



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

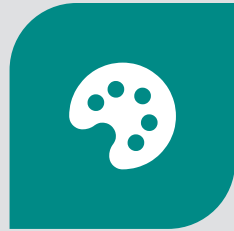
Draws attention to the resume



Resume



EDUCATION



PROFESSIONAL
BACKGROUND



SKILLS



ACCOMPLISHMENTS



SECURE
EMPLOYMENT



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Do Your Research

Most important
step of the
application
process

Most time-
consuming part
of the application
process



Start With ...

Who is the CEO?

Who are the managers and what their roles are?

Is the company featured in articles?

Is the company running ads?

Do they have promotions?

Become familiar with the industry as a whole

Know who their competitors are



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 ...

Your intended target

The company's pressing issues & needs

Bring a fresh perspective

Don't be judgmental





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Consider What Defines You



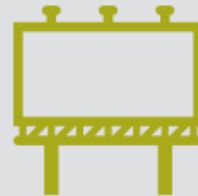
*Ask your self the
following:*



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



Which values are driving
your goals?



What's your purpose?



What are you passionate
about?



Why do you
do *what* you do?

Cover Letter



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





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Greet the
Hiring
Manager

A background image showing a person's hands typing on a laptop keyboard. The person is wearing a striped shirt and a watch. The image is overlaid with a semi-transparent red filter. The text is centered over the image.

**Dear Mr. John Doe,
Hello Ms. Jane Doe,
Greetings John Doe,
Salutations Dr. Smith,**



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Who is the Hiring Manager?

Job Posting

Company website

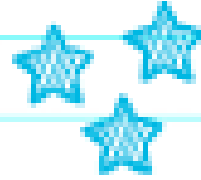
Contact the company
directly

Professional social
media

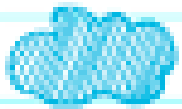


Vague Salutations

Dear Hiring Manager,



How Should I Address
This Cover Letter?



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





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Second Paragraph

Why you are the
perfect person for the
job

Why you are a good
fit for the company





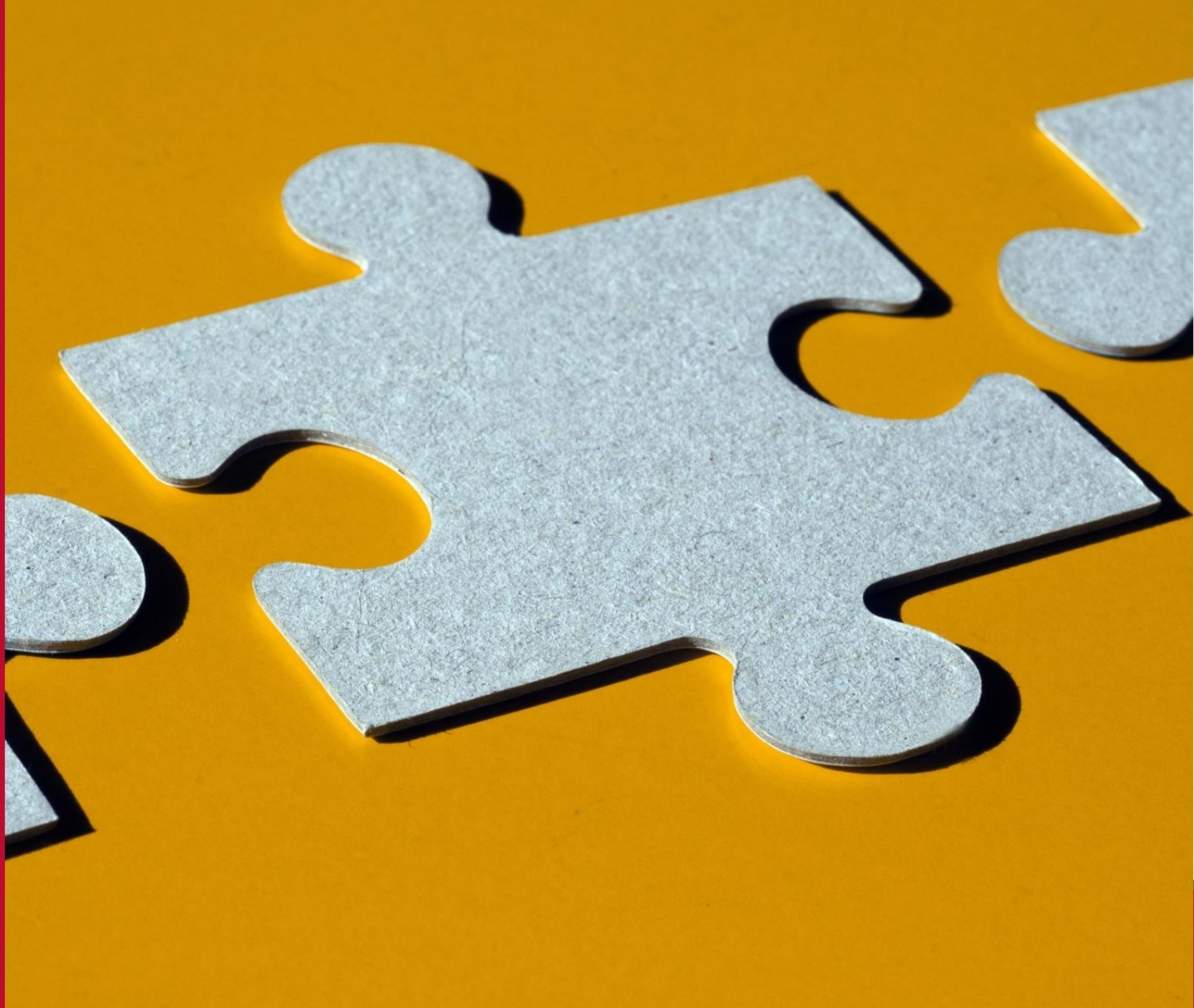
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Third Paragraph

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





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Formal Closing

A brown manila envelope is shown, partially open, with a white paper insert visible. A silver metal clip is attached to the center of the envelope flap. The text is written in a black, italicized serif font on the front of the envelope.

