

So...you have to write a resume. Well, things could be worse. You could be one of the thousands of job-seekers every day who unwittingly submit inadequate, incomplete and poorly designed resumes that don't give a clear or positive picture of who they are. Those documents, more often than not, go from the hand of the reader into the wastebasket in less than five seconds.

## WHAT IS A RESUME?

- First, it is a "picture" of you. It tells an employer who you are: your background, skills, experiences, education, etc. Naturally, you want that picture to be accurate, flattering and persuasive.
- It is also a reflection of you. If it looks messy, you look messy. If it is disorganized, you look disorganized.
- Although it is important, it is only one of the many job-hunting tools you will need to develop. A good resume will not guarantee you a job, but a poor resume can certainly keep you from getting one.
- Ideally, it is a shaped document, tailored to a particular position or field. It is **not** the complete history of everything you've ever done. Each item should be there for a reason, trying to anticipate what the reader (the employer!) wants to see.

## HOW TO WRITE A RESUME

### **Step One: Brainstorm**

Start by collecting the facts about you and putting them on paper. Write down anything you can think of that would show an employer what you have done and how you have done it. This can include full or part-time employment, summer jobs, work on school and church committees, volunteer experiences, etc. At this point you are looking for illustrations of your abilities and skills, so whether you were paid or not doesn't matter. Put down everything; you can edit later.

Continue by outlining your education, including special classes, workshops, training programs, research projects, etc. Beyond that, list extra-curricular activities, sports, travel, knowledge of languages, technical abilities, computer skills, and any experience where you handled money.

Don't hesitate to get help in this process from parents and friends; they may very well see or remember things you miss altogether.

### **Step Two: Self Assessment**

Most of us need help in seeing clearly who we are and what we do well. We may have vague ideas that need clarifying and "fleshing" out. A variety of assessment tools are available in the Office of Life Planning that can be invaluable in just such a process. The *Myers-Briggs Type Indicator* and the *Strong Interest Inventory*, are all tools to help you discover your skills, abilities, values, preferences, working style, etc. If you haven't made use of these and other available resources, doing so will make writing your resume considerably easier.

**Skills:** One of the key things employers will be looking for in your resume is a sense of the skills you will bring to a job. You may feel you have very few right now, but that really isn't true. Skills are often developed and utilized in unlikely places, or at least in places we tend to overlook. Although you may not have some of the specific skills common to a particular job, you probably have many transferable skills that make you a very good candidate for that job. Look at the list on page 6 and check all the skills that apply to you. Try using as many as you can to describe your jobs and activities.

For example, as a summer camp counselor you may have used teaching, planning, instructing, writing, supervising, resolving, etc. (And you thought you just herded a bunch of kids around!).

**Qualities:** Employers are also looking for qualities or attributes that make you a good prospective employee. Look on page 6 for a list of some of these. Although you don't want to overuse them (these may be better utilized in your cover letter), there are ways to bring personal qualities out. For instance, one way of presenting a job might look like this:

**WAITER**

Joe's Greasy Spoon, Los Angeles CA Summer, 2010

Waited tables and helped in the kitchen.

But since you know the employer is not looking for a waiter, this is not going to communicate much useful information. An alternate approach might be:

**WAITER**

Joe's Greasy Spoon, Los Angeles, CA Summer, 2010

Waited tables serving interstate truckers in a fast-paced truck stop.

Responded positively and calmly to any customer complaints. Worked 50 hours per week while simultaneously volunteering 20 hours per week with a community youth group.

You have now communicated ability to handle conflict, adaptability, interpersonal skills, self-confidence, and a willingness to do hard work.

### **Step Three: Organizing Your Resume**

There are two basic resume formats with numerous variations of each depending on the nature and length of work experience.

