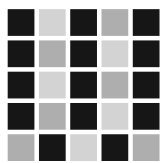
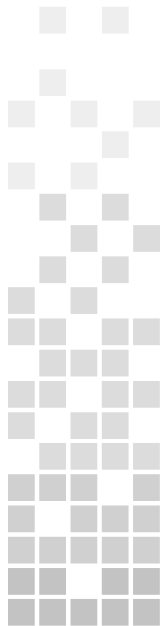


CAREER & TRANSFER CENTER

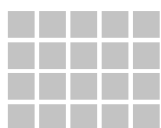
# Resume Guidelines

## 2009 - 2011



Westchester  
Community College

State University of New York



Career & Transfer Center

Located in the  
Student Center Building, Room 201

Contact us at:

P: 914-606-6760

F: 914-606-6767

[sunywcc.edu/ctcenter](http://sunywcc.edu/ctcenter)

## Career & Transfer Center

### Mission Statement

*The mission of the Career & Transfer Center is to support Westchester Community College's academic programs by designing, implementing, and managing services, programs and systems that meet the four-year college transfer, career development and employment needs of students and alumni. The Career & Transfer Center also strives to meet the staffing needs of local, regional and national employers.*

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## RESUME GUIDELINES...INTRODUCTION

### Why a Well Written Resume Matters

The resume plays a vital role in obtaining a competitive internship, getting your first job after graduating college and beyond or winning a scholarship to continue your education. A well-developed resume should capture the attention of a prospective employer within 30 seconds! That's how long it takes a reader to formulate a first impression – and that's how long you have to create an impact! A resume is your very own custom designed marketing tool. A high-quality resume will effectively communicate your qualifications and will determine your chances of being considered for an interview. It is highly unlikely that you will get a job offer from the resume alone, but it is an absolute necessity in order to conduct a successful job search.

### What is a Resume?

A resume is a descriptive summary of your background, concisely written and attractively presented. It should clearly communicate a sense of purpose, professionalism and honesty. It should focus the reader on your strongest points, as well as your career goals. A resume works best if it is only one page. If, however, you have a long and varied work history, two pages are acceptable.

### Getting Started

Think about your strengths, achievements, skills, work and/or volunteer experience, education, hobbies and interests. A systematic assessment of what you do well and enjoy doing, will help you develop a job objective and present your qualifications to an employer. Keep in mind that your strengths and abilities are what “sell” you.

***GOOD LUCK!***

***We strongly suggest that you have a career counselor review your resume draft. You can make an individual appointment by calling or visiting the Career & Transfer Center, Student Center, Room 201, (914) 606-6760.***

## RESUME FORMATS

There are three formats which are most commonly used: reverse-chronological, functional and combination. Select the format most appropriate for you:

### **Reverse-Chronological:**

Your education and experience are listed chronologically, in reverse order, with the most recent date first. Titles and organizations are emphasized and responsibilities/accomplishments are described. Because it is simple, to the point and easy to read, many employers prefer this format. It is especially good for entry-level candidates. We recommend it for most candidates (See pages 11 & 12 for examples of chronological resumes).

### **Functional:**

This format highlights three or four major areas of skill and accomplishments. It allows you to organize your experience in an arrangement that best supports your objective. This gives you the flexibility to emphasize your skills and eliminate repetition of similar experiences. Someone who has employment gaps or little work experience, or perhaps has been out of work for a long time, may choose this type of resume. This format doesn't include a specific work history or dates. Employers may become "suspicious" when dates are eliminated. If you feel this may be the best format for you, make sure to discuss it with a WCC Career Counselor.

### **Combination (Functional/Chronological):**

This format highlights accomplishments under separate "skills" headings. Experience or "work history" is listed chronologically with either no description or a very brief one. This type of format combines elements of the functional format, as well as the chronological. It includes the specific places you have worked as well as the dates you were employed, but does not highlight them.

(See page 13 for an example of a Combination resume)

## WHAT TO INCLUDE IN YOUR RESUME

The following headings are **standard** in most reverse-chronological resumes and **should be included only if they apply to you:**

(Be sure to **BOLD & CAPITALIZE** each heading.)

### Contact Information

Include your name, address, phone number(s) and email address at the very top of the resume. Try not to include too many contact numbers and only include your email address **if you check it regularly**. Cell and Home Phone numbers need to have a professional message. Email needs to be professional as well.

### Objective

Although the objective is optional, it enables you to tell the employer what type of position you are seeking by stating your desires and qualifications in concise terms. It should be as specific as possible, brief and to the point. With today's technology, it's very easy to have several different resumes with different objectives, so you can tailor each resume to a specific position. Keep in mind, you need to let employers know what **you can do for them**, not what you want them to do for you. Don't be too vague! (An alternative is to avoid stating an objective on your resume and to include it in your cover letter).

