

# RESUME AND COVER LETTER GUIDE



## 10 seconds!

That is the average amount of time an employer spends looking at a resume.

### How will you make yourself stand out?

Come to the Center for Student Experience and Talent's Career Services drop-in hours to discuss resume writing strategies and have your resume/cover letter reviewed.



## Drop-In Hours

Monday-Thursday: 1-3 p.m.

**Center for Student  
Experience and Talent**

Vogel Hall  
414-229-4486

[uwm.edu/SET](http://uwm.edu/SET)

# RESUME CONTENT

Contact Information	Example
<p>Should include your name, mailing address, phone number(s), and email. May include your LinkedIn URL.</p>	<p><b>JAMES SMITH</b> 000 North Oakland Avenue, Milwaukee, Wisconsin 00000 (414) 555-1111 • smith@xxx.edu linkedin.com/in/jimsmith</p>
Summary/Objective (optional)	Example
<p>Demonstrate how your skills/background add value to an organization by using language from the field/industry and from the job posting or position description for which you are applying. Do not include what you hope to gain from the position/organization.</p>	<p>Ambitious college graduate with the ability to contribute to departmental goals through proven leadership experiences, well-developed speaking and writing skills, and knowledge of marketing techniques and consumer behavior.</p>
Education	Example
<p>Include colleges/universities you currently attend or have received degree(s) from. List degree(s), majors, minors, areas of concentration, and certifications. Never include your GPA if it is under 3.0. Whether you include it at all depends on your field and if your GPA makes you more marketable for the job.</p> <p>May also include descriptions of course work and class projects that demonstrate knowledge and skills that are relevant to the position you are applying for.</p>	<p><b>University of Wisconsin-Milwaukee</b> Bachelor of Arts, December 20xx Major: Psychology, Minor: Business</p> <p><u>Public Speaking Course</u>: Acquired knowledge in aspects of preparing and delivering informative, persuasive, argumentative, and demonstrative speeches. Developed and presented over 10 speeches. Strengthened active and critical listening skills, poise, and self-confidence.</p>
Study Abroad	Example
<p>Include program/institution, city, country, and dates.</p> <p>Depending on the relevance of study abroad to the position you're applying for, you may include skills/knowledge gained, coursework, projects, or work, intern, or volunteer experience you had during your time abroad.</p> <p>You can list these study-abroad-related experiences in the Education section, Study Abroad section, Experience section, or perhaps in an International Experience section, if you are looking for a job with an international focus.</p>	<p><b>University of Salamanca</b>, Salamanca, Spain - Summer 20xx</p> <ul style="list-style-type: none"><li>• Immersed in language, culture and customs while living with a host family</li><li>• Traveled extensively throughout Spain</li></ul>
Honors/Awards	Example
<p>Include awards, honors, or recognitions from academics, athletics, arts, music, etc. Academic honors may be included in this section or in the education section.</p> <p>Consider explaining why you received the award/scholarship if it's not obvious by its name.</p> <p>You can include awards/honors from high school if you recently graduated.</p>	<p>Phi Kappa Phi Honor Society, 20xx-present</p> <ul style="list-style-type: none"><li>- Applications by invite only. Need to be ranked in the top 10% of the class.</li></ul> <p>UWM Dean's List, 6 semesters</p> <ul style="list-style-type: none"><li>- GPA of 3.75 or above</li></ul> <p>UWM New Directions Scholarship, 20xx</p> <ul style="list-style-type: none"><li>- Applications by invite only. Need a high school GPA of 3.75 or higher, class rank in the top 5%, and ACT of 29 or more.</li></ul>