A **chronological** resume (listing employment or activities from the most recent backwards) emphasizes employment history and is the first-choice in most instances. It tends to be the preferred format of employers and gives the clearest picture of what you have done and the time-frame involved. The following are items commonly included in a chronological resume:

**Heading.** Include your name, address, zip code, telephone with area code, and email address if you have it, at the top of the page. If you are moving after graduation, add a second or permanent address and phone. **Note:** It is critical that the phone number you list is answered by someone, has voicemail, or a message machine.

**Career Objective.** If you list a career objective, it should be brief, concise and address the current job only, not future career plans. Very general career objectives (such as "a

challenging position that allows me to use my skills with people...") are not effective and usually just give off the message that you aren't sure what you want to do. The cover letter is often a good place to present a tailored job objective.

**Education.** Your educational information should be placed near or at the top of the page since, in most cases, it will be your most important qualification. Include your most recent degree and date, or expected date of completion. Usually, your high school and junior college data is not relevant (unless, for instance, you went to Bakersfield high school and Bakersfield Junior College and you plan to look for a job in Bakersfield). You might want to add specifically relevant classes, your GPA (if it is above 3.0 and you feel it would be to your advantage), special projects, research, scholarships, etc.

**Experience.** This can be titled "Work Experience," "Related Experience," "Professional Experience," or whatever describes your experience best. This category can include volunteer, intern, practicum experiences, full or part-time jobs.

Begin with your most recent work experience and work backwards, including only information from the last four years, unless it is directly related to the position you are applying for.

Use descriptive job titles, the name of the organization and the dates or times (e.g., summer) of employment. Reflect the scope, level, effect, accomplishments, results produced or things changed for the better. Banish "responsible for" or "duties included" from your resume vocabulary. Describe your experience using action verbs in the past tense (ending in "ed" not "ing"). Employers want to know what you did, not what you were supposed to do. Use short sentences and omit all personal pronouns (I, we...).

**Personal Interests.** Opinions vary about including these. See the answer to question 4 on page 5 for more detailed information.

**Activities, Honors, and Awards.** This section would include college and/or community activities, offices held, sports, scholarships (only those based on merit, not financial need), and other related honors. Although this section is optional, you may find that your extracurricular activities are closely related to your job objective. This is your chance to include relevant information to the employer that would not be included in any other section. The actual title of this section should reflect the information it contains.

**Special Skills.** List any specialized skills that would enhance your chances for the job: language ability, computer skills (depending on the job and your experience, you may want to make this more prominent, perhaps in a separate category), technical knowledge/skills, etc.

**Community Service/Volunteer Work.** Include here service/ministry involvement. Employers are looking for relevant experience: it does not have to be paid.

A **functional** resume (see "James Dwight" example) is designed to outline and emphasize transferable skills relevant to the position for which you apply. This approach may be useful if your most recent position does not relate to the position you seek or if you have little or no

directly related experience. Some potential headings you might use in a functional resume include:

Research	Writing	Interpersonal Skills
Program Planning	Managerial Skills	Leadership Ability
Communication Skills	Supervision	Promotion/Public Relations
Organization Skills	Administrative Support	Marketing and Sales
Budgeting	Financial Planning	Analysis/Problem Solving
Counseling	Teaching	Computer Skills
Technical Skills	Project Development	Customer Service

#### **Step Four: Know Your Audience**

What you include in your resume will depend largely on who you expect to be reading it. It is important for you to be flexible and not assume a “generic” resume will suffice for all occasions (see question 6 on page 5). Be prepared to tailor your resume to the needs of the employer you are seeking to inform. To do that will require some work on your part, in researching and knowing your target company or organization.

Employer research is essential in preparing a successful resume. You will need to have specific information about the kinds of entry-level jobs that are offered in your career field, the related work and educational experience required, specific job duties and opportunities for advancement. You should also try to determine what the employers’ expectations may be, their concept of the type of person they are looking for, and their particular selection criteria.

