

# **Resume Writing Suggestions...**

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## Cover Letter Writing Tips

- List your qualifications in order of relevance to the position, from most to least.
- Make sure to suggest a benefit to the employer, not you, in the first paragraph.
- Quantify your experience whenever possible.
- Begin sentences with action verbs.
- Be concise.
- Omit needless items, especially negative information (for example, "I have little experience in your industry").
- List your technical knowledge (particularly for a resume) early on and in detail, because some resumes are scanned for key words.
- Consider a chart listing the position requirements on one side and your strengths and accomplishments next to the appropriate requirement.
- Proofread. Nothing turns off a prospective employer like a misspelling of her name or the company name or careless typos.
- Don't sell yourself short. This is your opportunity to convey your strengths and abilities and to sell yourself.
- Use an action close like, "I'll call you soon to check on your interviewing schedule."

## Resume Writing Tips (*for college students*)

- ❑ Print your resume on traditional resume paper—first impressions do count. Don't try using fancy paper with specks or a crumbled effect background. This paper does not copy or fax clearly.
- ❑ Have your contact information on the top of your resume, larger than the regular text. Don't try to use a font that makes you look 'unique'—you do not know if it will be legible to your audience.
- ❑ Do not put an e-mail address on the resume if it is not professional sounding.
- ❑ Always keep your resume to one page. There are few exceptions to this (military resume, technical resume, resume of older person).
- ❑ Make sure the font you use is large enough for your reader to see. (size 11 or 12 usually.)
- ❑ There are two traditional ways resume are set up—chronological and functional. For recent college graduates with limited experience, functional may be the best way to go. This emphasizes skill sets rather than work history. Examples of heading you could use are: Leadership Abilities, Technical Skills, Communication Skills, Honors and Awards, Skills, Professional Affiliations. After listing these headings first, put your work experience at the bottom of the resume. If using a chronological resume, make sure the most recent information is listed first.
- ❑ Don't list high school distinctions.
- ❑ Do not list hobbies or personal interests.
- ❑ Custom fit your resume for each job that you are applying for. Emphasize the skills they are looking for. Try to use the key words they used in their advertisement.
- ❑ When listing a job, bold face either the title of the job or the employer—not both. Change the title of previous job if it is industry jargon. List the location of where you worked. Do not list exact address or phone number—that's for an application.
- ❑ Ditch the objective! Most objectives are either space fillers or self-serving. You don't want the first thing a potential employer sees to be either of those.

- ❑ Ditch the ‘References Available Upon Request’. It’s a given. But, make sure you have a separate typed list (on the same type of paper as resume) of professional references, with all of their current contact information. Contact these people ahead of time and let them know you will be using them as a reference. Make sure that they will answer questions about you if asked (some company policies will not allow for any information to be released).
- ❑ Whatever makes you stand out should be within the top third of the resume. Most employers only look at your resume for thirty seconds—that’s all the time they need to decide whether you are getting an interview.
- ❑ Usually, put your education level at the bottom of the resume. Do not list your date of graduation. All that matters is that you have the degree, not when you received it. Unfortunately, reverse age discrimination does exist. Potential employers may initially think, “I was looking for someone older and more mature” and not give your resume a second glance. If they ask during the interview, or on an application, release the information then. You are already in the door and making a face-to-face impression.
- ❑ If you do not have a degree yet, use this example to list your education:  
Rowan University  
Anticipated B.A. in Communications, 2006.  
(This is so an employer can know when you will be available full-time, and if there will be a need for your skills then.)
- ❑ If you have a college degree, there is no need to list your high school degree.
- ❑ Under each job description or skill set, list a few highlights and make them bullet points. Your most recent job should have the most bullets, with each job listed after that having less than the one before it.
- ❑ For each job that you are no longer at, make sure you use the past tense to describe your duties.
- ❑ Make sure your format is consistent throughout the resume. It shows you pay attention to detail. (e.g. if you spell out New Jersey once, do it throughout.)
- ❑ When listing a summer job, do not put it as “Summer 1999”. That could mean one day, or that could mean four months. Use month and year. If it is a job you returned to, you could list it as “5/98-8/99 and 5/00-8/00.”
- ❑ If you need a ‘space-filler’ to take up more space, list attributes such as “detail oriented”, “results driven” or “goal oriented”. But, be prepared to give an example of how you have these qualities during the interview.

- ❑ List fraternity or sorority experience only if it is relevant to the type of position you are applying for, or if you held a leadership position. Yes, employers are looking for a well-rounded individual, but it may not be wise to emphasize your social life during a first impression. The myth that a Greek member has connections with people they've never met is just that, a myth. You will not get the interview if you do not have the skills that warrant it. However, having common ground with the interviewer will ensure that you are remembered. It may or may not be a fraternity or sorority. It could be that you lived in the same area, know the same people, or went to the same school.
- ❑ Use strong action words to describe your position. Try not to use the same one more than once. Some examples are: developed, implemented, researched, created, organized, assured, supervised, acted, assisted, managed, produced, oversaw, designed, provided, supported, motivated, ensured.
- ❑ Look at job listings and resumes on the internet to get ideas about what employers are looking for—and what your competition is listing on their resume. It may give you some good ideas. Try the free websites such as monster.com.
- ❑ Always keep your resume updated. You never know when you may need it.
- ❑ Always look for a creative way to list your job duties. Instead of “answered phones” try “answered incoming calls efficiently and courteously”. It’s all how you say it.
- ❑ Even if you sent the company a copy of your resume before the interview, bring more copies to the interview. It may be in a different department, or you may have more than one interviewer.
- ❑ Never lie. You will be caught.
- ❑ Do not send an out-of-date resume or one with typos.
- ❑ Fill the full page for your resume—even if you feel you don’t have enough information to do so. Get creative.
- ❑ Feel confident in your resume. It is the first impression of you—make it a good one. There are no true die-hard rules of resume writing, just common preferences. Resume styles change often, so always make sure yours is up to date.