### Summary

This section provides the employer with a sense of who you are as an individual...your personal attributes and strengths. Use "key phrases" to describe yourself. (See page 8) Ideally, the way you describe yourself should match the qualities needed by the employer. So analyzing the job requirements before creating this section is very important. An excellent resource for learning about personal qualities for specific careers is the *DISCOVER* program. Ask a staff member in the Career & Transfer Center for information and a token to access this internet-based program.

### Skills

This section should include items specific to the position sought such as:

- any computer knowledge you possess...hardware, software, special programs
- fluency in a foreign language
- ability to operate particular types of equipment

Use the worksheet on page seven to help you with the summary and skills sections. A good resource for learning about the skills needed for specific positions is the Occupational Outlook

Handbook, [www.bls.gov/oco/](http://www.bls.gov/oco/) under the heading “Training, Other Qualifications and Advancement”

## Education

Your most recent degree or educational experience should be listed first in this section. Indicate your degree (or expected degree), major, date or anticipated date of graduation (month and year) and overall GPA or major GPA if it is 3.0 or higher. If you attended another college or training institution for a year or more after high school, this should be listed also. Each school should be a separate entry and any relevant information should be listed under each entry. Usually, once you are in college, there is no need to include your high school, unless:

- it is a well-known or special high school
- you are a very recent high school graduate with little to include on your resume
- you had career-related internships or received special awards, honors or scholarships
- You were leader of a school club or member of a varsity team

Listing **Related Coursework** is an option if you do not have a great deal of experience related to your job objective and/or if the courses you list are directly related to your objective.

## Honors / Achievements

If you have achieved any **academic honors or awards**, you should include them in a special section or under education. Include scholarships, Dean’s list, President’s list or any other merit awards. You may also want to list any honors organization to which you belong such as Phi Theta Kappa, Alpha Beta Gamma, or Philosophia. You may also include information such as:

- percent of college tuition and/or expenses you earned
- worked part or full time while maintaining a high GPA

## Experience

List the job title, dates of employment, name of employer and location (city & state) in reverse chronological order (begin with the most recent position). Include both paid and volunteer positions, internships, part & full time jobs. Quantify achievements whenever possible (i.e.: supervised eight cashiers; increased sales by 35% in first six months of employment). Describe your responsibilities and accomplishments using action verbs. (See page 9)

**(Note:** If you have experience(s) that specifically relates to the job you are seeking, you can list that experience under a separate heading titled **RELATED EXPERIENCE**).

## Activities

Indicate any campus and/or community organizations in which you have been active within the past few years. Include positions held and expand upon responsibilities when appropriate. You may also include hobbies or interests in this section if they are relevant to the position for which you are applying. Do not list interests such as reading, watching TV, walking, etc.

## Professional Affiliations

List membership in any professional organizations relevant to your current position or career objective.

For example: American Management Association (AMA), American Society of Mechanical Engineers (ASME).

### **\*\*A NOTE ABOUT FONT STYLE & SIZE\*\***

Choose a font style that you like, but make sure it is one that looks **professional**.

**Suggested styles:** Times New Roman, Arial, Garamond, Tahoma, Century Gothic, Calibri, Cambria

**Suggested sizes:** Depending upon the length of your resume, an **11 pt.** or **12 pt.** font size is preferable. However, if you have a lot of information to include and want to keep the resume to one page, a **9** or **10 pt.** size is acceptable. If you have the space, you may want to put your name, address and/or headings in a larger font than the text, but not larger than **14**.

## IDENTIFY YOUR SKILLS

A skill is an ability you possess. You demonstrate your skills in the things you have accomplished. The key to a successful job campaign is being able to explain to a prospective employer what you do well and how your strengths are of benefit to the employer. When writing your resume, keep in mind the skills an employer might be looking for. Highlight the skills that best fit your job objective.

Skills can be divided into three key areas:

- A. **Transferable / Functional:** Skills that enable you to relate to people, data and/or things. For example:
  - Communication/selling
  - Management/supervisory
  - Analyzing
  - Counseling/Teaching
  - Organizational
  
- B. **Self-Management:** Skills related to the management of yourself in relation to others and/or the work environment. For example:
  - Coping with deadlines
  - Punctuality/reliability
  - Sense of humor
  - Loyalty
  - Attention to detail
  
- C. **Content Specific:** Skills that require specific training. For example:
  - Proficiency in specific computer programs
  - Accounting ability
  - Writing proposals
  - Teaching a specific subject area
  - Fluency in a foreign language

Can you identify your skills? Make a list to help you when writing your resume:

**Functional/Transferable:** \_\_\_\_\_

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**Self-Management:** \_\_\_\_\_

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**Content Specific:** \_\_\_\_\_

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## **SUMMARY: KEY PHRASES CAN BE POWERFUL**