#### **Step Five: Choose a Style**

The most important considerations here are clarity and consistency. Know what you want to emphasize and use capitalizing, bold lettering, indentation, bullets, underlining, etc., in a consistent way that draws attention to the most important facts that you are trying to communicate. Remember, you probably have 20 or 30 seconds in which to make an impression, so be sure as you scan your resume, those elements you most want to get across, stand out clearly. Use underlining, capitalizing and bold face letters sparingly; if everything is emphasized, nothing is emphasized.

**How your resume looks is extremely important.** Remember, you only get one chance to make a first impression. Choose high quality paper (8 1/2 x 11 inches), either white or off-white. Stay away from colored paper (which draws attention to itself rather than what is on the paper) and purchase extra paper and envelopes that match your resume. Of course, your resume should be without error and as professionally typed and reproduced as possible. **In most cases, your resume should be one page** (see question 3 on page 5).

## COMMON QUESTIONS ABOUT RESUMES

### **Q1: Do resumes have a strict format?**

A: Resumes are somewhat like hair or clothing styles; certain things seem to go in and out of vogue. And employers do not always agree. In a recent survey, 69% of employers said that using bond (high quality) paper was not necessary and 60% said they liked to see the GPA on a resume. We still recommend you *always* use bond paper, but probably not include your GPA if it is below 3.0. **There are many judgment calls you will have to make for which there are no firm rules.**

### **Q2: What about using a resume template (found on most computers)?**

A: We haven't seen one yet that we really like. Usually they organize things by dates (which are prominently displayed), when dates for you at this point are not that important. We think the examples included here work better for the recent graduate.

### **Q3: Can my resume be two pages?**

A: The overall rule for a recent graduate is one page. However, if you have substantial relevant experience and really need more space, and you are fairly sure the employer is interested in you and will read it, two is permissible. If your resume is going to compete with many others, keep it to one page. Remember, a resume is in a sense a "teaser" designed to interest employers in you and cause them to want to know more.

### **Q4: Should I list my hobbies and interests?**

A: Opinions vary here with some saying that listing personal interests gives the interviewer something to talk about that will "break the ice" when starting the interview. However, our sense is that most employers are looking for directly relevant information and aren't really interested in the fact that you like to ski, knit and play the guitar. However, if you are looking for a teaching position, everything you like to do is relevant since it can be utilized with your students. Also, employers with sales-oriented positions often like to see sports involvement, since it implies a competitive spirit and teamwork, which they look for.

### **Q5: Should I include my references?**

References, including title, name, address and phone, should be on a separate sheet (simply titled "References"). Generally, you would wait until they are asked for before you submit them. However, if you feel it would be advisable to include them, or if you feel the employer would either know or be impressed by your references, you may include them along with your resume.

### **Q6: Can I write a generic resume since I'm not sure what I want to do?**

A: You can, but it is difficult since you cannot be sure what is really relevant. Again, the best resume is one focused to a particular position or field. If that is impossible, look to include in your experiences transferable skills that can be used in virtually any job. Some of those might be: budget management, supervising, public relations, coping with deadline pressure, public speaking, writing, organizing/managing, teaching/instructing.

### **Q7: Are there things I should not include?**

A: Yes. Omit personal information that by law they are not allowed to use for hiring decisions: age, weight, marital status, children, religious preference, etc.

## RESUME ACTION VERBS

### Financial Skills

administered  
allocated  
analyzed  
appraised  
audited  
balanced  
budgeted  
calculated  
computed  
developed  
forecasted  
invested  
managed  
marketed  
planned  
projected  
reduced  
researched  
simplified

### Creative Skills

acted  
authored  
conceived  
conceptualized  
created  
demonstrated  
designed  
developed  
directed  
discovered  
established  
explored  
founded  
illustrate  
innovated  
inspired  
instituted  
integrated  
invented  
observed  
originated  
performed  
planned  
revitalized  
shaped  
synthesized

### Helping Skills

advised  
assessed  
assisted  
clarified  
coached  
consulted  
counseled  
demonstrated  
diagnosed  
educated  
equipped  
expedited  
facilitated  
familiarized  
guided  
led  
referred  
rehabilitated  
represented  
supported  
taught  
trained