## CHRONOLOGICAL RESUME

Organizes a list of your work experience and education, listing your most recent experience first. Best for entry-level job applicants and applicants with an employment history in the same field as the job they seek.

### JULIANA NORWICH

16 Shewings Blvd., Apt. 1373  
Blomefield, MO 39123  
stjules@francophile.com

#### SUMMARY

Graduated with distinction from the University of East Anglia with a degree in French History. While in school, contributed to several translation projects supervised by the French government. Fluent in French, Latin, Greek, and Chinese. Quick learner with extensive computer experience.

#### EDUCATION

University of East Anglia  
B.A. with distinction in French History, 1999. 3.6 GPA

Norwich, UK

#### WORK EXPERIENCE

- Translator, 1997-1999  
Department of Tourism, Paris, France
- Translated 36 Department of Tourism publications into English for publication in America
  - Contributed four articles in French to *Paris*, the official guidebook of the French government
  - Collaborated with French novelist Jacques Menard to produce *Napoleon's Paris*, a tour guide published internationally and cosponsored by Random House
- Intern, 1995-1996  
French Department, University of East Anglia
- Coordinated interdepartmental multi-language publication *Polyglot*, a collection of student writing
  - Redesigned library catalog to meet student needs
  - Implemented and maintained database of seventeenth-century French sources
- Staff Writer, 1995  
*Le Monde*, Paris, France
- Wrote weekly articles for influential French newspaper
  - Interviewed President Jacques Chirac
  - Penning four-part feature on drug use among Paris teens that was reprinted in 18 publications worldwide

#### AWARDS AND HONORS

- Palme Award, 1999  
Given annually to the outstanding senior in the University of East Anglia French Department
- Charing Cross Trophy, 1999  
Award for outstanding senior thesis in any subject among the UEA graduating class

## FUNCTIONAL RESUME

Divides your skills into two or three basic areas of expertise. Best for applicants whose previous work experience is in a field different from the job they seek.

### MARK MURPHY

11021 Panama Drive  
Wabash, NY 12134  
me@markmurphy.com

#### OBJECTIVE

A position as a literary editor that emphasizes skills I have developed in 10 years as a music critic.

#### SKILLS & EXPERIENCE

##### Journalistic

- Published dozens of critical reviews with leading music magazines, including *Rolling Stone*, *Spin*, and *52nd Street Jazz*
- Won the Fenny Award in 1993 for excellence in music journalism
- Published several book reviews, including three in *The New Yorker*
- Developed extensive familiarity with the world of professional publishing
- Provided on-camera interviews for six segments of *Rock and Roll Is Here to Stay*, an Emmy Award-winning documentary by Clayton Jones Powell

##### Editorial

- Assigned and edited freelance and in-house music reviews
- Edited liner notes for Columbia's Billie Holiday reissue series
- Commissioned articles from jazz experts for *Down Beat* on the 100th anniversary of Louis Armstrong's birth

##### Administrative

- Oversaw staff of five reporter-researchers at *NME*
- Sat on advisory panel to the City University of New York Music Department during their restructuring in 1996

#### EDUCATION

- Yale University  
Ph.D. in Music Composition, 1990  
New Haven, CT
- New York University  
M.A. in Journalism, 1987  
New York, NY
- Columbia University  
B.A. with Highest Honors in Music, 1984  
New York, NY

#### AWARDS & HONORS

- New Critics Circle's Choice Award, 1999
- Given annually to the year's best piece of music journalism
  - In recognition of my article "Cobain: Five Years Later," published in *Pop Feedback*
- Fenny Award, 1993
- For excellence in music journalism
  - Given to three people annually

## COMBINATION RESUME

Combines elements of the chronological resume with elements of the functional resume. Best for applicants whose job experience is in more than one field and who have little experience in the field of the job they seek.

Your Skills section should include relevant skills from jobs that do not relate to the job you are seeking.

Your Work Experience section should include the jobs you've held that are relevant to the job you're now seeking.

### CHARLES GAMILL

103 Washington Heights Ave.  
Philadelphia, PA 23512  
(412) 555-0998  
charlie@graphicnet.com

#### SUMMARY

Dedicated, work-oriented college graduate seeking employment as a restaurant manager. Possess seven years of restaurant experience and a slate of key managerial skills, including administration, bookkeeping, and attention to detail. Strong background in the service industry. Graduated from Hampshire College with a degree in Sports Psychology.

#### SKILLS

##### Managerial/Administrative

- Assistant-managed home and garden section of national department-store chain
- Oversaw produce section in large grocery store for 18 months
- Interviewed job applicants, made hiring and firing decisions, and allocated salaries

#### WORK EXPERIENCE

Server/Trainer, 1999-2001 El Chico, Philadelphia, PA

- Waited tables full time in a family-oriented Mexican restaurant
- Oversaw the training of new servers, including menu memorization, computer skills, and personal interaction with customers

Server/Bartender, 1997-1999 Bravel, Merion, PA

- Worked part time during college as a server at a college-oriented bar and grill
- Tended bar one night per week, gaining extensive knowledge of alcoholic beverages and the regulations concerning them

Line Cook, 1996 Amarillo Mesquite Grill, Merion, PA

- Cooked and prepared menu items to order in barbecue steakhouse
- Employee of the Month, June and September, 1996

#### EDUCATION

Hampshire College Merion, PA  
B.A. in Sports Psychology, 1999

#### ACTIVITIES

Basketball, 1995-1999

- Starting point guard for four years on Hampshire varsity basketball team
- All-Wolf League Conference selection, 1996-1998
- Team Captain, 1998-1999

## ELECTRONIC RESUME

Best for applicants who are using the Internet to display or transmit their resumes.