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- Enthusiastic
- High energy level
- Thrive on working with people
- Unique ability to help others
- A quick learner with ability to adapt to new challenges
- Strong work ethic
- Able to communicate well with a wide range of personalities
- Skilled in developing rapport with all types of people
- Resourceful
- Can be counted on to get the job done
- Able to maintain focus and remain calm under demanding conditions
- Experienced problemsolver
- Take pride in achieving best possible results
- Self-starter
- Highly motivated
- Goal oriented
- Ethics and character of highest caliber
- Detail oriented
- Flexible
- Ability to present products/ideas persuasively and build rapport
- Creative
- Attentive to the completion of precise tasks and projects
- Enjoy taking initiative beyond stated job
- Sensitive to needs of others
- Efficient and organized
- Challenged by new tasks
- Cooperative and dependable team player
- Enjoy facilitating others
- Work well with deadlines
- Excellent listener
- Optimistic
- Experienced in \_\_\_\_\_

**Ask two friends, teachers or family who know you well to give you 2-3 positive adjectives that describe you. (You may be very pleasantly surprised!)  
See if they can be used as part of your "SUMMARY" Statement.**

## USE ACTION VERBS TO DESCRIBE YOUR EXPERIENCES

accomplished	demonstrated	justified	referred
achieved	designed		regulated
adapted	detailed	led	renovated
adjusted	developed		reported
administered	devised	maintained	researched
advanced	diagnosed	managed	resolved
advertised	directed	marketed	restored
advised	displayed	mastered	reviewed
analyzed	distributed	measured	revised
appraised	drafted	mediated	rotated
arranged		modeled	
assembled	earned	molded	scheduled
assessed	edited	monitored	screened
assigned	effected	motivated	serviced
assisted	empowered		set up
	encouraged	negotiated	simplified
balanced	enforced		sold
budgeted	established	observed	solicited
built	evaluated	operated	sorted
	examined	organized	submitted
calculated	expanded	outlined	supervised
catalogued	explained	overhauled	supplied
classified			supported
collected	facilitated	participated	surveyed
communicated	financed	performed	systematized
compared	founded	photographed	taught
compiled		planned	tested
composed	generated	played	trained
computed	grouped	prepared	translated
conducted	guided	presented	tutored
consolidated		produced	
constructed	handled	programmed	updated
consulted	headed	promoted	utilized
contracted		protected	
controlled	implemented	provided	verified
converted	improved	purchased	
coordinated	increased		wrote
correlated	indexed	qualified	
counseled	informed		
created	initiated	raised	
critiqued	inspected	recommended	
	installed	reconciled	
dealt	integrated	recorded	
decorated	interviewed	recruited	
defined	investigated	rectified	
delegated		reduced	

## TIPS FOR AN EFFECTIVE RESUME

- Keep the resume to **one page** unless you have ten or more years of professional experience
- Avoid abbreviations except for words such as Inc. or Corp. States may also be abbreviated, such as NY, CT, NJ
- Use bulleted phrases, beginning with action verbs, to describe your responsibilities (see page 9)
- Be specific, clear and concise; do not repeat yourself
- Do not use personal pronouns (i.e.: I, we)
- Job descriptions should be achievement oriented and those achievements should be quantified if possible. (e.g. Extended customer base from 1,000 to 10,000)
- Identify your transferable skills (see page 7)
- List your most recent experience, not necessarily your entire employment history
- Begin with your most recent experience and work backwards
- Use indentation, underlining, bold and capitalization for emphasis
- If sending via US Mail, use 24 lb. bond white or ivory paper on a laser quality printer
- Proof for typos and then proof again! **Be sure to have your counselor proof it also**
- Write in the present tense for current jobs and past tense for prior positions
- Avoid using extra words like “a”, “the”, etc. (Example: Reconciled cash drawer at close of day)
- Do not try to cover every inch of the page. Leave some open space for notes to be made
- Be sure the phone number listed on your resume has a professional voice message and that your email is professional

## WHAT NOT TO INCLUDE ON A RESUME

- The word “resume” at the top of the page
- Salary information, references or the statement “references upon request”
- Reasons for leaving a past job; names of past supervisors
- Overly wordy objectives that talk about how you will benefit from the job
- A personal section or any personal information
- Any information that could be perceived as negative or controversial

## VICTORIA M. SHAW

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12 Barger Street, #35  
Mt. Kisco, NY 10549