Experience	Example
<p>Include paid and unpaid experiences, co-ops, internships, volunteer activities, fieldwork, etc.</p> <ul style="list-style-type: none"> <li>• List experiences in reverse chronological order.</li> <li>• Include position title, employer or setting, city, state, and Dates - arrange these identically for all experiences.</li> <li>• Don't include street address, phone numbers, names of supervisors, or reasons for leaving prior positions.</li> <li>• Write about skills, accomplishments, and responsibilities of your experiences that are relevant to the position(s) you are applying for. Think – How? Why? Results?</li> <li>• Quantify your work and show results.</li> <li>• Use short statements starting with action verbs. Don't say "Duties included" or "Responsible for".</li> <li>• State present position in present tense and past positions in past tense.</li> <li>• Don't write in complete sentences or include personal pronouns (I, my, their, etc).</li> </ul>	<p><u>Henry's Bar and Grill</u> – Milwaukee, WI  <b>Server</b> – August 20xx - present</p> <ul style="list-style-type: none"> <li>• Strive to provide exemplary customer service and build a returning customer base.</li> <li>• Apply problem solving skills, professionalism, and patience to resolve customer concerns and complaints.</li> <li>• Train and provide ongoing support to new staff.</li> <li>• Demonstrate flexibility with hours, shifts, and the ability to support coworkers immediately as needed.</li> <li>• Receive employer and customers compliments.</li> <li>• Consistently meet management's marketing and sales quotas.</li> <li>• Develop collaborative partnerships with team members to ensure success with daily business operations.</li> </ul>

Extracurricular Activities	Example
<p>Include sports, drama, music, clubs, student organizations, etc. List dates or number of years you participated and any leadership positions or committees you served on.</p> <p>You can include activities from high school if you recently graduated and/or they are relevant to the position.</p>	<ul style="list-style-type: none"> <li>• UWM Spanish Club - 20xx-present, Secretary - 1 year</li> <li>• UWM intramural basketball - 3 years</li> <li>• Professional and community theatre performances - 10 years</li> <li>• Habitat for Humanity, 20xx - present</li> </ul>

Volunteer/Community Activities	Example
<p>Include long-term and short-term volunteering. This can include activities through UWM, service learning assignments, church, student organizations, clubs, etc.</p> <p>If a volunteer position is related to a position you are applying for, then it may be listed in the Experience Section with a description of your responsibilities.</p> <p>There are varying degrees of how much information you can include. You may just list the organization / event or you might include location, dates or number of years you participated, and a description of your responsibilities/skills</p> <p>You can include volunteer activities from high school if you recently graduated and/or they are relevant to the position.</p>	<ul style="list-style-type: none"> <li>• Girls On the Run 5k Volunteer, June 20xx</li> <li>• Growing Power, Fall 20xx</li> <li>• Outreach to Teach, April 20xx</li> <li>• Milwaukee Empty Bowls feed the hungry event, March 20xx</li> </ul>

Additional Activities/Skills	Example
<p>Include professional associations, trainings, licensures, computer skills, languages, international travel, etc.</p> <p>Put content in one section or separated into multiple sections. Title sections according to type of information included - language skills, professional development, etc.</p>	<p><b>Computer Skills:</b>  Highly skilled in Microsoft Office programs (Word, Excel, PowerPoint)  Experience with Photoshop and InDesign</p>

# RESUME TIPS

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- **Do not use computerized templates** (such as Microsoft Resume Wizard). They are restrictive and are more frustrating than helpful.
  - **Do not have** someone write your resume for you. Developing your own resume helps you identify and communicate your skills, which will pay off in the interview.
  - Expect an **average of 4-5 drafts before you have a finished product**. Make the effort and investment to produce a quality tailored resume.
  - **Get multiple critiques** from people who know about grammar, writing resumes, and the career field. Be sure to have your resume reviewed by a staff member at the UWM **Career Planning & Resource Center** in Mellencamp Hall room 128.
  - Determine if a **one page or two page resume** is acceptable in your field. Traditionally business fields prefer a one page resume where as two pages is acceptable in social service and health care fields.
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- **Include a cover letter** with your resume, even if the job posting doesn't mention it. However, if the job posting says to not include a cover letter, then do not do so.
  - **Do not state salary** requirements on your resume. If requested in the job announcement, address them in your cover letter.
  - **Hobbies should not be included** unless they have a specific purpose such as tying you to the geographic region or demonstrating a relevant skill.
  - **Do not list references on a resume**. References are on a separate page. Provide them only when they are requested.
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- Use "**resume preferred**" fonts such as Calibri, Georgia, Garamond, Century, Times, and Palatino with a size of 10-12 pt.
  - Set **margins** at .75 to 1 inch on all four sides of the page.
  - Use **bold type**, underlining, and CAPITALIZATIONS to highlight information.
  - Print the resume in **black ink on white quality paper** (at least 50% cotton). Other off-white colors are acceptable.
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- Most **employers scan a resume for 15 to 20 seconds**. Target/market your resume to each position you apply for and show the employer how you are qualified for the job! Look closely at the job posting and the organization's website.
  - **Create "Experience" headings** that market your transferable and/or job specific skills.
  - Place most **important material at the beginning** of each position description and within each resume section.
  - Consider if you want to **include or avoid listing jobs/activities that refer to religion, politics, race, sexual orientation**, etc. if they are not related to the position/organization you are applying to. Despite the law, there are still prejudices. You may use general terms instead of specific organizations' or if you feel you would only want to work for an employer that accepts you, then you may want to include them.
  - **Don't overlook unpaid experiences**. There are many skills you can demonstrate from volunteering or being active in student organizations, community groups/activities, or athletics.
- 
- Use the following questions to help you **describe your experiences**:
    - What skills did you use and/or develop? (Oral/written communication, organizational, problem solving, creativity, etc.)
    - Can you quantify the results of your work? (number of customers served, percentage increase in sales, number of employees supervised, etc.)
    - Did your responsibilities change and/or increase over time? Were you promoted?
    - Did you work with co-workers? Demonstrate teamwork/teambuilding? Train, supervise or assume leadership roles?
    - Did you solve problems? Make decisions or recommendations? Gather and/or analyze information?
    - How well were you able to meet deadlines and handle pressure?
    - Did you utilize and/or develop technical/computer skills?
    - Did you produce documents and/or reports?