- All material should be flush with the left margin, with clear double spaces between paragraphs and sections.
- Eliminate all graphical elements, including bullets, italics, bold type, unusual fonts, and underlined type.
- If your electronic resume will be part of a searchable database, make sure your language includes the kinds of keywords that employers will use to search resumes. Use multiple versions of the job title in which you are interested. Don't just say *accountant*; also use words like *tax preparation* and *certified public accountant*.

### WANDA GERSHWITZ

16 Drury Lane  
Holyoke, MA 01064  
(413) 555-0991  
wandag@attbroadband.com

#### OBJECTIVE

\* Position as a television-news sports anchor involving direction of teams of reporters and development of story ideas.

#### SUMMARY

- \* Experienced sportscaster with seven years on-air experience
- \* Multiple ESPY Award-winner
- \* Savvy professional journalist with experience in football, hockey, and baseball coverage

#### WORK EXPERIENCE

"SportsDesk" Anchor, 2000-present

WEN-TV, Springfield, MA

- \* Anchored nightly sports broadcast following 11 o'clock news
- \* Researched, wrote, and presented feature stories for prime-time WEN News
- \* Won multiple awards for excellence, including an ESPY for best regional sportscaster

"NFL Tonight" Analyst, 1997-2000

WJBH, Hartford, CT

- \* Provided detailed on-air analysis of professional football for popular prime-time show
- \* Interviewed players and coaches
- \* Selected annual "All-Bulldozer" team of local high school athletes

ABC Sports, Field Reporter, 1995-1996

- \* Provided in-game commentary for various regional sporting events, including the 1996 National High School Lacrosse Championship
- \* Worked closely with celebrated sportscasters such as Chip Hammit and Dave O'Flaugherty
- \* Won 1995 ESPY Award for best high school sports reporting

Amherst Sports News, Assistant Reporter, 1993-1995

- \* Developed story ideas and presented to committees of reporters and producers
- \* Researched statistical information for high school and college sports-news reporting
- \* Directed internship program and ran biannual interviews

#### EDUCATION

University of Massachusetts, Amherst, MA

B.A. with Honors in Communications, 1993

3.75 cumulative GPA

Selected as President's Scholar, 1992-1993

## HOW TO FORMAT A COVER LETTER

10 Merrydown Lane  
Chitting, CT 14632  
June 26, 2002

Mr. Archie Leach  
Art Director  
Expalience, Inc.  
111 Toluca Lake Blvd., 3rd Floor  
Billingham, GA 52451

Dear Mr. Leach:

You're looking for a promising young graphic designer for your website. I'm looking for a challenging design position in an up-and-coming Internet company. I believe that our needs complement each other perfectly.

My education and experience in the field of graphic design are extensive, and I can offer Expalience the benefit of a large storehouse of professional knowledge. After putting myself through the Rhode Island School of Design by working as a freelance designer, I've worked with a broad range of companies, from Action Comics to Lucent Technologies. My experience in so many different design situations has taught me how to deal with and solve an unusually wide array of problems. I can work quickly and confidently in nearly any angle of the field.

As the business of graphic design shifts from traditional print-on-paper format to web design, I am uniquely suited to help Expalience because I am equally comfortable in both traditional design situations and design for Internet applications. As a company making the transition from print design to Internet publishing, Expalience would find my background in both mediums invaluable.

Thank you for taking the time to look over my resume. I will follow up next week with a telephone call to see if we can arrange a time to meet. Please feel free to call me as well—my home number is (412) 555-7773.

Sincerely,

Joshua Dillman

Joshua Dillman

### Formatting Guidelines:

- Your address, at the left margin, begins the cover letter.
- Place the date beneath your address (do not skip a line before the date).
- Skip four lines after the date and type the formal name, position, and address of the recipient of the letter.
- Skip a line after the recipient's name and address and type your salutation. Use a colon, not a comma.
- Skip a line after the salutation and type the body of your letter.
- Paragraphs should not be indented.
- Skip a line between paragraphs.
- Type your closing.
- Skip three lines and type your name.
- Sign your name in black or blue ink in the blank space between your closing and your typed name.

## BAD COVER LETTER

This cover letter commits many of the most common errors in cover-letter writing. It is dry and unfocused, and it fails to explain why the potential employer should hire the applicant. It also conveys information that should be on the writer's resume.

1802 Napoleon St.  
Mesa Conunde, CA 91031  
(321) 555-2201  
October 30, 2002

Human Resources Director  
Holbein Eraser Co. Ltd.  
1024 Lyndon Johnson Way  
Los Angeles, CA 91078

To Whom It May Concern:

I am writing to apply for a position in your company. I graduated from Verplank University with a degree in Hotel Management in 1997. I have worked in a variety of careers since graduation, including Hotel Management (at the Santa Monica Hilton from 1997-1998), Restaurant Management (at Buccci's Trattoria in 1998), and Bookkeeping (with the Midstate Office Supply Company from 1999-present). I am now interested in a career in sales with the Holbein Eraser Company.