(914) 666-1234  
vickym@aol.com

- OBJECTIVE** To obtain a position as a Human Resources Assistant utilizing my education and professional background.
- SUMMARY** Organized and efficient. Self-starter. Excellent communication skills. Professional phone manner. Goal oriented. Cooperative and dependable team player.
- COMPUTER SKILLS** Proficient in **MS Word**. Basic understanding of Excel and PowerPoint
- EDUCATION** **AAS, in Business Administration** (expected December, 2009)  
SUNY Westchester Community College, Valhalla, NY  
**GPA: 3.46**
- RELATED EXPERIENCE**
- Sales Representative/Stock Manager** (2007-present)  
The Gap, White Plains, NY
- As a team member, increased retail sales volume by 15% in fiscal 2008
  - Train and supervise three sales and stock assistants
  - Maintain accurate stock records and manage inventory control daily
  - Develop and market sales promotions, media and display advertising
- Sales Representative** (Summers 2005 and 2006)  
Electrolux, White Plains, NY
- Sold products door-to-door on a commission basis
  - Received “Highest Sales Volume” award both summers
- ADDITIONAL EXPERIENCE**
- Cashier/Stock Clerk** (2000 to 2001)  
Grand Union, Mt. Kisco, NY (part-time)
- Camp Counselor** (Summers 2003 and 2004)  
Camp Floridan, Putnam Valley, NY
- ACHIEVEMENTS** Member, Alpha Beta Gamma, International Business Honor Society  
Work 22 hours per week while studying full time and maintaining a high GPA

**ANDREW GARCIA**  
**32 Park Place**  
**Yonkers, NY 10701**  
**(914) 376-4214**  
**andyg@aol.com**

- OBJECTIVE** Part time Office Assistant
- SUMMARY** Organized and efficient. Detail oriented. Highly motivated self-starter. Excellent communication and interpersonal skills. Professional phone manner.
- SKILLS** Proficient in MS Word and Excel                      Bilingual English/Spanish
- EDUCATION** **AAS in Office Technologies**                      (expected May, 2010)  
SUNY Westchester Community College, Valhalla, NY  
GPA 3.78  
**Related Coursework:**  
Computer Information Systems      Word Processing Applications  
Financial Accounting                      Office Administration  
Managerial Accounting                      Business communication  
Business Organization & Management
- EXPERIENCE** **Receptionist/Clerical Assistant**      (January–November, 2008)  
Prudential Insurance, Inc., Valhalla, NY
- Answered multi-line telephone
  - Recorded messages and routed calls
  - Maintained appointment schedule for office of six
  - Greeted customers, answered questions and provided general company information
- Sales Associate**    (October-December, 2004)  
Macy's, White Plains, NY  
(seasonal temporary position)
- Provided courteous and efficient customer service
  - Maintained cash drawer
  - Assisted in assembling merchandise displays
- ACTIVITIES** Active member, WCC Office Technologies Club (Fall 2008-present)  
Member, Yonkers Softball League (2007-present)

## Emily Roberts

46 Hale Ave.  
White Plains, NY 10605

(914) 428-1481  
emily25@hotmail.com

**OBJECTIVE:** Position in sales, marketing, promotion or public relations, utilizing strong verbal and written communication skills

### SUMMARY OF QUALIFICATIONS

- ❖ Personable and persuasive; able to build rapport
- ❖ Enthusiastic and energetic; creative self-starter
- ❖ Effective working both independently and as a team member
- ❖ Highly organized and efficient; capable of multi-tasking

### RELEVANT EXPERIENCE

#### SALES/CUSTOMER SERVICE

- Successfully sold video-dating club memberships to men and women, including interviewing and screening selected prospects
- Sold hand crafted jewelry, advising customers on appropriate colors, designs and gift purchases
- Won award for raising the most amount of money for "Race for the Cure" walk-a-thon to fight breast cancer

#### PROMOTION/PUBLIC RELATIONS

- Promoted a Bike-a-thon for Cystic Fibrosis Foundation, contacting potential sponsors, distributing flyers, greeting event participants, collecting contributions
- Wrote text of announcement advertising Transfer Day at WCC
- Assisted public relations speech writer in developing ideas to address students at local high schools

#### MARKETING/DISPLAY

- Designed and set up artistic displays at arts and crafts fairs
- Contracted with jewelry designer as sales rep to upscale department stores and boutiques
- Created brochure to promote various programs at WCC

### EMPLOYMENT HISTORY

*Public Relations Assistant*, Westchester Community College, Valhalla, NY 2007-present  
*Volunteer Fundraiser*, Cystic Fibrosis Foundation, White Plains, NY 2005-present  
*Sales Representative*, Matchmakers Video Dating, Yonkers, NY 2003-2004  
*Marketing Assistant*, Rags Ltd. Clothing & Jewelry Boutique, Mt. Kisco, NY 2000-2002

### EDUCATION

Candidate for BS in Marketing, Pace University, Pleasantville, NY present  
AA, Liberal Arts/Humanities, Westchester Community College, Valhalla, NY May 2007

**Maria Jones**  
427 Victory Ave.  
Mt. Vernon, NY 10553  
(914) 765-4693  
Maria.jones@msn.com

**Objective** RN position in a Pediatric Unit of a major urban medical facility

### **Summary of Qualifications**

Licensed RN (#4345932)  
Experience with pediatric patients in a critical care unit  
Empathetic, good listener, able to assess patient needs in a timely manner  
Skills in monitoring patients for basic functions such as blood pressure, temperature, pulse rate  
Graduated second in a class of 35 nursing students  
Recipient of Nursing Department Award for academic excellence

