

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
Blomfield, 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
- Penned 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@graphixnet.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 Bravol, 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@altbroadband.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 Hammett 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
Expiance, Inc.
111 Toluen Lake Blvd., 3rd Floor
Biltingham, 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 Expiance 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 Expiance 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, Expiance 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

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 Connde, 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 Bucci'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 Pasman, 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	explained	moderated	represented
advanced	contributed	financed	motivated	researched
aided	coordinated	focused	negotiated	restructured
allocated	counseled	formalized	operated	reviewed
analyzed	created	formed	orchestrated	routed
appraised	cut	founded	organized	saved
arranged	decreased	gathered	originated	scheduled
assembled	demonstrated	governed	oversaw	selected
assessed	designed	hired	patented	sold
assisted	determined	identified	persuaded	spearheaded
attained	developed	implemented	pioneered	sponsored
attended	devised	improved	planned	staged
awarded	directed	increased	prepared	started
built	discovered	initiated	presided	supervised
chose	disseminated	inspired	processed	supported
coached	distributed	instituted	produced	surveyed
collaborated	documented	interpreted	promoted	taught
collected	edited	introduced	publicized	tested
compiled	elected	invented	published	trained
composed	enlisted	led	recorded	trimmed
conceived	evaluated	maintained	recruited	updated
conceptualized	exceeded	managed	reduced	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">• Intro to Public Relations• Basic PR Writing• Advanced PR Writing• Public Relations Case Studies• Public Relations Planning• Intro to Advertising• Publication Layout and Design• Magazine Article Writing• Mass Media	<ul style="list-style-type: none">• Communication Theory• Survey Research• Principals of Marketing• Consumer Behavior• Micro Economics• Macro Economics• Accounting I• Consumer Psychology	<ul style="list-style-type: none">• Microsoft Word• Microsoft PowerPoint• Microsoft Excel• Quark Xpress• Internet/E-mail
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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

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. I look forward to hearing from you.

Sincerely,

Annic M. Smith



Amanda Marie DiFazio

21 Parsons Drive
Fairfield, IA 52556
515-555-1212
difazio78@students.parsons.edu
www.linkedin.com/in/amandadefazio

APPLICANT STATEMENT: Those who know me are quick to paint this personal and professional profile: outstanding communicator, open to learning something new every day, a true leader, trustworthy, loyal and ethical, caring, down to earth, and beautiful inside and out.

EDUCATION:

Bachelor of Communications, Public Relations
Rowan University, Glassboro, NJ
GPA: 3.4

Anticipated May 2013

Bartending Certification/Alcohol Awareness Certification
Professional Bartenders Association, Red Bank, NJ

Completed August 2011

COLLEGE ACTIVITIES:

Lambda Pi Eta (Mu Tau Chapter) Treasurer
Fall 2011-Present

- Volunteerism
- Budgeting
- Transferring Money
- Reimbursing

Ad Club

Spring 2011-Present

- Member Homecoming Account team
 - Strategically designed Homecoming banner
- Visited and interviewed local advertising agencies
- Researched social media's impact

PRaction (Student Firm)

Fall 2011-Present

- Member The Haven (local church) account team
 - Special Events project
- Met and worked in a group environment

PRSSA (Public Relations Student Society of America)

Fall 2011 -Present

- Special Events committee
- PR expert presentations
- Started networking within the PR field

Ad Dynamics (Student Firm)

January 2011-May 2011

- Magazine Literacy account
 - Wrote a press release
 - Created brand image
 - Convinced local stores to place collection boxes for magazines
 - Created a how-to video for putting collection/mailing boxes together

Division III Swimming

October 2009-January 2010

WORK EXPERIENCE

Barista

December 2010-Present

Barnes and Noble Rowan University Bookstore Café

- Prepare Starbucks beverages
- Open and close the café
- Train other employees
- (Often) Work alone
- Create and practice Relationship Marketing through exceptional customer service

Lifeguard

May 2008-Present

Belleplain State Forest, Woodbine, NJ

- Surveyed the water as well as performed First Aid room duties.
- Work full time during summer season, offered flexible hours due to job loyalty.
- Communicate (certified) and practice patron safety
 - Rescued patrons and performed First Aid resuscitation maneuvers

Sales Associate

May 2007-January 2008

Wheaton Arts, Millville, NJ

- Worked at the cash register.
- Executed sales and helped customers - practicing Relationship Marketing.
- Stocked and organized merchandise.

VOLUNTEER WORK:

Big Buddies Little Buddies Mentor Program

September 2007-June 2008

ADDITIONAL INFORMATION:

Certified in:

- CPR/AED
- Lifeguarding/First Aid
- Preventing Bloodborne Pathogens Transmission
- Administering Emergency Oxygen

Amanda Marie DiFazio

Resume

515-555-1212

difazio78@students.parsons.edu

Page 2 of 2

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

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 – performed 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

Executive Board Experience <i>2005-2006 President</i>	PRaction (student-run firm) <i>2004 Philadelphia PRSA Pepperpot Award Winner in the Pro Bono category</i>	PRomo (chapter newsletter) <i>2005 Outstanding Newsletter in the Nation</i>
<i>President Elect-</i> assisted president with all functions and chair the Nation Organ Donor Awareness Competition	<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	<i>Alumni Columnist-</i> Interview alumni monthly to give students a glimpse into their future.

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

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 Suggestions...

M. Larry Litwin, APR

856-767-7730

FAX: 856-673-0717

e-mail: larry@larrylitwin.com

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.