I enjoy working with numbers. I am a hard worker, I have good communications skills, and I pay attention to detail. However, I have been frustrated in my career at Midstate Office Supply and am hoping to find a job where my qualities will be more appreciated. My friend Bernie Pastman, who works in the mailroom at Holbein, has told me numerous positive things about how Holbein treats its employees, and I would like to be a part of that. I've also heard that Holbein pays well. I now make under \$25,000 per year, and would like to see that increased to at least \$30,000.

Please look over my resume. If you might have a job for me in sales, please give me a call to schedule an interview. Thank you for your time and consideration.

Sincerely,  
Matthias Mackelroy

### Problems:

- 1,2 Address the letter to a person rather than to a title.
- 3 Use a stronger, more dynamic opening that grabs the reader's attention.
- 4 Repeats information that is already listed in the resume. Lists work experience but does not specifically address how it relates to the position to which he is applying.
- 5 There are too many "I"s in this sentence. The cover letter should be more about what the reader needs.
- 6 Never say anything negative in a cover letter; it flags you as a potentially difficult employee.
- 7 Do not mention inside contacts unless they can help you get the job. Be more specific about what you like about the company.
- 8 Never issue salary demands or give salary expectations. A cover letter is not the proper place to address salary concerns.
- 9 Also promise to make a follow-up call.
- 10 Boring closing statement.



# RESUMES & COVER LETTERS

## RESUMES

### WHAT IS A RESUME?

- A one-page summary of your job experience, education, and career goals.
- A list of qualifications that shows your suitability for a job.
- A response to a job listing, or to a company you'd like to work for, along with a cover letter that explains your goals.

### COMPONENTS OF A RESUME

#### 1. Contact Information

At the top of the resume, list your name, address, telephone number, and E-mail address.

#### 2. Objective (optional)

Write a very short statement that describes the job title you want, the activities you want to engage in, and/or the goals you want to meet. An objective:

- Should be 100 words at the most; one sentence is ideal.
- Should be the first item to follow the contact information.
- Should be labeled "Objective" or "Purpose."
- Should not include salary expectations.

#### 3. Summary (optional)

Write a short paragraph that summarizes your experience and qualifications.

- If a resume is accompanied by a cover letter, the resume should not include a summary section.

#### 4. Education

List your academic degrees and experience.

- Include your high school graduation only if you have not completed college.
- Use reverse chronological order, with your most recent degree first.

- Each entry should include the name and location of the college, the degree earned or anticipated, the major or minor field of study, and the date or expected date of graduation.
- You may include grade point average if it is high (above 3.5).
- You may list course work if it is relevant to the job for which you are applying.
- List your educational experience at the beginning of your resume if you are a recent graduate; place it near the end if you have substantial work experience.

#### 5. Work Experience

The list of your work experience is the most important component of your resume.

- In addition to the title and description of your position, provide a concrete description of the specific activities in which you participated.
- Think about how aspects of your previous jobs relate to the position for which you are applying.
- Tailor your description of your work experience to the position and field for which you are applying. (A man who has worked as a paralegal at a law firm would focus on his interactions with lawyers if applying for a job as a receptionist, but would focus on his legal-research activities if applying for a job as a research assistant.)

#### 6. Awards, Honors, and Activities (optional)

Emphasize your outstanding successes or present a more well-rounded view of yourself.

- Include this section only if you are a student or a very recent graduate.
- Always include the date and selection criteria for the award or honor so that the reader understands its significance.

## CREATING A RESUME

### LAYOUT

The most important rule of designing your resume is to make your layout clear and consistent.

- Bullets and section breaks are more effective than bold and italics.
- Clearly label the resume's parts.
- Shorter is better! No section should be more than 7 lines long.
- Double-check spelling and grammar. A simple mistake can ruin your application.
- Make sure all information (dates, titles) on your resume is correct and accurate.
- Use top-quality 8.5" x 11" paper that is at least 25% cotton fiber. White, off-white, and ivory are the only acceptable colors for a resume.
- Print only with a laser printer. Dot-matrix or ink jet printing is not acceptable.
- If you are sending the same resume to more than one potential employer, print multiple originals instead of making photocopies.

### LANGUAGE

The language of your resume should be forceful and clear.

- Use short sentences that clearly describe individual components of a job.
- Use fragments that begin with a verb, leaving out "I."
- **Correct:** Redesigned the format of multiple publications OR Redesigned format of multiple publications.
- **Incorrect:** I redesigned the format of multiple publications.
- Use action verbs rather than verbs of being.

## COVER LETTERS

### WHAT IS A COVER LETTER?

- A short and concise letter written in business-letter format.
- Acts like a sales pitch, giving your prospective employer a good first impression of you and emphasizing how your skills and experience can help the company to which the letter is addressed.
- Cover letters should always be tailored to the company to which they are sent.
- Cover letters and resumes should be printed on matching paper and sent in a matching envelope.

### CONTENT GUIDELINES

#### Do:

- Address your letter to a person rather than to a title. If you don't know who will be reading your letter and resume, call the company and find out.
- Be brief. Fit the letter on one page.
- Use strong, dynamic language.

#### Don't:

- Say anything negative.
- Repeat information already mentioned on your resume, unless:
  - You can add a personal spin that wouldn't work on a resume.
  - You have an especially outstanding qualification that you can elaborate on.

### AN EXCELLENT COVER LETTER

#### Hook:

- Explain why you are writing.
- Grab your reader's attention. Use energetic language. Try to find a unique angle on the situation.