**Education** AAS, Nursing (expected May 2007)  
SUNY/Westchester Community College, Valhalla, NY  
GPA 3.4 Honors Program Dean's List three semesters

### **Clinical Rotations**

<b>Pediatrics</b>	Mt. Sinai Medical Center, NY, NY	Spring 2009
	▪ Worked in critical care/cancer unit	
<b>Medical/Surgical</b>	NY Hospital Medical Center, NY, NY	Fall 2008
<b>OBGYN</b>	Westchester Medical Center	Spring 2008
<b>Psychiatric</b>	St. Vincent's Hospital, Harrison, NY	Fall 2007
<b>Geriatric</b>	The Country House, Yorktown, NY	Spring 2007

### **Experience**

#### **Nurse's Aide**

Mt Vernon Hospital, Mt Vernon, NY Fall 2006-present

- Provide basic patient care to geriatric and pediatric units
- Assess patient needs and monitor vital signs (blood pressure, temp, pulse)
- Skilled at creating a comfortable environment for patients

#### **Retail Sales Associate**

Lord & Taylor, Scarsdale, NY Summer 2005

- Assisted customers with purchases in jewelry department
- Consistently exceeded sales quota; frequent recipient of the "Employee of

- the Month” award
- Ensured customer satisfaction through excellent customer service

**Sample resume format, reverse chronological style, berling antiqua font, 12 pt**

## SARAH M. SMITH

235 Lake Avenue  
Yonkers, NY 10709

Office (914) 765-2244  
Home (914) 779-4567  
[Smith\\_321@yahoo.com](mailto:Smith_321@yahoo.com)

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### PROFILE

Experienced sales professional with in-depth knowledge of consumer services and the retail banking industry. Excellent team player who can develop and implement a market/sales strategy. Expertise in:

Prospecting	Direct Marketing
Service Delivery	Marketing Research
Consumer Behavior	Related Computer Technology

### PROFESSIONAL EXPERIENCE

#### Citibank NA

New York, NY  
1999-present

**Senior Manager**, Gold Card Marketing (2000-present)

*Responsible for managing a team of sales professionals in targeting new card services to preferred customers.*

- Develop and execute telemarketing programs including direct mail and print ads
- Create and manage \$5 million sales budget Exceeded sales goals by 35% in first year
- Train and supervise a professional sales staff of three

**Lead Salesperson**, Platinum Card Marketing (1999-2000)

*Responsible for managing and executing high quality, targeted direct mail programs and services for Citibank's preferred customers.*

- Directed/coordinated activities of advertising agency, telemarketing firm and other vendors in implementation of sales programs
- Managed and trained a staff of seven sales professionals
- Exceeded sales targets for direct mail programs by 26%

#### Bank of New York

White Plains, NY  
1997-99

**Customer Service Representative**

*Provided information and services to current and potential bank customers*

- Sold bank products/services
- Oversaw daily operations of retail branch including supervision of bank staff

### EDUCATION

BS, Business Administration, SUNY Binghamton, GPA 3.7

AAS, Liberal Arts, SUNY Westchester Community College, GPA 4.0

**Valerie Mitchell**

92 Longview Road  
White Plains, NY 11593

914-696-8270  
[vmitchell@msn.com](mailto:vmitchell@msn.com)

***Summary***

Current college student in Culinary Arts & Management Program, a comprehensive culinary program which consists of a combination of classroom lecture, food lab and restaurant experience. Skilled in food ordering and preparation, restaurant management, staff supervision/training and menu planning

***Relevant Experience***

**Assistant Cook, *Rock Grille***, New Rochelle, NY July 2007 – present  
Provide assistance to Head Chef in all aspects of meal preparation including salads, main entrées and desserts in a new upscale bistro type restaurant. Consistently follow safe and sanitary food procedures.

- Prepare vegetables, herbs and salads
- Coordinate meal orders, providing sides as needed
- Wash and sanitize food prep areas at end of shift

**Westchester Community College *Café***, Valhalla, NY Spring 2009  
As part of Restaurant Management program worked all aspects of the *Café* which serves lunch twice weekly to students, staff and faculty of WCC as well as local community

- Created menus, ordered and prepared food
- Hired and managed staff
- Baked breads, rolls and desserts
- Created cost controls to meet budgetary guidelines

***Education***

**AAS, Food Service Administration/ Culinary Arts & Management** expected May 2010  
SUNY Westchester Community College, Valhalla, NY  
**GPA 3.2** **Dean's List, two semesters**