### Research Skills

clarified  
collected  
critiqued  
diagnosed  
evaluated  
examined  
extracted  
identified  
inspected  
interpreted  
inspected  
interpreted  
interviewed  
investigated  
organized  
reviewed  
summarized  
surveyed  
svstematized

### Technical Skills

assembled  
built  
calculated  
computed  
designed  
engineered  
experimented  
fabricated  
installed  
investigated  
maintained  
operated  
overhauled  
overhauled  
programmed  
remodeled  
repair  
solved

### Teaching Skills

adapted  
advised  
clarified  
communicated  
coordinated  
developed  
enabled  
encouraged  
evaluated  
explained  
facilitated  
guided  
informed  
initiated  
instructed  
persuaded  
set goals  
stimulated

### Management skills

achieved  
 acted as liaison  
 administered  
 analyzed  
 assigned  
 chaired  
 contracted  
 consolidated  
 delegate  
 developed  
 established  
 evaluated  
 executed  
 improved  
 increased  
 managed  
 organized  
 planned  
 prepared  
 produced  
 recommended  
 reviewed  
 scheduled  
 strategize  
 strengthened

### Communication skills

addressed  
 arranged  
 authored  
 communicated  
 clarified  
 edited  
 facilitated  
 formulated  
 influenced  
 interpreted  
 lectured  
 mediated  
 motivated  
 negotiated  
 persuaded  
 promoted  
 reconciled  
 recruited  
 spoke  
 taught  
 trained  
 translated  
 wrote

### Clerical / detailed skills

approved  
 catalogued  
 classified  
 collected  
 compiled  
 completed  
 correlated  
 dispatched  
 expedited  
 generated  
 integrated  
 maintained  
 operated  
 prepared  
 processed  
 recorded  
 researched  
 revised  
 screened  
 specified  
 standardized  
 structured  
 tabulated  
 validated

### Self Descriptive Words

active  
 adaptable  
 assertive  
 alert  
 ambitious  
 analytical  
 broadminded  
 conscientious  
 consistent  
 constructive  
 creative  
 dependable  
 detailed  
 determined  
 discrete

enterprising  
 enthusiastic  
 fair  
 flexible  
 forceful  
 imaginative  
 independent  
 learn quickly  
 logical  
 mature  
 methodical  
 objective  
 optimistic  
 organized  
 perceptive  
 personable  
 practical

productive  
 perceptive  
 personable  
 practical  
 productive  
 realistic  
 reflective  
 reliable  
 resourceful  
 responsible  
 self reliant  
 sincere  
 tactful  
 talented  
 will travel  
 will relocate

## Marisol Matthews

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### Objective

To obtain an internship in Events Planning

### Education

Bachelor of Arts degree in Communication Studies  
 Westmont College, Santa Barbara, California. May 2012

### Related Experience

#### Sales and Catering Intern

January 2011-present

Fess Parker's Doubletree Resort, Santa Barbara, California

- Initiated projects with the Sales, Catering, and Convention Services departments
- Participated in client meetings, Pre-Convention meetings and site tours
- Gained a working knowledge of the hotel computer system (Delphi and Word) through creating letters and mail merges
- Liaison with vendors and guests over the phone to remedy potential complications
- Assisted in servicing and programming a convention

#### Administrative Assistant

Summer 2010

Alpha Property Management; Apple One Temporary Agency, Downey, CA.