#### Pitch:

- Explain why you are the best candidate for the job.
- Detail the skills you would bring to the company.
- Mention any especially outstanding awards and qualifications.
- Show some knowledge of the company's business field.

#### Close:

- Sum up your position in 1 to 2 strong sentences.
- Tell your reader what action you expect from him or her.
- Promise to make a follow-up phone call.
- Close with "Sincerely."

### STRATEGIES FOR SUCCESS

Try focusing on one of these in your cover letter:

- Explain the relevance of a past experience to the job for which you are applying.
- Talk about how your skills will carry over into future work.
- Discuss what specifically interests you about the company and/or industry to which you are applying. Use the information you have found while researching the company to which you are applying.
- Discuss your career goals and say how you would work in your desired position to achieve them.

## WARNING! DO NOT INCLUDE:

- ⊗ The label *resume* on your resume
- ⊗ Your hobbies and your memberships in social organizations
- ⊗ Your reasons for leaving your current or previous jobs
- ⊗ Bad-mouthing of former employers or employees
- ⊗ Potentially negative information
- ⊗ The phrase, "References are available upon request"
- ⊗ Feeble attempts at humor
- ⊗ Sarcasm
- ⊗ Lies or gross exaggerations
- ⊗ More than one set of contact information unless absolutely necessary (e.g., you are a college student about to return home for the summer)
- ⊗ Spelling, grammar, or punctuation mistakes
- ⊗ An embarrassing file name or E-mail address if sending your resume electronically
- ⊗ Apologies for lack of experience

achieved	conducted	executed	marketed	reengineered
acquainted	consulted	expanded	mediated	reorganized
adapted	contacted	reorganized	moderated	represented
advanced	contributed	explained	motivated	researched
aided	coordinated	financed	focused	restructured
allocated	counseled	formalized	operated	reviewed
analyzed	created	formed	orchestrated	routed
appraised	cut	founded	originated	saved
arranged	decreased	gathered	oversaw	scheduled
assembled	demonstrated	governed	patented	selected
assessed	designed	hired	persuaded	sold
assisted	determined	identified	planned	spearheaded
attained	developed	implemented	prepared	sponsored
attended	devised	improved	presided	staged
awarded	directed	increased	produced	started
bullied	discovered	initiated	promoted	supervised
chose	disseminated	inspired	publicized	supported
coached	distributed	instituted	published	surveyed
collaborated	documented	interpreted	reduced	taught
collected	edited	introduced		tested
compiled	elected	invented		trained
composed	enlisted	led		trimmed
conceived	evaluated	maintained		updated
conceptualized	exceeded	managed		wrote

**Caty Hartt**  
**275 E. High St. 362S**  
**Glassboro, NJ 08028**  
**856-307-0909**  
**csH@yahoo.com**

May 4, 2003

Mrs. Cathy Schwartz  
c/o Mayor's Office  
Township of Cherry Hill  
820 Mercer Street  
Cherry Hill, NJ 08002

Dear Mrs. Schwartz:

Professor Litwin suggested I send you my resume. I want very much to meet with you to talk about a possible job opening, to show you my portfolio, and convince you that I possess the qualities and experience necessary to fill the position.

Last week, I was named "Public Relations Superior Student" at Rowan University. I will bring these same qualities of leadership to you at Cherry Hill. When presenting the award, my professors used the following words and phrases: "Mature beyond her years, articulate, well tailored and polished, loyal, has a passion for the profession, outstanding writer, and a skilled organizer and strategic thinker."

I am eager to begin my professional life as a public relations practitioner. In addition to being a fast learner, I am also versatile and comfortable in a fast-paced environment. I believe my enthusiasm and skill would be an asset to the township.

I can be reached at 856-307-0909 and ksh@yahoo.com. I look forward to hearing from you.

Sincerely,

Caty Hartt

Encls: Resume

**Caty Hartt**  
275 E. High St. 362S  
Glassboro, NJ 08028  
(301) 467-5220  
chartt36@yahoo.com

**Education:**

**Rowan University, Glassboro, N.J.** May 2002  
Bachelor of Arts, Communication (Cum Laude)  
Specialization—Public Relations  
GPA 3.55  
Honors: Dean's List 2000-2002  
Golden Key International Honour Society

**Cottey College, Nevada, Missouri** May 2000  
Associate of Arts  
GPA 3.42  
Honors: Sigma Kappa Delta, English Honors Society  
Six Flags America Achievement Scholarship  
Dorothy Welsh Hamilton Scholarship

**Relevant Courses:**

**Computer Skills:**

<ul style="list-style-type: none"><li>• Intro to Public Relations</li><li>• Basic PR Writing</li><li>• Advanced PR Writing</li><li>• Public Relations Case Studies</li><li>• Public Relations Planning</li><li>• Intro to Advertising</li><li>• Publication Layout and Design</li><li>• Magazine Article Writing</li><li>• Mass Media</li></ul>	<ul style="list-style-type: none"><li>• Communication Theory</li><li>• Survey Research</li><li>• Principals of Marketing</li><li>• Consumer Behavior</li><li>• Micro Economics</li><li>• Macro Economics</li><li>• Accounting I</li><li>• Consumer Psychology</li></ul>	<ul style="list-style-type: none"><li>• Microsoft Word</li><li>• Microsoft PowerPoint</li><li>• Microsoft Excel</li><li>• Quark Xpress</li><li>• Internet/E-mail</li></ul>
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**Work Experience:**

**Signova, Philadelphia, PA** Sept. 2001 to Dec. 2001  
Internship  
Public relations intern – perform background research for pharmaceutical clients, draft news releases, conduct pitch calls and write employee biographies. Excel at multitasking, organization and attention to detail – necessities in a fast paced, deadline driven environment.

