers on the delivery of on-schedule, on-budget and high-quality completion of infrastructure projects with varying degrees of complexity and budgets ranging from $500K to $6.8M.
• Proficient in preparing drawings and technical specs using AutoCAD Civil 3D and MicroStation.

In addition, I have worked closely with licensed PEs on maintaining compliance with regulatory requirements. I have provided creative, cost-effective design solutions to issues including erosion, corrosive groundwater, insufficient water inflow/drainage, soil instability, steep-slope grading and other engineering challenges.

If my credentials and strong understanding of municipal water and wastewater infrastructure systems are well matched to your needs, please contact me at (555) 555-5555 or email lm@somedomain.com to schedule an interview at your earliest convenience. Thank you very much.

Sincerely,

Lobo Louie, EIT
Enclosure: Résumé
Before you Send

Put it aside for a day
Read it out loud
Read it backwards and then forwards
Ask a friend to proofread it
Points That Will Lead to Your Cover Letter Being Rejected

- Lack of research
- Overly casual greetings
- Bragging
- Repeat your entire resume
What NOT to include

- Personal information
- Salary expectations
- Negative comments
- Lies or exaggerations
- Empty claims
Resumes

- Tailored
- Skills & Experiences
- Career Aspirations
Tips for a Resume

1. Summary of your experiences
2. The content should be organized
3. Tool to showcase yourself
4. One page long
5. Customize it!
Avoid Using Templates

Reflection of YOU

Templates = a worn-out line you’ve heard before

Jessica Holbrook Hernandez; “10 Resume Tips for 2018”
Show evidence!
Tell Your Story Through…

- Numbers
- Testimonials
- LinkedIn
- Recommendations
- Endorsements

Jessica Holbrook Hernandez; “10 Resume Tips for 2018”
Chronological Resume

Most common Reverse chronological order.

Helps employers to quickly learn about your skills
Certifications

- Job search
- In-progress or will earn
- List certifications separately
Aligning Your Resume to a Job Posting

1 post = 100+ applicants

Best fit

Mirrors desired skills
Skills to Include

Go over the job posting

Highlight key word

Multiple mention

Resume matches job posting
Educational achievements
Include what degree you earned or plan to earn
List skills you acquired
Do Include

- Education
- Paid work
- Volunteer work
- Relevant Course work
- Presentations
- Professional Affiliations
- Projects
- Research
- Languages
- Skills
- Awards
- Certification
- Educational Travel
Decorations
Photos (US Standards)
Personal Information
Use of the first person (I, my)
Salary requirements
Contractions & abbreviations
Negative mention of previous employees
Reasons for leaving past positions
Irrelevant Information
Lies

Don’t Include
<table>
<thead>
<tr>
<th>Key Skills &amp; Proficiencies</th>
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<tbody>
<tr>
<td>Analysis and testing</td>
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<tr>
<td>Communication skills</td>
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<tr>
<td>Design</td>
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<tr>
<td>Organized</td>
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<tr>
<td>Action Verbs</td>
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<tr>
<td>--------------</td>
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<tr>
<td>Analyze</td>
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<tr>
<td>Coordinate</td>
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<tr>
<td>Develop</td>
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<tr>
<td>Enhance</td>
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<tr>
<td>Execute</td>
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<tr>
<td>Maintain</td>
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<tr>
<td>Resolve</td>
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<tr>
<td>Supervise</td>
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</table>
Employers Look For

AMBITION  EXCITEMENT  WORK ETHICS  RELIABILITY  GOOD ATTITUDE
Help with:
- resumes
- cover letters
- career advisement

Please reach out to me, Nada Abdelhack at esscareers@unm.edu
Questions?

goto.unm.edu/ess-feedback

Don’t forget to follow up on social media.