- Completed various computer related tasks in Excel and Windows programs, including data entry, word processing, and chart making
- Compiled quarterly reports of financial records for the U.S. Department of Housing
- Transcribed minutes at the Property Supervisors' weekly meetings
- Worked flexibly with schedules of multiple Property Supervisors to assist in various capacities

#### Director of Service Organization

May, 2009-May 2010

Westmont College, Santa Barbara, California

- Successfully acted as liaison between students and administration
- Presented updates to the college's Parents Council, Alumni Council and Board of Trustees
- Wrote informative letters to prospective students and faculty members
- Worked closely with a co-director and faculty advisor to assist a staff in decision making and troubleshooting
- Supervised over 30 service groups which attended the needs of students on campus, members of the local community, and people around the world
- Interviewed and selected staff members

#### Child Care Program Coordinator

May, 2008-May 2009

Anaheim Hilton and Towers, "Vacation Station", Anaheim, California

- Assisted Public Relations Director in organizing informational packets and publicity for summer "Vacation Station" program
- Wrote informative memorandums to various departments within the hotel
- Trained and supervised child care staff and enforced the Hilton Corporations service standards

### SPECIAL HONORS AND AWARDS

- Omicron Delta Kappa Society Member (leadership and academic society) Spring 2010
- Leadership Scholarship \$ 500, Fall 2008 and \$1000, Spring 2009
- Dean's List. Fall, 2008, 2009 and Spring, 2010
- Westmont Presidential Scholarship, \$5000 per year. Fall, 2008-present



## AMY SMITH

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**OBJECTIVE:** Position as Children's Tutor

**SUMMARY:** Caring and self-motivated with four years experience working with children K-6 in the development of basic reading and math skills.

### EDUCATION

Bachelor of Arts in English, Minor in Psychology      Expected Graduation May 2015  
 Westmont College, Santa Barbara, CA

### TUTORING EXPERIENCE

#### Children's Tutor

Galaxy Child Care Center, Santa Barbara, CA      2010 - Present

- Assist children aged K-6 in the development of reading skills and enjoyment.
- Engage in academic activities either one-on-one or with small groups.
- Assess student's needs and how best to address them.
- Develop meaningful and positive relationships with children and their families.
- Serve as a positive role model for children.
- Assist children with daily homework tasks and supplemental assignments.
- Uncover roadblocks and seek to address them.

#### Math Tutor

Private Family (10 year old boy), Goleta, CA      2009 - 2011

- Brought strong math skills and an interest in improving students' performance
- Clearly explained lessons and clarified confusion
- Utilized different math teaching methods including math games
- Grade improved from D to B+

### OTHER EXPERIENCE WITH CHILDREN

#### Swim Coach/Lifeguard

Modesto YMCA      Summers 2009 – Present

#### Childcare Worker

Modesto Presbyterian Church      2004 – 2009

### INTERESTS AND SKILLS

- Swimming, diving, guitar, photography, singing
- Language: conversational Spanish

## TRAVIS D. GRAND

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 Email: [tgrand@westmont.edu](mailto:tgrand@westmont.edu)

**OBJECTIVE:** Position as an intern at an engineering firm

### EDUCATION:

- Bachelor of Science, Physics and Computer Science, Minor in Mathematics  
 Westmont College - May 2011
- President's Scholar Cumulative G.P.A: 4.0

### RELATED EMPLOYMENT AND COLLEGE ACTIVITIES

- Nuclear Physics Research - Westmont College Summers '09-'10
- Worked under Dr. Warren Rogers as part of the Modular Neutron Array collaboration at Michigan State University cyclotron laboratory
  - Set up cosmic ray detectors and programming filtering routines for cosmic ray data
- Teaching Assistant - Westmont College Present
- Led homework and test help sessions: Mechanics, General Physics I/ II, Physics for Life Sciences, Basic Computer Programming in Scheme

### OTHER WORK EXPERIENCE

- Camp Counselor, Campus by the Sea (Catalina Island) Summer 2010
- Organized camp activities for 2<sup>nd</sup> and 3<sup>rd</sup> grade campers over a ten week period

### AWARDS AND HONORS

- **First Senior** (Highest G.P.A.) Class of 2011
- **NSF Computer Science Scholarship** (Merit Based) 2 years
- **Dean's List** Westmont College (4 years)