# ACTION VERBS

Accelerate	Conduct	Enlarge	Initiate	Persuade	Return
Accentuate	Consolidate	Enlist	Innovate	Plan	Review
Accomplish	Construct	Ensure	Inspect	Practice	Revise
Achieve	Consult	Enter	Install	Predict	Revitalize
Act	Contact	Establish	Institute	Prepare	Revive
Adapt	Contribute	Estimate	Instruct	Prescribe	Save
Administer	Control	Evaluate	Integrate	Present	Schedule
Adhere to	Convert	Examine	Interact	Preside	Screen
Advance	Convey	Exceed	Interpret	Prevail	Secure
Advise	Convince	Excel	Interview	Prevent	Seize
Advocate	Coordinate	Execute	Introduce	Prioritize	Select
Allocate	Correct	Exhibit	Invent	Process	Sell
Analyze	Correspond	Expand	Invest	Produce	Serve
Apply	Counsel	Expedite	Investigate	Program	Share
Approve	Create	Explain	Join	Project	Simplify
Arrange	Critique	Explore	Judge	Promote	Solve
Assess	Cultivate	Extract	Launch	Prompt	Sponsor
Assign	Customize	Facilitate	Learn	Propose	Start
Assist	Decide	Feature	Lecture	Protect	Stimulate
Assume	Decrease	File	Led	Prove	Streamline
Attain	Define	Finalize	Listen	Provide	Strengthen
Audit	Delegate	Finance	Locate	Publicize	Study
Attend	Deliver	Fix	Maintain	Purchase	Submit
Authorize	Demonstrate	Form	Make	Pursue	Suggest
Balance	Design	Focus	Manage	Qualify	Summarize
Boost	Designate	Foster	Market	Quantify	Supervise
Bought	Determine	Fulfill	Master	Rate	Support
Brief	Develop	Furnish	Maximize	Reach	Surpass
Budget	Devise	Forecast	Measure	Realize	Survey
Build	Diagnose	Formulate	Mediate	Reason	Sustain
Calculate	Direct	Found	Merge	Receive	Synchronize
Chair	Discharge	Gain	Mobilize	Recognize	Synthesize
Chart	Discover	Gather	Model	Recommend	Teach
Check	Dispatch	Generate	Modify	Reconcile	Test
Clarify	Display	Guide	Monitor	Record	Track
Classify	Dissect	Handle	Motivate	Recruit	Train
Coach	Divert	Head	Navigate	Reduce	Transcribe
Collaborate	Document	Help	Negotiate	Refer	Transform
Collect	Draft	Hire	Observe	Regulate	Translate
Combine	Earn	Hone	Obtain	Rehabilitate	Troubleshoot
Command	Edit	Host	Operate	Relate	Tutor
Commission	Educate	Hypothesize	Orchestrate	Reorganize	Uncover
Communicate	Elect	Identify	Order	Remodel	Undertake
Compare	Eliminate	Illustrate	Organize	Repair	Unify
Compile	Emphasize	Improvise	Outline	Report	Update
Complete	Employ	Influence	Originate	Represent	Upgrade
Compose	Empower	Inspire	Overcame	Research	Utilize
Compute	Enable	Implement	Overhaul	Resolve	Validate
Conceive	Encourage	Improve	Oversee	Respond	Venture
Conceptualize	Enforce	Incorporate	Perform	Restore	Verify
Conclude	Engineer	Increase	Participate	Resume	Volunteer
Condense	Enhance	Indicate	Persist	Retrieve	Write