**Nordstrom, Annapolis, MD**

August 1999 to Jan. 2002

Sales Associate

Full-time sales associate during summer and winter breaks in the Fashion Jewelry Department. Outstanding at superior customer service, relationship marketing and selling products to public. Skilled in constructing displays and organizing inventory for increased visual appeal and customer satisfaction.

**Six Flags America, Largo, MD**

May 1999 to August 1999

Telephone/communication operator

Full-time switchboard operator; responsible for numerous other administrative details in a fast paced executive office.

**Activities:**

Public Relations Society of America (PRSSA), Rowan University

- Executive Board: Historian/Alumni Coordinator
  - Responsible for chapter archives
  - Photographer
  - Interview alumni; write articles for chapter newsletter
  - Prepare event displays
  
- PRaction (student run public relations firm): Account Executive/Team Member
  - Account Executive: Book publisher
    - Schedule meetings
    - Counsel
    - Prepare media kit (releases, bios, fact sheets, etc.)
  - Account Team Member: PSEG Nuclear
    - Conduct telephone surveys
    - Compile report
    - Prepare PowerPoint presentation
    - Present survey results to PSEG executive staff
  - Account Team Member: Organ Donor Awareness Day
    - Design and prepare awareness ribbons
    - Promote campuswide special event
    - Prepare media kit
    - Coordinate special event

Retrospect, College Yearbook, Editor

- Responsible for entire publication

Reeves Resident Hall, Vice President

- Assisted president with all functions

Nevada Big Sister Program, Volunteer

- Served as "big" sister to Jackie Cooper – a mentor, friend and confidant

Caty Hartt  
Resume, page 2

**Caty Hartt**  
275 E. High St. 362S  
Glassboro, NJ 08028  
(301) 467-5220  
[hartt@njtown.net](mailto:hartt@njtown.net)

**Applicant for:** Editorial Assistant in the Beauty Department at ELLE Magazine.

**Applicant Statement:** It is my dream to bring the same passion and dedication to ELLE's readers as I do to the residents of Cherry Hill. My zest for knowledge and new challenges is contagious and should appeal to staff and target audience of ELLE magazine.

**Education:**

**Rowan University, Glassboro, N.J.** May 2002  
Bachelor of Arts, Communication (Cum Laude)  
Specialization – Public Relations  
Honors: Dean's List 2000-2002  
Golden Key International Honour Society  
Public Relations Superior Student Award

**Cottey College, Nevada, Mo.** May 2000  
Associate of Arts  
Honors: Sigma Kappa Delta, English Honors Society  
Six Flags America Achievement Scholarship  
Dorothy Welsh Hamilton Scholarship  
Key Activity: *Retrospect*, College Yearbook, Editor – Responsible for entire publication

**Work Experience:**

**Cherry Hill Township, Cherry Hill, N.J.** June 2002 to Present  
Office of the Mayor, Project/Policy Coordinator  
Assistant to the Director of Communications for a township of 70,000 residents. Responsible for all internal and external communications from the Office of the Mayor, Business Administrator and Chief of Staff. Skilled in writing, editing, layout and design, event planning and mediating residents' concerns. Excel at multitasking, organization and attention to detail – necessities in a fast-paced, deadline driven environment.

**Ongoing projects include:**

- Writing, editing, layout, design and distribution of all news materials about Cherry Hill Township. (News releases, media advisories, feature articles, photo captions, flyers, blast emails and Web site content.)
- Editor of *Happenings*, the township's quarterly newsletter, distributed to 33,000 households.
- Support and participation in proactive story development with other PR team members.

**Ongoing projects include: (Cont.)**

- Scheduling and management of all special events and meetings based out of the Mayor's office (town meetings, community events, news conferences, business leaders forums) and all prep work involved, including coordinating event space and menu, speech research and preparation, PowerPoint presentations, proclamations and photography during all events.
- Constituent Relations/Correspondence – phone calls, emails, letters, problem resolution.

**Burwyn Associates, Cherry Hill, N.J.**

Jan. 2002 to Present

Associate

Freelance associate for a public relations/advertising firm. Client responsibilities include: news releases, newsletters and brochures, photography, media planning and buying, special events, PR counseling including crisis communication and damage control.

**The Public Relations Practitioner's Playbook**

Aug. 2002 to July 2003

Senior Editor

Worked closely with author, publisher, editorial and graphics staff to publish the 250-page handbook/textbook. Also responsible for cover design and page format.

**Signova, Philadelphia, Pa.**

Sept. 2001 to Dec. 2001

Internship

Public relations intern for the healthcare based agency. Duties included background research for pharmaceutical clients, drafting news releases, conducting pitch calls and writing employee biographies.

**Nordstrom, Annapolis, Md.**

Aug. 1999 to Jan. 2002

Sales Associate

Full-time sales associate in the Fashion Jewelry Department. Outstanding at superior customer service, relationship marketing and selling products to public. Skilled in designing and constructing displays and organizing inventory for increased visual appeal and customer satisfaction.

7 Bluetree Drive  
Burlington, NJ 08016

March 27, 2006

ABC Public Relations  
123 Market Street  
Marlton, NJ 08035

Dear :

The three Ds – dedication, determination and desire – sum up my work philosophy and are applied to everything I do. If given the opportunity to intern at ABC Public Relations, I will approach every day with enthusiasm and purpose.