### COMPUTER SKILLS

**Operating Systems:** Win ME/Vista, Linux (Ubuntu)  
**Software:** MS Word, MS Excel, MS PowerPoint  
**Languages:** Scheme, C++, Java, Ruby, Tcl

### EXTRACURRICULAR ACTIVITIES

**Westmont Rugby Club** (4 Years)  
**Phi Kappa Phi (Academic Honor Society)** - Inducted 2008  
**Languages** - Portuguese (fluent), French, and Spanish (working knowledge)

## Rebecca Neuhouser

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### EDUCATION

Bachelor of Arts in Sociology

Westmont College, Santa Barbara, California, graduation May 2010

### SOCIAL SERVICE EXPERIENCE

Communications Director of Spring Break in the City

2009-2010

Westmont College, Santa Barbara, CA

- Led a social service trip to South Central Los Angeles during Spring Break
- Acted as liaison between students, faculty and staff, and organizations in L.A.
- Organized and implemented marketing and advertising for events and deadlines.
- Assembled training materials for eighty students prior to trip.
- Facilitated day to day details of the team, including emergencies

Youth Leader

2008-2009

Shoreline Community Church, Santa Barbara, CA

- Acted as liaison between the junior high youth group and the larger church body.
- Developed, facilitated curriculum and weekly meetings with a group of at-risk girls.
- Planned monthly social activities.

Child Care Provider

2009

North Seattle Family Center, Young Mother's Support Group

- Led activities with children with a number of disadvantages and disabilities, including illiteracy and autism

Camp Counselor

2008

- Camp Side by Side, Seattle, WA
- Worked with families with children battling cancer
- Coordinated programs and connected families with each other

### OTHER WORK EXPERIENCE

Summer Staff Clinician

2007

- Taught students with learning disabilities: autism, Asperger's syndrome, dyslexia, and hyperlexia
- Implemented curriculum

Resident Assistant

2006-2007

Westmont College, Santa Barbara, CA

- Planned section and residence hall programs, both educational and social
- Implemented programs designed to create community among the women in my section, building an atmosphere of love and support.
- Counseled and advised residents.
- Trained to respond to emergency situations.

### SPECIAL HONORS

- Westmont College Dean's List. 2008- present
- Westmont College Presidential Scholar. 2008-present
- National AP Scholar, with Honors. 2009

# Jeff Reid

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## EDUCATION:

- Bachelor of Arts - Economics and Business, May 2012  
 Westmont College, Santa Barbara, CA
- Emphasis in Finance and International Business
- Cumulative GPA 3.81, Magna Cum Laude
- Phi Kappa Phi (National Academic Honor Society)
- International Business Institute, Europe Summer 2011  
 Ten weeks of academics and field seminars with top multinational corporations (KLM, Nestle, Daimler Benz, Dresdner bank, Credit Suisse, Hoechst Chemical)
- Related course work  
 Investments and Portfolio management, Corporate Financial management  
 International Finance, Financial and Managerial Accounting, Money and Banking

## EXPERIENCE

Intern, Private Client Group Financial Consulting Firm Spring 2011

Merrill Lynch, Institutional Financial Services and Brokerage House, Santa Barbara CA

- Created and analyzed asset allocation reports
- Supported Financial Planner as administrative assistant
- Simplified and unified multiple databases

Client Services Financial Planning Intern Fall 2010

Mercer Global Advisors, Investment Advisory Firm, Santa Barbara CA

- Assisted director of Client Services in recreating client information gathering system
- Generated portfolios utilizing the Morningstar CD rom database
- Application and research of modern portfolio theory, CAPM, cross correlation
- Coordinated and participated in annual client meetings

Waiter Jan 2009-Dec 2009

Onion Bar and Grill, Spokane WA

- Top salesman at \$3 million grossing restaurant with staff of 160
- Delivered exceptional customer service under tight deadlines
- Developed team work and problem solving skills

## COMPUTER SKILLS

- Thorough understanding of Windows 7, Mac OS X, Office 2012, Word 2010
- Netscape 8.0.1, Lotus 6.1
- Intermediate training in MS Excel and, MS Access 2010