**JENNY H. JACKSON**

555 XYZ Drive, Milwaukee, WI 55555  
414-555-5555  
jjackson@xxx.edu

**EDUCATION** University of Wisconsin – Milwaukee  
Currently Pursuing Bachelor’s Degree, 20xx-present  
Freshman Standing

*Example of how to write your education  
section if you have not chosen a major.*

**LEADERSHIP AND EXTRACURRICULAR ACTIVITIES** • Student Council Representative, 4 years  
• Student Council Executive Board Secretary, 1 year  
(high school) • National Honor Society, 2 years  
• German Club, 2 years  
• Freshman Volleyball Team, 1 year  
• Cheerleading Squad, 3 years  
• Prom Committee, 1 year

*If you are a traditional aged freshman or  
sophomore, you can include high school  
awards and extracurricular activities*

**AWARDS** • Student Council Scholarship  
• High School Honor Roll, 4 years  
• Most Spirited Cheerleader

**WORK EXPERIENCE** **Le Grand Marketing** Milwaukee, WI March 20xx - present  
(Food Service Brokerage with over 100 clients and \$1 million in annual sales)

*Administrative Supervisor*

- Promoted from Assistant in June 20xx.
- Supervise staff including hiring, training, and scheduling.
- Serve as liaison between over 100 clients and 40 distributors.
- Solve ordering problems to provide quality service.
- Order office supplies for staff of 25.

*Demonstrates multiple  
positions for one employer*

*Administrative Assistant*

- Answered client inquiries over the phone and in person.
- Created more efficient filing system.
- Developed and maintained company literature library.
- Performed data entry.
- Utilized well-developed organizational and multi-tasking skills in various administrative areas.

**Private Residence** Germantown, WI Summers 20xx – 20xx

*Child Care Provider*

- Facilitated educational, social, and developmental growth of children ages 2 and 4.
- Engaged children in activities that promoted self discovery and hands-on learning.
- Focused on developing rapport and establishing trust with the parents.
- Enforced appropriate rules and discipline to maintain structure.

**COMMUNITY INVOLVEMENT** • Egg Stuffing – stuffed eggs for the children for an Easter day hunt, 3 years  
• Penny Wars – raised money for Assistant Principal’s operation, 1 year  
• School Clean Up – helped clean up school grounds, 3 years  
• Food Fundraiser – collected canned foods for needy families, 2 years

**BOBBIE SMITH**  
321 Hickory Lane  
Milwaukee, Wisconsin 00000  
414-555-5555, bobby@xxx.edu

**OBJECTIVE:** Public relations internship offering strong writing skills and understanding of advertising campaigns to achieve the agency's marketing goals.

**EDUCATION:** Bachelor of Arts in Journalism, Advertising, and Media Studies  
Concentration: **Advertising and Public Relations**  
University of Wisconsin-Milwaukee Junior Standing  
**Major GPA: 4.00** Overall GPA: 3.48 (A=4.00)

Example of highlighting knowledge and skills gained from coursework.

**Related Courses**

- **Public Relations:** Studied the public relations process and its various components, examined the relationship between public relations and society, and learned how to create a public relations plan.
- **Fundamentals of Advertising:** Gained an understanding of the components of effective advertising campaigns, learned advertising industry terminology, examined emerging advertising issues in old and new media, and studied global cross-cultural advertising challenges.
- **Advertising Media and Markets:** Studied the strategic use of media in advertising. Developed a working knowledge of the major principles of media planning and buying, audience measurement, media research, new media technology, segmentation and marketing strategy.