**Related Courses**

Principles of Food Prep/Lab	Basic Microbiology/Lab
Quantity Food Production/Lab	Menu Planning
Food Service Operations Management	Advanced Foods
Practicum: Kitchen & Dining Room Management	Practicum: Buffet Catering
Food/Beverage Purchasing & Cost Controls	Business Org. & Management

Certification in Food Safety/Handling Jan 2009  
Member, Restaurant Management Club 2008-present  
Volunteer, **Food PATCH**, local food pantry fundraising event Fall 2008

**MARGARET JAMES**

45 Colonial Hill Road  
White Plains, NY 10605

mjames@gmail.com • 519-555-5420 (c) • 914-357-9834 (h)

**INTERNATIONAL SALES AND MARKETING EXECUTIVE**

International Business Development \ Cross-Cultural Relationship Building  
Global Distributor Network Building and Management Marketing Strategy

**CORE COMPETENCIES**

Marketing Communication Statistical/Quantitative Data Analysis Marketing Planning and Promotion  
Sales Presentation Event Management Budget & Expanse Control Global Product Launch

**QUALIFICATIONS SUMMARY**

- Senior strategic leader with 15+ years of international experience in sales, marketing, and management
- Highly trained and educated team player who understands how to control the bottom line
- Unique mix of technical competence, sales savvy, leadership, and financial expertise with strong commitment to perfect quality, 100 percent on-time delivery and customer service
- Empowering motivator who drives positive change, builds consensus, improves productivity and customer satisfaction; Cited by management for developing strategy and leading teams to improve productivity
- Skilled in significantly reducing operating costs and executing plans that improve revenue and profit
- Bilingual: English and Japanese

**PROFESSIONAL EXPERIENCE**

**VICE PRESIDENT, GLOBAL SALES, BAM Ltd.,** New York, NY June 2003 to Present  
*Oversee \$30 M/ P&L for Electronic Manufacturing Services (business segment)*

- Grew new business segment 15 percent in first year
- Increased new sales by 16 percent in less than 6 months through focused agreements with partners
- Develop strategic relationships by targeting supply-chain executives
- Manage four direct sales reports in North America, Japan, Brazil, and Europe
- Develop sales and marketing strategy and create incentive programs; set goals and motivate internal team and outside partners

**CO-FOUNDER, Superior Consulting Corporation,** Tokyo, Japan, & NY, NY January 2000 to June 2003  
*Recruited international partners after identifying market opportunity for foreign products in Japan*

- Negotiated favorable exclusive distributorship with German, Israeli, French, and US firms
- Developed joint sales support and marketing programs; delivered presentations and trained staff
- Produced \$1M+ in additional sales revenue by introducing new product lines and utilizing reseller network
- Oversaw P&L, strategic account planning, sales forecasting, pricing, hiring, training, managing sales and 12 member marketing team
- Generated superior brand awareness and sales-revenue growth by maximizing modest budget of \$200K to orchestrate advertising, trade shows, and media campaign

**MARGARET JAMES**

page 2

**SENIOR SALES MANAGER, Collegiate Automotive, White Plains, NY** November 1998 to January 2000

*Oversaw sales, cost control, schedule compliance, and proposals for \$13M/year account*

- Managed staff of 12 people, including engineers, drafters, and administrative support personnel
- Established project-management discipline within unit, eventually expanding to entire division at request of Division Vice President
- Increased department gross margin from 8 to 28 percent in three years
- Increased on-time delivery performance from 43 to 82 percent in 3 years via better project management; led successful implementation of ISO 9000 for unit

**JAPAN MARKETING MANAGER, BMW Holdings, Tokyo, Japan** February 1996 to November 1998

*Directed all aspects of BMW national integrated marketing campaign with annual budget of \$400M*

- Managed outside ad and consulting agencies; produced award-winning advertising and product launch events that contributed significantly to success of new product sales, making BMW one of Japan's most famous brands
- Successfully penetrated new customer segment by cultivating relationships with Japanese entrepreneur community and senior government officials
- Achieved efficiencies in marketing budget by analyzing advertising and promotional spending to identify vehicle channels and messages that generated target ROI; coordinated and managed cross functional international team and effectively blended requirements of diverse marketing teams
- Edited BMW's first customer magazine featuring products, services and BMW lifestyle, a concept that was soon imitated by key competitors

**SALES MANAGER, Ace Communications, Tokyo, Japan** June 1994 to February 1996

- Initiated first international fashion show "Summer Passion at the Palace," an innovative approach that resulted in attracting prestige designers, such as Versace, Hugo Boss, and Givenchy, to participate for the first time in Japan; generated additional \$200K in revenue without investing extra resources
- Succeeded in meeting annual advertising and sponsorship sales goal four months ahead of schedule
- Developed marketing programs to meet client needs; delivered creative business presentations to stimulate sales

**SALES MANAGER, Japan Media Consulting, Tokyo, Japan** July 1993 to June 1994

- Utilized various prospecting techniques such as cold-calling and presentations to establish rapport and maintain strong supportive relationships with local vendors and corporate clients