## INTERESTS AND ACTIVITIES

- Varsity Collegiate Athletics  
 Track and Field, Cross Country
- Recreational pursuits:  
 mountaineering, rock climbing, white water rafting, mountain bike racing

## Susan Thurston

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**Objective:** Physical Therapy Aide Position

**Highlight of Skills:**

- Working knowledge of protocols for hip and knee replacement surgeries
- Working knowledge of ultrasound therapy
- Dependable, conscientious, personable, eager to learn

**Education:**

Bachelor of Arts degree in English and Modern Languages	May 2012
Westmont College, Santa Barbara CA	GPA 3.78

**Related Classes:**

- |                             |                       |                       |
|-----------------------------|-----------------------|-----------------------|
| • Human Anatomy/ Physiology | • Biology I&II        | • Applied Kinesiology |
| • Chemistry I&II            | • Exercise Physiology | • Statistics          |

**Related Work Experience:**

Physical Therapy Aide Summer 2011

South Pacific Rehabilitation - Los Palos Convalescent Center, San Pedro, CA

- Assisted RPT in evaluation and formation of patient care plans
- Conducted therapy sessions according to patient care plans
- Attended in-service training on bone fractures and patient transfers

Physical Therapy Aide Summer 2010

South Pacific Rehabilitation – Sharon Care Center, Los Angeles, CA

- Assisted RPT in evaluation and formation of patient care plans
- Conducted therapy sessions according to patient care plans
- Attended in-service training on bone fractures and patient transfers

**Other Work Experience:**

Copy Editor August 2010-January 2011

Westmont College Newspaper - The Horizon

Coffee Bartender August 2010- Present

Java Station - Santa Barbara, CA

**Teaching Experience**

Teaching Assistant - Human Physiology January 2011-Present

- Instructed weekly lab sessions
- Evaluated student performance
- Graded weekly assignments

Teaching Assistant- Statistics January 2011-Present

- Graded weekly assignments
- Graded unit exams

**Honors:**

- Member of Phi Kappa Phi Honor Society
- Recipient of Arthur Lynip Award for Literature

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**Objective:** Position in public relations, public affairs or promotions

### **SUMMARY OF QUALIFICATIONS**

- Two years experience in public relations
- Skilled in writing PSA's and promotional material
- Well organized and self motivated
- Bilingual English/Spanish
- Ability to relate easily with all kinds of people in acting as company representative

### **RELEVANT SKILLS AND ACCOMPLISHMENTS**

#### **PUBLIC RELATIONS/ PROBLEM SOLVING**

- Successfully handled PR problem for retail store, gaining the cooperation of previously resistant neighbors to increased business hours
- Resolved restaurants PR problem involving customer injury, successfully retaining good will and business of customer
- Effective public relations with Spanish speaking customers in several settings

#### **PROMOTION**

- Promoted campus entertainment events: wrote PSA's and ads
- Implemented creative promotional ideas
- Designed and distributed flyers
- Sold program advertising space for fund- raising play, raising money for local charity
- Promoted special seasonal offerings for gourmet restaurant

#### **PROJECT MANAGEMENT**

- Coordinated programming and scheduling for a live radio talk show on KDB
- Assistant manager at Mimosa, an 80 seat restaurant
- Supervised and scheduled employees
- Monitored customer satisfaction

#### **EXPERIENCE**

Spring 2009	<b>Producer Intern</b>	KDB Radio, Santa Barbara
2008-09	<b>Sales Associate</b>	True Grit Clothing, Santa Barbara
2008-pres	<b>Assistant Manager</b>	Mimosa Restaurant, Santa Barbara
2009	<b>Communications Chairman</b>	Westmont College Student Government

#### **EDUCATION**

Bachelor of Arts in Communication Studies, Westmont College, Santa Barbara, CA  
May 2010 - G.P.A. 3.5

### The Cover Letter

You do need a cover letter because **a resume should never travel alone**: it travels either with you personally, or with a cover letter.