**CUSTOMER SERVICE/SALES EXPERIENCE:**

*XYZ Office Supply*

Milwaukee, Wisconsin

**Sales Associate/Cashier**

August 20xx - May 20xx

- Positively communicate and connect with customers to develop rapport and create an enjoyable shopping experience.
- Upheld organization's professional image in phone and in-person communications with customers, colleagues, and management while adapting communication style to the audience and the situation.
- Identified solutions and resources to resolve customer complaints.
- Communicated customer concerns and requests to management.
- Trained employees and provided hands-on guidance related to business operations and customer service.

Examples of using experience headings that highlight transferable and job specific skills.

*Boston Store*

Glendale, Wisconsin

**Sales Associate**

September 20xx-March 20xx

- Answered customer inquiries and provided quality service by applying knowledge of product inventory and company policies.
- Collaborated with co-workers and applied patience and problem solving skills to attend to customer concerns and maximize satisfaction.
- Developed systems for various business operations to increase company profitability.
- Maintained on-floor inventory and merchandise displays.
- Worked within a team to achieve highest selling department.

**LEADERSHIP EXPERIENCE:**

- Public Relations Student Society of America - Member 20xx-present / Secretary 20xx-20xx
- UWM Division of Student and Multicultural Affairs-Black and Gold Committee. One of twelve students selected to committee. Worked with Associate Vice Chancellor and staff on improving campus environment.
- Organized two campus and community-wide service events: UWM Panther Pride Food Drive and UWM Panther Spring Cleaning Clothing Drive.

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*Chronological resume of a  
graduating senior with experience  
headings highlighting career specific  
and transferable skills.*

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# MARY NOBODY

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333 North Oakland Avenue • Milwaukee, Wisconsin 00000  
(414) 555-1111 • nobody@xxx.edu

## OBJECTIVE

Customer service or sales position with a German-US import and export business. Offer fluency in German and English with previous customer service experience and skills to contribute to business development and account management.

## EDUCATION

University of Wisconsin - Milwaukee Cumulative GPA 3.80 (A=4.0)  
Bachelor of Arts, December 20xx  
Major: German, Certificate: International Business  
Completed 15 credits in interpersonal and cultural communication

## CULTURAL EXPERIENCE

- Studied and learned about European people and cultures through studies at Justus-Liebig Universitates, Giessen Hessen, Germany, and three additional 4-6 week tours of Germany.
- Facilitator for Cultural Orientation Group. Promoted discussion between American and diverse foreign exchange students.
- Participant in International Friendship Program. Provided support and friendship to a foreign exchange student to help with cultural adjustment.

*Demonstrates how various  
types of experiences can be  
combine into one section.*

## BUSINESS EXPERIENCE

**Nobody's Cleaner**, Milwaukee, Wisconsin September 20xx to present  
Assistant Manager

- Promoted to position based on exceptional monthly evaluations and consistently surpassing management's expectations.
- Manage all business operations during prolonged owner absences.
- Provide quality customer service with an emphasis on needs assessment and rapport building.
- Train new employees and assist in supervision.
- Receive and process orders on a computerized system.
- Suggested, then helped with implementation of campaign that increased sales 15%.

**United Parcel Service**, Oak Creek, Wisconsin Academic years 20xx to 20xx  
Loader

- Received awards for quality and quantity performance while loading packages with a team of five others.
- Increased responsibilities to team leadership.

## CUSTOMER SERVICE EXPERIENCE

**Alice's Coffee Shop**, Milwaukee, Wisconsin  
**Harry's Sports Bar**, Milwaukee, Wisconsin  
Server August 20XX-June 20XX

- Provided quality customer service in fast paced team environment. Trained new staff.
- Utilized organizational and problem solving skills to prioritize multiple responsibilities.
- Received numerous compliments on service from employer and customers.



