



SE 195: Nailing your Resume & Cover Letter

Presented By:

Danielle Lacson

Academic Counselor

What Is a Resume?

- A marketing tool
- A way to get the employer's attention
- A way to show the employer that you are a good fit for the job
- The first step in getting an interview



Components of a Resume

○ Contact Info

- Name
- Address
- E-mail
- Phone number

○ Education

- Name of school
- Major
- Degree received
- Graduation date (or projected date)

○ Experience

○ Additional Categories

- Skills
- Activities
- Honors



Contact Info

Danielle Lacson

123 Harbor Ave. Costa Mesa, CA 92627

Danielle.j.lacson@gmail.com

949.123.4567



- No need to include things that have no relationship to your ability to do the job (age, marital status, number of kids, political affiliation, etc.)
- Is your e-mail address appropriate? Voicemail?



Education



Education

University of California, Irvine

Bachelor of Arts, English

Expected June 2010

Orange Coast College

Associate in Arts, Liberal Studies GPA 3.5

August 2006-May 2008

Relevant coursework: Child Development, Infant Development, Child Health Psychology, Clinical Psychology, Social Relationships

- List relevant education, training, and/or certifications.
- Institution, degree received and dates
- If you have not yet received your degree, list expected degree date
- Optional- Include GPA if 3.0 or above industry standard
- Optional- relevant coursework to show a connection between work and education



Different Types of Resumes

- Functional
- Chronological
- Combination



Functional

- Organized by skills (Leadership, Administrative, Problem Solving, Communication)
- Useful if you have limited work experience, breaks in employment, or are changing fields
- De-emphasizes employers' names and stereotypes that come with it

Budgeting/ Financial

Analyzed and coordinated payroll record keeping, budgeted expenditures, requisitioned supplies, prepared attendance accounting reports, and initiated budget system for \$10,000 of instructional monies allocated to the school.



Chronological

- Traditional, most frequently used
- Organized by work history in reverse chronological order
- Good if you don't have breaks in employment
- Make sure you emphasize skills in your present job that would be important to the new position

Sales Associate

Nordstrom Rack, Costa Mesa, CA May 2008- Present

- Worked quickly and efficiently to help multiple customers simultaneously
- Helped difficult customers with patience and understanding



Combination Resume

- Helpful if you have functions or skills AND an impressive record of continuous job experience with reputable employers
- List functions followed by years employed with list of employers

Budgeting/ Financial

Analyzed and coordinated payroll record keeping, budgeted expenditures, requisitioned supplies, prepared attendance accounting reports, and initiated budget system for \$10,000 of instructional monies allocated to the school.

Experience

PIMCO, Newport Beach, CA May 2008- Present
Chase, Irvine, CA June 2006-May 2008



Which Resume Would Work Best for you?

- Functional
- Chronological
- Combination



Experience

○ Chronological

- Name of employer/company
- Dates employed (month/year – month/year)
- Job title
- Skills utilized

○ Skills/Function

- Examples of skills

○ Combo

- Skills
- Names of Employers



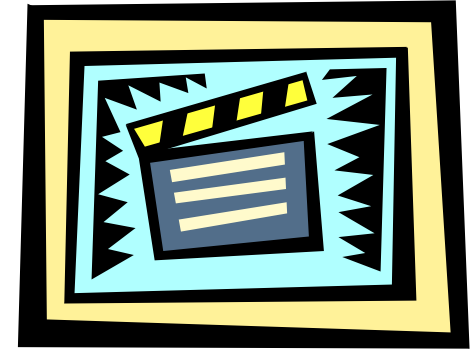
Skills Utilized

- Think about what you did in that job and the skills that you developed or had to use in doing that job
- Transferable skills
- Be concise & to the point
- No need to use complete sentences, like “My duties were”
- Don’t use “I” – “I filed papers”



Action Words

- Accomplished
- Achieved
- Analyzed
- Created
- Designed
- Developed
- Established
- Enhanced
- Implemented
- Improved
- Increased
- Initiated
- Invented
- Managed
- Organized
- Planned
- Supervised
- Supported



Creating Phrases that Pop

- Sales Associate, Banana Republic
 - Developed ability to work in a fast-paced environment by helping several customers quickly and efficiently
 - Enhanced interpersonal skills by helping different kinds of people in a friendly manner
 - Continuously exceeded sales goals by 150%, well surpassing average associate's goals
 - Awarded Star Performer the first month of employment



You Try ...