I recognize that, as an agency, ABC Public Relations profits from the work done by its employees. As an intern, my goal will be to contribute to the company's profit by assisting the agency's team of associates in overall production.

During my four years at Rowan University, I have grown into an enthusiastic pre-professional. With a busy fall semester that included attending the PRSSA National Conference in New York City and my senior seminar course, my main focus was on education. Now that my writing has become sharper and my thinking more strategic, I am ready for another taste of the professional world.

My past internships have allowed me to gain experience in counseling and planning, and to become proficient in administrative tasks. As my professor Larry Litwin said, "Arianna takes a professional approach to her work and no job is too large or too small." I am willing and able to work on various and complex accounts. Past PRSSA President Chris Lukach has called me "a consummate communicator and organized multi-tasker."

I hope you will allow me to demonstrate my abilities during an interview. I will contact you this week to see if we can arrange a time to meet. Feel free to call, (609) 555-1212, or e-mail me, [asmith@yahoo.com](mailto:asmith@yahoo.com). I look forward to hearing from you.

Sincerely,

Annic M. Smith

**Annie M. Smith**  
(609) 555-1212  
asmith@yahoo.com

**Permanent Address**  
7 Bluetree Drive  
Burlington, N.J. 08016

**University Address**  
209C East Holly Avenue  
Pitman, N.J. 08071

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**Experience:**

**Anne Klein and Associates Public Relations, Marlton, N.J.** June 2005-present  
Part-time Associate (January 2006) – responsibilities include creating and implementing an internal marketing plan and doing associate level work on various client accounts.  
Freelance Employee (September-December 2005)  
Public Relations Intern (June-August 2005)

**Cherry Hill Township Mayor's Office, Cherry Hill, N.J.** June 2004-August 2004  
Public Relations Intern – managed constituent and media relations, planned and executed an American Red Cross Blood Drive, and offered counsel to the mayor and his key advisors.

**OmniMedia Consulting Group Inc.** March 2004-June 2004  
Public Relations Intern – preformed administrative functions, managed media relations and planned the Jersey Fresh Festival and several news conferences for the Camden Waterfront Marketing Bureau.

**Education:**

Rowan University, Glassboro, N.J. May 2006  
Bachelor of Arts, Communication  
Specialization, Public Relations, PRSA Certified Program  
Current GPA 4.0, Cumulative GPA 3.74

**Honors:** 2005 Public Relations Student Society of America (PRSSA) Betsy Plank Scholarship award winner (first place)

2005 Public Relations Society of America (PRSA)/New Jersey Future Public Relations Professional of the Year

2005 Philadelphia Public Relations Association (PPRA) Brodey Student Achievement Award winner

PRSSA Gold Key recipient

PRSSA Presidential Citation recipient

NCAA Academic All American 2002, 2003

2005 Philadelphia Inquirer Academic All Area Cross Country Team member

Dean's List 2002-2005

Golden Key International Honour Society

Lamda Pi Eta Communication Honor Society



**Activities:**

- Public Relations Student Society of America (PRSSA), Rowan University 2003-present  
2004 *Outstanding Chapter in the Nation*

<p><b>Executive Board Experience</b> 2005-2006 <i>President</i></p>	<p><b>PRaction (student-run firm)</b> 2004 <i>Philadelphia PRSA</i> <i>Pepperpot Award Winner in the Pro Bono category</i></p>	<p><b>PRomo (chapter newsletter)</b> 2005 <i>Outstanding Newsletter in the Nation</i></p>
<p><i>President Elect</i>- assisted president with all functions and chair the Nation Organ Donor Awareness Competition</p>	<p><i>Account Executive</i>- Cherry Hill Public Library, Agency Survey <i>Team Member</i>- Philadelphia Sports Writers Association, Harbor View Restaurant, Organ Donor Awareness Day, AAA of South Jersey, Girl Scouts- South Jersey</p>	<p><i>Alumni Columnist</i>- Interview alumni monthly to give students a glimpse into their future.</p>

*Rowan PRSSA Awards*

Rowan PRSSA October 2003 Member of the Month, Rowan PRSSA Key Status Award 2004, PRaction Award 2004, "Tony" Award: Outstanding PRaction Employee 2004, "Tony" Award: The Public Relations Superior Student

- Rowan University Logo and Slogan Committee 2004  
Counsel Rowan University president during the process of creating a new school logo and slogan
- NCAA Athletics: Cross Country, Indoor and Outdoor Track and Field 2002-2005  
Team Captain- compete three seasons of the year as a distance runner for Rowan University
- Lamda Pi Eta Communication Honor Society 2004-present  
Student Government Association (SGA) Senator- represented Lamda Pi Eta at SGA meetings and serve as a liaison between SGA and the society.

Caty Hartt  
225 E. Wayne Terrace Apt. A1  
Glassboro, NJ 08028  
Harttc@njtown.net

January 7, 2004

Xxxx  
ELLE Magazine

New York, NY

Dear Editor:

I've been described as "mature beyond my years, articulate, loyal, possessing a passion for the profession, an outstanding writer, a skilled organizer and strategic thinker." I am Caty Hartt and I want to bring those attributes to Elle magazine.

For as long as I can remember, I have wanted to live in New York City and work for a fashion magazine. I grew up in Maryland, went to college in Missouri and then New Jersey and currently live in southern New Jersey. Over the years I have never lost sight of my big dreams in the big city.

I want very much to meet with you to talk about the vacant editorial assistant position in your beauty department and convince you I possess the qualities and experience necessary to fill the position.