*Best Regards,
Kind Regards,
Sincerely,
Thank you,*



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Cover Letter Format

Header

Greeting

Opening Paragraph

Second Paragraph

Third Paragraph

Formal Closing



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



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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

A large, orange, cloud-shaped speech bubble with a black string tied around its top, hanging from above. The word 'Proofread!' is written in white, bold, sans-serif font inside the bubble. In the background, several other similar speech bubbles in blue, green, and red are visible but out of focus.

Proofread!



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Points That Will Lead to Your Cover Letter Being Rejected

Lack of
research

Overly
casual
greetings

Bragging

Repeat your
entire
resume



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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

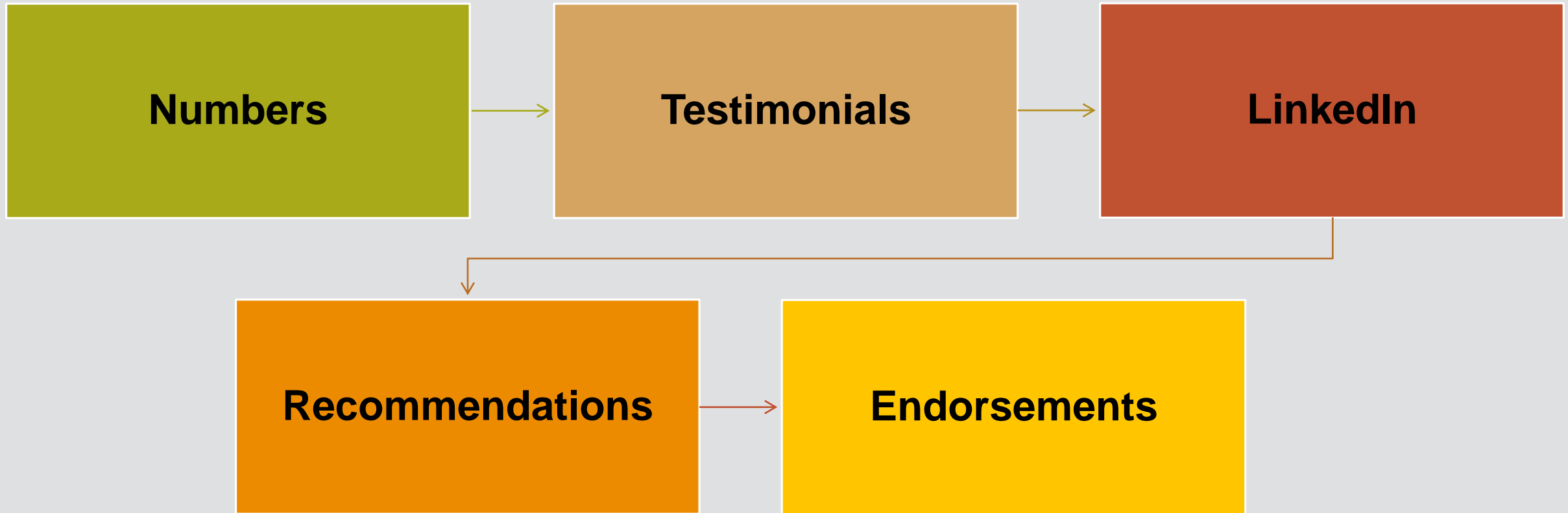
Reflection of YOU

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



Show evidence!

Tell Your Story Through...



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



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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



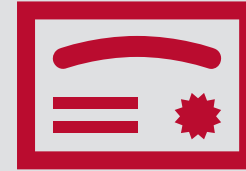


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College Student Resumes



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



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Key Skills & Proficiencies

Analysis and testing

Budget-conscious

Communication skills

Deadline oriented

Design

Management

Organized

Software programs (provide a relevant list specific to the job)



Action Verbs

Analyze	Collaborate
Coordinate	Design
Develop	Diagnose
Enhance	Examine
Execute	Implement
Maintain	Plan
Resolve	Respond
Supervise	Test



Employers Look For



AMBITION



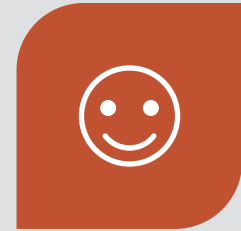
EXCITEMENT



WORK
ETHICS



RELIABILITY



GOOD
ATTITUDE



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Conclusion

Help with:

- resumes
- cover letters
- career advisement

Please reach out to me,

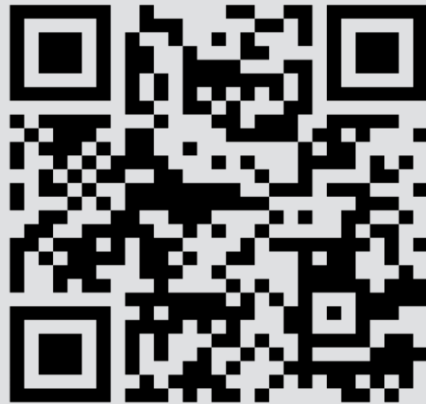
Nada Abdelhack at

esscareers@unm.edu

Questions?

Give
feedback.

Win a gift
certificate!



goto.unm.edu/ess-feedback



Don't forget to follow up on social media.



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