- Write down a job or experience (volunteer, a club, activity) that you've had or currently have
- Using action words, write at least 3 phrases highlighting transferrable skills

[O*Net Descriptor](#) for help



Qualities that Employers Want

- Energetic
- Enthusiasm
- Hard-working
- Quick learner
- Committed to excellence
- Open-minded
- Knowledge of computers – the internet, Microsoft suite
- Writing skills
- Oral communication
- Listens well, compassionate
- Creative
- Responsible and punctual
- Team-spirited
- Mature/poised
- Aware of diversity issues



Do:

- Tailor each resume to a specific field (counseling sites vs. law firms)
- Highlight your accomplishments – don't make them dig for it
- Use action words
- Be specific & try to use numbers if you can to quantify your experience
- Check spelling & grammar
- Have someone proofread
- Be truthful
- Keep it to one page
- Save the document as your first and last name instead of just "My Resume"



Don't

- Use an e-mail address like girlygirl14@yahoo.com
- Use flashy graphics or colored paper
- List unrelated jobs and skills to fill space
- Be sloppy
- Wait until the last minute – creating a good resume takes time!
- Exaggerate your experience
- Don't forget to send a cover letter



Cover Letter



- What is a cover letter?
 - A must!!
 - In this case, the body of the e-mail
 - An opportunity for you to connect the dots
 - A way for you to explain why you would be good for the site
 - Show your enthusiasm
 - Specifically tailored to each site
 - Addressed to a specific person (call the company to find out, if you don't know)



Components of a Cover Letter

- **First paragraph**
 - **Arouse interest**
 - **Explain why you're writing**
 - **Mention you are a UCI student interested in doing field study with them**
 - **“I am a Psychology and Social Behavior student from UCI's School of Social Ecology. I am interested in doing field study at your site.”**



Components of a Cover Letter

○ Body Paragraphs

- Develop career objective
- Identify what you have that they want
- Explain why you are interested in the company/organization
- Relate work experience, education, or training (if you have any – if not, it's okay!)
- “As a Psychology and Social Behavior major, I am very interested in working with children in a developmental setting. I love children and I am thinking about pursuing early childhood education as a career in the future. The ECEC seems like a great place to work and get experience working with children.”



Components of a Cover Letter

○ Closing Paragraph

- Close by making a specific request for a meeting/interview
- Give the deadline for the field study course enrollment form
- Give the dates that you would start (week 1 – week 10 dates)
- Include a phone number where you can be reached
- Give them at least 4 business days to respond before following up



LET'S PRACTICE TOGETHER!!

- Ramon is a 4th year Urban Studies major with a 2.3 GPA. He is involved with ASUCI and took part in Relay for Life.
 - What skills do you think he developed?
 - What if he wanted to apply for the Pacific Planning Group?



CATALOG EXAMPLE

571	Pacific Planning Group, Inc.		Best to contact by:	Interns	Last Update	
			email	2	12/09 A	
668 North Coast Highway, #401						
Laguna Beach			CA	92651		
Ms.	Karen Blankenzee					
karen@pacificplanninggroup.com						
949 465-8290		949 465-8297				
n/a						
Alternate Contact			n/a			
About the Organization:						
Pacific Planning Group provides planning and zoning analysis for retail developers. Activities and services include researching development regulations and coordinating with architects, engineers and city planning offices in order to obtain both entitlements and building permits for clients. The firm is also compiling information for an online planning service that will utilize regional GIS information via the Internet.						
About the Field Study Placement						
Students will assist Project Managers with activities and services including researching development regulations and coordinating with architects, engineers and city planning offices in order to obtain both entitlements and building permits for clients. The firm is also compiling information for an online planning service that will utilize regional GIS information via the internet.						
Requirements						
Students must have excellent communication and research skills; a basic understanding of the environmental planning process and office computer applications is also required. GIS experience is a plus, but not required.						
How to apply for a placement						
Email introductory information and attach resume. Use the following format for the filename for your resume:						

Focus of cover letter.

Draw from this box for transferable skills.

This box too! 😊

LET'S PRACTICE TOGETHER!!

- Wendy is a 3rd year PSB major. She held a part time job in high school at Jamba Juice and in college, occasionally works as a baby sitter for a local family.
 - What skills do you think she developed?
 - What are her transferable skills if she decided to apply for a daycare site? A legal firm? What if she applied for the UCI Police Department?



LET'S PRACTICE TOGETHER!!

- Thanh is a 4th year Crim major. She lived in Mesa during her freshman year in Otero but started commuting from home afterward. Thanh just goes to classes, then goes home and indulges in her guilty pleasure (Grey's Anatomy) all day every day. It's Winter quarter and she needs to apply for Field Study for Spring to graduate on time.
 - What skills do you think she developed?
 - How will she take her (in)experience and stand out to Field Study sites?



GOOD LUCK!!



Additional Resources

○ UCI Career Center

- Resume Help
- Cover letter tips
- Resume critiques

○ SE Field Study website

- Field study site descriptions
- Tips and tricks



References

Farr, M. (2004). *The very quick job search*. Indianapolis, IN: Jist Works.

Sukiennik, D., Bendat, W., & Raufman, L. (2010). *The career fitness program*. Columbus, Ohio: Prentice Hall



Sample Resumes

- Chronological
- Functional
- Combination