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*Two page chronological resume with experience headings that highlight transferable & career specific skills.*

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*Two pages are more common in social work, counseling, health, education, & academia and for people w/ 10+ yrs of experience.*

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## TRACY JONES

#1 Make Believe Road, Make Believe, Wisconsin 53212  
(414) 555-5555, tracyjones@xxx.mail

### EDUCATION

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University of Wisconsin–Milwaukee Milwaukee, Wisconsin

- M.S. in **Community Counseling**, May 20xx
- B.S. in Social Work, May 20xx  
Certificates in Ethnic Studies, Gay and Lesbian Studies, Peace Studies, Mediation

*Example of highlighting knowledge and skills gained from coursework.*

#### Related Coursework:

- **Psychopathology** – Gained knowledge of various mental and psychological disabilities such as schizophrenia, depression, and bi-polar disorder.
- **Applied Behavior Analysis** – Studied and practiced various forms of behavioral treatment methods such as behavioral modeling and use of reinforcement schedules.
- **Multicultural/Diversity Communication Coursework** – Studied and presented on issues such as ethnocentrism, racism, and homophobia. Gained awareness of verbal and nonverbal communications specific to various cultures and subcultures. Participated in and conducted several sensitivity/awareness raising activities.
- **Mediation/Peace Certification Coursework** – Gained knowledge of various mediation and peace keeping techniques. Utilized mediation process in critiquing and participating in role-plays of potentially hostile disputes.

### COUNSELING EXPERIENCE

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Counselor - New Hope Social Services, Make Believe, WI August 20xx-Present

- Counsel clients including singles, couples, single parents, blended families, teenagers, children, sex-offenders, incest victims, and alcohol and other drug abusers.
- Partner with clients, staff, and other professionals in developing treatment plans that addressed clients' personal, social educational, and health needs.
- Co-facilitate support group exploring sexual orientation and gender identity issues.
- Collaborate with county social service department, schools, other counselors, and courts.

Counselor/Practicum - Highland Counseling Center, Make Believe, WI August 20xx-May 20xx

- Counseled individuals, couples, and families of diverse cultural and socio-economic backgrounds.
- Facilitated support groups addressing a variety of issues including self-esteem, divorce, AODA, and sexual assault.
- Worked with clients with disabilities including mental health and sensory impairments.
- Maintained progress notes and treatment plans for weekly caseload of ten clients.
- Provided appropriate community referrals.

Counselor/Field Work - Another Hope Agency, Make Believe, WI August 20xx-May 20xx

- Served as student-in-training with supervision of primary counselor in AODA hospital.
- Completed 300 hours training with caseload of six to eight patients.
- Led group sessions one day per week and co-led group for four days per week.
- Wrote progress notes and treatment plans.
- Established contact with treatment team to evaluate patients' progress.

## TRACY JONES

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### ADDITIONAL DIVERSITY EXPERIENCE

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Adult Recreation Staff - **Easter Seal Kind Care**, Milwaukee, WI Summers 20xx, 20xx

- Assisted in coordinating recreational and social activities for individuals with disabilities.
- Gained knowledge of various disabilities and appropriate accommodations.

Vice President - **Rainbow Alliance**, Milwaukee, WI May 20xx-February 20xx

- Co-authored proposal for LGBT Resource Center.
- Organized and facilitated student and community support groups.

ESL Tutor - **The Learning Center**, Milwaukee, WI March 20xx-October 20xx

- Provided tutoring to three Laotian teenagers ranging from 11 to 16 years of age.
- Assisted with homework and developed weekly lesson plans to strengthen English skills.
- Provided support in the understanding of cultural differences.

Held additional community service and tutoring positions with grassroots and neighborhood organizations working with a diversity of social issues and individuals. 20xx-20xx

### COMMUNITY INVOLVEMENT

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Participated in numerous fundraisers and social service activities including, but not limited to...

- AIDS Walk Wisconsin, 4 years
- Meals on Wheels, 4 years
- St. Joseph's Hospital, 3 years
- Church fundraisers and festivals

### MEMBERSHIPS

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- National Association of Social Workers
- Alcohol and Drug Problems Association
- National Council on Alcoholism and Drug Dependence
- American Counseling Association

### TRAININGS

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- AODA and Domestic Violence, University of Wisconsin-Milwaukee, April 20xx
- Crisis Planning and Management, American Counseling Association, October 20xx
- Working with LGBT Youth, American Counseling Association, October 20xx
- Alcohol and the Family, Milwaukee Family Services, September 20xx
- Conflict Resolution, UW-Milwaukee Continuing Education, June 20xx
- Non-Violent Personal Safety, Milwaukee Police Department, May 20xx

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*If you are unsure whether to use a chronological or functional resume style, see a CDC counselor.*

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*Functional resume with experiences categorized by skill headings. Creates less emphasis on places, titles, & dates.*