**GLOBAL PROGRAM COORDINATOR, Brighttronix, Mahwah, NJ** July 1990 to July 1993

- Coordinated new product development of integrated systems for eight factories in five countries
- Prepared and presented proposal for largest single program in Brighttronix history, resulting in annualized sales forecast of \$100M
- Successfully implemented new program start-ups in Ireland, Japan, Brazil, and US

**EDUCATION**

***Master of Business Administration in International Business***

***Wharton Business School***

University of Pennsylvania, Philadelphia, PA 2004

Earned Master Consultant Award and Outstanding Award for Global Team Performance

***Bachelor of Science in Economics***

Villanova University, Villanova, PA 1990

## CREATING AND SENDING ELECTRONIC RESUMES

### Creating a Text Resume

A text resume is simply a resume without any fancy formatting options such as bold, certain fonts, or symbols available with a standard Word processing program. This plain text format is popular when sending your resume via email because it is the most portable. It is viewable and printable on almost all types of computers and software.

If you already have your resume created with Word processing software you can turn it into a text resume by simply editing its format. Open your resume in your word-processing program and save it as a “text only” file. You will need to use the “SAVE AS” feature to add this version.

### Sending Your Resume via Email

In today’s high tech resume processing environment, it is important for all job seekers to have their resumes in an electronic format that can be submitted via the Internet. That can mean one of three options:

- Submit your resume via email
- Post your resume via an electronic form
- Post a web resume

There are different formats you can use depending on how you are applying. Remember, you will still need a formal hard copy to bring to the interview; electronic resumes are not a substitute for the paper version.

### Text Only Copy/Paste

The most consistent standard for sending your resume via email is to include it in the body of your email message. When applying via email, copy and paste your “text only” resume into the body of an email message. Insert your cover letter above the resume in the email message. It is useful to save your text only resume and cover letter that you can edit in the future, depending on the job.

Before sending to a potential employer, practice sending your resume this way to a friend who is using a different email program. You want to be sure that it appears in the format intended. Use the advertised job title in the subject line, citing any relevant job numbers as noted in the ad. This makes it easy to route your resume to the appropriate person.

## **Sending your Resume as an Attachment**

If employers request that you send a resume as an email attachment, they will probably specify which formats are acceptable. For instance, they might request that you send the resume as a MS Word or PDF attachment. The advantage is that you will retain the formatting options from your original resume. If an employer specifies that you can attach a resume, simply attach the file to your email. Your cover letter will now become the body of the email and the resume is the attachment. If an employer does not specify how to send the resume and cover letter, your safe bet is the PDF version. Many companies have their email set up so that attachments don't travel through their security system and potentially pass along a virus. They become encoded and appear as garble. Chances are that the person receiving it will not know how to decode it and will delete your email. To be on the safe side, embed your letter and resume into the text of the email and attach the formatted version as well.

If you have the latest version of MS Word, you can save your resume as a PDF file using the "save as" feature. Most computers will not block a PDF file attachment, and this file can be opened regardless of the word processing program or version used.

## **Points to Remember**

The key is to be prepared to send your resume via any method that the employer requests. If the employer doesn't specify which type of resume to forward, use your best judgment. If you are applying for a position with an elementary school, it is probably best to mail your traditional cover letter and resume. If you were applying for an IT job, you would want to use some form of an electronic resume. Make your decision depending on the industry and size of the organization. You may want to inquire with the firm directly to find out which method to use.

Be aware that once your resume is posted, there is no telling who will read it, or where it will end up. Many sites offer different levels of confidentiality from which to choose. You might choose to post your resume without your contact information available to the viewer, or just your email address. Employers can search for your resume and contact you through the site rather than directly.

**Remember...** you will still need to have a traditional hard copy resume and cover letter.

## JOB REFERENCES

Before a prospective employer will hire you, he or she will generally ask you to provide references from your former employers, professors and/or someone who can talk about your job or academic performance, skills, strengths and weaknesses, reliability, integrity and general character.

Who do you ask to be a reference? Start by making a list of all your prospective references. (Some employers will want both “professional” and “character” references.) You can include:

- **Supervisors or managers** from your present or former job (especially one that might be relevant to the position you are seeking)
- **Professors, teachers, counselors, coaches or others from your college or high school** that know you well
- **Present or former co-workers** (can include volunteer or community work)
- **Clergy**

For each potential reference, gather the following information:

- Name
- Title (if he/she has one)
- Company or School Address (unless home)
- Telephone number
- Fax number
- E-mail address

After completing your list of names, select those whom you think will be most willing to provide an excellent reference. Make sure to ***call all those you select and ask if it is okay to use them as a reference. Ask permission to include their address, phone number and email address.*** When a specific offer is on the horizon, let your references know the company’s name, how you would fit in the open position and that you’d like to use them as a reference. ***Do not give anyone’s name to a prospective employer before you check with the prospective reference.*** Speak with each reference and let him or her know what job you’re applying for and the qualities that the prospective employer is seeking. Ask your references whether they would enthusiastically recommend you. Make it clear that their reference might be critical to you getting the job!