There are three main types of cover letters: (1) the unsolicited letter, (2) letters resulting from a referral or some contact, and (3) letters responding to a job advertisement.

A cover letter is written with a specific task in mind: to sell your qualifications to the reader. It serves as **a means of introduction** to an organization and creates the **first impression** of your ability to communicate and motivate the employer to review your resume.

The examples on the next page (and we have books with many more in our office) will provide some help as you prepare your own; they have been composed with the following guidelines:

1. Studies indicate your cover letter has a life expectancy of about eight seconds, so it must be brief yet informative; except in unusual situations, **no more than one page**.
2. The letter should have three recognizable parts: The **opening**, which explains why you are writing; the **main body** which lists two or three of your major accomplishments and gives the reader a good reason to want to interview you; and the **closing** which expresses a desire for future communication.
3. If at all possible, the main body should also reflect **some evidence of your knowledge of the business or organization**; this requires research and homework.
4. Address your letter **to a person** (spelled correctly), unless absolutely impossible. Usually calling a secretary or receptionist can get you that information.
5. If there was ever a time to **"toot your own horn,"** it is now. Obviously, you can't be arrogant, but you can be confidently assertive in laying out your qualifications, skills and personal attributes.
6. Your cover letter is a good place to present experiences or abilities that are not easily described on the resume, or need some elaboration and further explanation.
7. Employers these days are looking carefully at **writing ability** and are sometimes requiring a cover letter even if you bring in your resume by hand. Take your time and do it right!
8. In most cases, you want to close by letting the employer know you **will be contacting them** (not waiting to hear from them).
9. Do not let the fact that there is no current position keep you from a **face- on contact**. Let them know you would like a short meeting to introduce yourself and get to know more about their organization. You never know how important that might be in the future.
10. Be sure and have several people **proof- read** your letter for form and content. It must be perfect.

COVER LETTER EXAMPLES
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832 Vine Street  
 Agoura Hills, CA 91301  
 July 7, 2012

Ms. Jane Smith  
 Spectrum Publishing Company  
 1234 Wilshire Blvd.  
 Encino, CA 91316

Dear Ms. Smith

As a recent graduate of Westmont College majoring in English, I am seeking employment with a publishing company which would utilize my skills and training. I read with great interest your advertisement in the Los Angeles Times for an editorial assistant, and would like to be considered for the position.

As the enclosed resume will show, I not only have two years of copy editing and feature writing experience with Westmont's student newspaper, but also a considerate background in business. I have also held summer jobs with a variety of companies, which provided many opportunities for developing public relations and communication skills. My familiarity with Microsoft Office should prove useful to Spectrum as well, as I know the company has recently adopted that program.

I will be contacting your office soon to discuss the possibility of an interview, or I may be reached at the number listed on my resume.

Sincerely,

John Brown

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Susan Anderson  
 123 Manzanita St.  
 Ventura, CA 93003  
 (805) 648-6756

June 15, 2012

Mr. Robert Jones  
 Vice President/ Institutional Research  
 City Bank of New York  
 New York, NY 10036

Dear Mr. Jones:

Having majored in Mathematics and minored in Business and Economics at Westmont College, I developed a strong interest in economics and institutional research. I learned of your excellent Research Trainee Program through Dr. Richard Smith, who suggested I make inquiry through your office.

In addition to my strong background in mathematics, I have taken several statistics and computer science courses which should prove useful in the position Research Trainee. You will also note on my enclosed resume that I offer significant experience in business, having gained exposure to a variety of business settings and tasks while working to finance my college education.

I am attracted to City Bank because of its recent rapid growth and the superior retention of its Economic Research Department and am anxious to discuss employment opportunities with you.

I will be in New York during the week of June 20 and will contact your office to arrange an interview. Should you wish to contact me, I can be reached at (805) 658-6543

Sincerely,  
 Susan Anderson