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# **BENJAMIN MOORE**

333 South Bailey Place, Kenosha, Wisconsin 00000  
(414) 555-0000 moore@student.edu

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## **OBJECTIVE**

- Medical equipment sales position with Denver Hospital Suppliers Inc. using:
- Medical terminology and medical equipment familiarity
  - Prior sales, motivation, and leadership experience
  - Ability to organize multiple tasks and reach multiple goals within deadlines
  - Commitment to providing quality equipment for patient comfort and care

## **EDUCATION**

University of Wisconsin–Milwaukee  
Bachelor of Arts, December 20xx  
Double Major: Chemistry (Biochemistry Option) and Psychology

Certified Emergency Medical Technician-Basic

## **MEDICAL EQUIPMENT / TERMINOLOGY**

- Completed several studies using terms from physiology, pathology, and other medical areas.
- Assisted various persons in use of medical equipment for rehabilitation and ambulation.
- Familiar with a range of emergency, diagnostic, and therapeutic medical equipment.
- Designed adaptive equipment from available raw materials for relative with a disability.

## **SALES / CLIENT SERVICE EXPERIENCE**

- Provided excellent service to customers of different backgrounds in various settings.
- Participated successfully in promotional sales events.
- Developed creative and effective customized services for various accounts.
- Actively sought new customer base using multiple marketing techniques.
- Provided formal and informal education and instruction regarding services, information, and equipment to various types of learners.

## **ORGANIZATIONAL / RELATIONSHIP EXPERIENCE**

- Maintained regular customer phone contact to ensure timely contract completion.
- Initiated and moderate list-serv to provide support and resources for pre-med students.
- Sustained competitive GPA while handling multiple responsibilities including school, community service and independent business operation.
- Developed and maintained strong relationships with existing customers and community members by providing individualized attention with follow-up communication.

## **EMPLOYMENT / EXPERIENCE HISTORY**

Owner/Laborer	Green Grass Lawn Service, Kenosha Wisconsin	20xx-present
Nurses Aide	St. John's Hospital, Milwaukee, Wisconsin	20xx-20xx
Server	Ribs R Us, Kenosha, Wisconsin	20xx-20xx
President	UWM Pre-Med Student Organization	20xx-present
Volunteer Tutor	A neighborhood community center, Milwaukee, Wisconsin	20xx-20xx
Volunteer	Big Brothers of America, Kenosha, Wisconsin	20xx-20xx

*Layout idea for separating paid & unpaid experiences.*

# COVER LETTER OUTLINE

Your Street Address  
City, State, Zip Code  
Date

<1-2 line spaces>

Employer's Name, Title  
Company/Organization  
Street Address  
City, State, Zip Code

<1-2 line spaces>

Dear \_\_\_\_\_:



- Addressed to a specific person if possible. Call for a name. Use Mr. or Ms.
- If unable to get a name, use a title - Dear Personnel Director, Dear Production Manager, Dear Human Resources

<1 line space>

## Cover Letter Tips

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- On same paper & in same font as resume
  - No longer than one-page
  - Typically 3-5 paragraphs
  - Give each paragraph a focus/theme
  - Target your cover letter to each position you apply and to the organizations mission, values, goals, etc.
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**INTRODUCTION** (1 paragraph) includes:

- Why you are writing - Position you are applying for or inquiring about
- Source of referral, if any (Ask permission to use the person's name)
- Why you are interested in that position and/or the organization. Don't say that the opportunity will help you develop your skills or career. It's about what you can contribute to their organization.

<1 line space>

**MAIN BODY** (1-3 paragraphs) includes:

- Closely review the job posting and the organization's website to ensure you highlight the most pertinent areas
- Place yourself in the position of the employer and think about what they would be most looking for in a candidate
- Do not repeat what is on your resume. You may mention skills, experiences, or knowledge from your resume, but then expand on those areas and connect them to the job and the organization.
- Include:
  - Your qualifications and accomplishments relevant to the position and/or the organization's needs
  - Concrete examples of your skills and experiences
  - What you can do for the organization and how you will be successful in the job
  - What you know about the company/organization/field

<1 line space>

**CLOSING** (1 paragraph) includes:

- Statement of appreciation
- Date you will follow-up with additional information (which could include meeting times)
- Phone number/email and best contact methods