For the past year and a half I have been working in the Mayor's Office in Cherry Hill, New Jersey. The fast-paced environment, volume of tasks, and variety of work is routine. Daily challenges have forced me to strengthen my skills as a writer, organizer and strategic thinker. I live in a deadline-driven environment.

Please contact me at 856-833-0756 or harttc@njtown.net so that I can personally discuss my skills and share my enthusiasm with you. I look forward to hearing from you.

Sincerely,

Caty Hartt

Encls: Resume

12 A

## Catherine P. Tose

1205-B Harvard Road, Haddonfield, NJ 08033 • (555) 271-1234 • ctose@larrylitwin.com

March 1, 2005

Hearst Magazines  
224 West 57th Street  
New York, NY 10019 USA

Attn: Human Resources

Dear Madam or Sir,

I admit it. I've had a long-standing affair with Hearst Magazines from my first issue of *Seventeen* to my monthly newsstand runs to satisfy my *Cosmo* fix. It's an affair to remember and it won't end anytime soon.

When I saw your ad for the associate copy editor position at *Seventeen*, I couldn't help but notice how well my experience, skills and educational background match your requirements. Needless to say, my editorial alter ego took over and tempted me to apply for the job.

Though my resume will provide you with a more extensive outline of my experiences, please allow me to highlight some of my skills as they relate to your needs:

***You require:***

- Experience working for a magazine
- Experience using QuarkXpress
- Experience copy editing and proofreading page proofs/matchprints
- Accustomed to working in a deadline-driven environment
- Bachelor's degree

***I offer:***

- Two years of experience writing and editing for *Rowan Magazine*
- Summer 2004 cover story for *Rowan Magazine*
- May 2005 cover story for *PI Magazine*
- Proficient in QuarkXpress, Adobe InDesign and Photoshop
- Two years of experience writing and editing magazine copy and proofreading four-color page proofs
- Ability to multi-task and meet project/magazine deadlines
- B.A., Communication, May 2004
- M.A., Public Relations, May 2005

In addition to the skills listed above I am a hardworking, dedicated individual who loves what I do and whose passion for writing and editing help me do it well. Now when I pick up an issue of *Seventeen*, I appreciate it from an editor's point of view, as well as a reader's. I will contact you soon to check on your interviewing schedule.

Best regards,

Cathy Tose

12B

Melissa Guzperson  
577 W Kings Highway  
Audubon, NJ 08106  
609-929-9274  
mguzperson@Netscape.Net

November 1, 2004

Kathy Katheder  
Executive Vice President  
The STAR Group  
535 Route 38, Suite 400  
Cherry Hill, New Jersey 08002

Dear Kathy Katheder:

My colleagues in the Cherry Hill Township Municipal Building refer to me as the “go to person” when they want something done and done well. I’ve worn many hats these past three years in the fast-paced business office. For me, they’ve been exciting and productive. Just this year, I assisted a Cherry Hill Police lieutenant in restructuring Township street lighting and so far we’ve netted savings of more than \$60,000. I can do the same as The Star Group’s billing coordinator.

While my primary duty, in Cherry Hill, is paying vendors, my strong attention to detail and my analytical skills have amounted to great savings in this area, too. Over the years, I have researched and recovered thousands of dollars in unnecessary payments that previously went unnoticed. And, last year, I applied for and won a \$5,000 reimbursement from the Department of Health and Senior Services.

My Cherry Hill colleagues “volunteered me” to become a charter member of the Employee Activity Committee. They often remind me that I helped make the Township a better workplace.

I believe my abilities, drive, knowledge and qualifications are a perfect match for The STAR Group team. I look forward to talking to you and convincing you that I am the creative thinker, dependable researcher and organizer who can best fill the position. I greatly appreciate your time and consideration. Thank you.

Sincerely,

Melissa Guzperson

February 21, 2005

Megan Johnson  
123 Fox Chase Square  
Bear, DE 19701

Vandita Jones  
Recruiter  
AstraZeneca Pharmaceuticals  
1800 Concord Pike  
Wilmington, DE 19850-5437

Dear Ms. Jones:

I was excited to find that my background, experience and skills match those listed for both the Public Relations and Communications department positions allowing me to hit the ground running at AstraZeneca.

I have a solid history of producing results on time within a limited budget. I have planned and successfully executed more than 50 Township events a year, drawing a combined total of 35,000 attendees. I also have created and redesigned critical communication publications for Township-wide distribution, including updating the Township internet and intranet.

I have also implemented new cost-saving advertising techniques including the use of an email newsletter and on-line access to printed publications.

My career goal is to apply these skills to a successful company continually striving to be a world leader that values their customers, employees and investors.

I have enclosed my resume to highlight the areas that are an obvious fit, but just as a job posting does not describe the entire job, a resume does not convey the whole person. I look forward to meeting with you to demonstrate that I am the right candidate for either of these positions.

Regards,

*Megan Johnson*

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
February 17, 2005

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

The educational background, experience, and skills listed for the two positions in your Public Relations and Communications departments are only the beginning of what I can bring to Astra Zeneca.

I have a solid history of producing results within a limited budget. I have planned and successfully executed more than 50 Township events a year. I deal effectively with directors, contractors and customers on a regular basis. I have also created and redesigned critical communication publications for Township-wide distribution. All of these achievements are critical to a company, such as Astra Zeneca, that must compete in today's competitive pharmaceutical environment.

My resume is enclosed as proof that I am the candidate you are seeking. An interview would give me the chance to further prove my unique strengths.

I hope to hear from you shortly.

Sincerely,

[Your Name]

Enclosure