<1 line space>

Sincerely,

<2-3 line spaces if signing your name. If not signing, then 1 line space.>

Your Name (Signature directly above it)

<1-2 line spaces>

# COVER LETTER EXAMPLES

January 20, 20xx

709999 North Avenue  
Wauwatosa, WI 63987

Tina Henry  
Human Resources Recruiter  
John G. Shedd Aquarium  
1200 S. Lake Shore  
Chicago, Illinois 60987

Dear Ms. Henry:

I am writing to apply for the education-presentation specialist position which was advertised on December 20<sup>th</sup> on the Shedd Aquarium website. I graduated from the University of Wisconsin-Milwaukee with a degree in biological sciences. I believe my biology education and dedicated volunteerism in the environmental/wildlife fields will combine well to contribute to your aquarium education program.

As a biological sciences major at UWM, I had the opportunity to concentrate on any area in that field, and I chose animal science. Focusing on animals allowed me to gain extensive knowledge of their anatomy and behavior which will be an asset to creating educational programs and providing presentations to the public. I believe that one of the functions of an aquarium is to raise awareness about environmental issues by using the animals as ambassadors.

I have been involved in environmentalism since elementary school and have presented programs to younger students as a member of the Conservation Club in high school. Being a volunteer at the Milwaukee County Zoo has given me the opportunity to present educational information about the animals to children and adults. In addition to knowing facts from guidebooks provided to volunteers, I can also draw on my own personal experience and knowledge to further inform the public.

I would appreciate the opportunity to further discuss the education-presentation specialist position and how my skills and experience align with the position and your organizations goals.

Thank you for your consideration.

Sincerely,

Jennifer Smith

1212 Park Street #2  
Milwaukee, WI 00000

July 15, 20xx

Pat Thomas  
Human Resource Director  
ABC Corporation  
7709 West Broadway  
Milwaukee, Wisconsin 00000

Dear Mr. Thomas:

I am writing to apply for the assistant product manager position which was advertised in the June 10th edition of the *Milwaukee Post*. My previous experience with marketing and product promotion and my competencies with media advertising will allow me to contribute to the ongoing success of ABC Corporation. A resume of my background and skills is enclosed.

As an assistant manager for an appliance store, I gained experience in the areas of marketing development, implementation and evaluation. I was responsible for analyzing and evaluating marketing trends for future product promotions and assisted the store manager with the development and implementation of a direct mail promotion for the store's annual "Summer Blowout Sale". The event resulted in over \$100,000 in storewide sales. The position required strong computer, problem-solving, analytical and organizational skills.

I am aware that ABC Corporation is new to the athletic apparel industry and has seen rapid growth in the Midwest. To continue this growth, successful communications to customers via various media will be important. I have two years of experience working with the local media for advertising store promotions. Class projects developing and using e-commerce technology and other media packages to reach customer markets were a part of my academic program.

I would appreciate the opportunity to speak with you to discuss the assistant product manager position and my future with ABC Corporation. Thank you and I look forward to hearing from you.

Sincerely,

John Doe

*Responding to a request for desired salary*

2650 N Richards Street  
Milwaukee, WI 53212

April 16, 20xx

Kristina Lieske  
Talent Acquisition Specialist  
Barnes Distribution  
1301 East 9th Street, Suite # 700  
Cleveland, Ohio 44114-1824

Dear Ms. Lieske:

I am writing to apply for the customer sales specialist position in the greater Appleton area listed on CareerBuilder.com. My friend Andy Bartels, marketing representative at Barnes, Inc., referred me to this opportunity. With a strong work ethic and superior track record in customer service, I am confident in my abilities to significantly contribute to Barnes Distribution. I am very competent with a variety of hardware as well as software technologies and their application to both business problem-solving and information management. My enclosed resume provides details.

I enjoy interacting with and serving people. As sociology major, I studied the relationship dynamics between groups and individuals. This sociological perspective is crucial for working in today's multi-ethnic business environment.

I would very much appreciate the opportunity to further discuss the customer sales specialist position. I am available for an interview at your convenience and can be reached at (920) 555-0626 or howardp@yahoo.com. As requested in your job posting, my salary requirements, based on my research, include a range from \$26,000-\$34,000 with flexibility, Thank you for your consideration.

Sincerely,

Phillip A. Howard