## COVER LETTERS

*“A resume without a cover letter is like an unannounced salesperson showing up at your door. If you are going to let in a perfect stranger, you at least want to see their credentials. This is exactly what a cover letter does – it introduces you, a total stranger, to the reader. It must be compelling, personable, and brief. It needs to specifically relate to the position in question. Remember, you only have eight seconds to convince the reader to invite you in”.*

Barbara B. Vinitzky and Janice Y. Benjamin, ***How to Become Happily Employed***

### Content

Ugh! The dreaded cover letter; hated more than the resume itself, yet an integral part of any serious job search. The cover letter answers the most important question on the hiring manager’s mind: ***Why is this applicant the best-qualified candidate for the job?*** Therefore, a dynamically written cover letter needs to be part of every job search strategy.

The cover letter is your chance to sell yourself to a potential employer as the best candidate for a specific position and therefore is just as important as the resume.

How well you write the letter will determine how effective your resume will be. A good cover letter will help you get an interview; a bad one will cause your resume to be virtually ignored.

The cover letter serves a different purpose from the resume and should not be used to repeat information from your resume, just introduce it. The resume is about you, your experience and your skills. The cover letter is about the type of position you are seeking, how you are qualified for that position and what you can do for the employer. The cover letter highlights the aspects of your background that are most useful to the potential employer; the skills, talents and experience the employer is seeking (so you will need to do some research before you write it). The cover letter can sometimes explain negative parts of your background in a positive way that your resume cannot, like large gaps in your employment history, changing the focus of your career or reentering the job market.

### **An effective cover letter should accomplish three things:**

- Introduce you to the reader and explain your reason for writing
- Sell you to the prospective employer
- Indicate what you would like to happen next

### **Why am I writing?**

The first paragraph needs to grab the reader’s attention. Say why you are writing and sending your resume: State why you are interested in the firm and how you can fill a need they have. If a mutual friend or associate referred you to the company, say so. The hiring manager may feel

more obligated to respond to your letter. If you heard about the position through another means, be sure to say where/when/who. List the title of the position as well.

### **How am I qualified?**

In the second paragraph, briefly **state the skills you bring to the position that would specifically meet the employer's needs**. Your resume will provide the details. State how you will use your talents and experience to benefit the position and the firm. The prospective employer is not that interested in how the position will benefit you. Think about answering the question: How can I help you?(the employer)

### **What steps will I take to follow up?**

The closing paragraph should include a plan of what you hope will happen next (like an interview). Be clear about how you can be reached and how you will follow up (if you don't hear from them). Be assertive but polite.

## **Writing Tips**

How you write your letter is as important as the message it contains. Often prospective employers use the letter as a measure of your writing and communication skills. Be sure to use correct grammar, spelling and vocabulary that reflect your style. Be natural; use simple uncomplicated language and sentence structure. Don't try to sound like someone else. (Don't take the chance of using words incorrectly!). Be specific and get to the point; be positive. Don't ever volunteer any negative information about yourself in the cover letter or the resume. Make sure every sentence has something to do with explaining your interest in the company, illustrating how you will fill their needs. Type the letter using the same font and paper as the resume for uniformity. Tell the employer how to reach you including a phone and email address (but be sure to check those messages at least two times per day). Check carefully for grammar and spelling mistakes, and then check again. Typos and grammatical errors say a lot about the kind of work you do. Don't depend on spell check; keep a dictionary handy for proper word usage and grammar reference.

Be sure to keep a copy for yourself of all the cover letters you send to employers and include them in your job search folder for future reference and follow up.

## **Emphasize your Transferable and Marketable Skills**

Career experts consistently mention the following transferable skills as vital for new graduates:

- Communication skills (oral and written)
- Teamwork/group/interpersonal skills
- Leadership skills
- Work-ethic traits, such as drive, stamina, effort, self-motivation, diligence, ambition, initiative, reliability, positive attitude toward work, professional appearance, punctuality, ethical standards, flexibility, honesty
- Logic, intelligence, proficiency in field of study

These five skill clusters can be considered the most important in your first post-college job, and some or all of them will be required in just about any job in your career. It is therefore very important to show a prospective employer how you have them.

Consider transferable skills you've attained exclusively in the classroom:

- Ability to meet deadlines, complete tasks in an appropriate timeframe
- Ability to handle multiple tasks; manage time effectively
- Ability to achieve goals
- Ability to adapt
- Writing, speaking and listening skills
- Research skills
- Ability to work as part of a team

## **Format**

As with a resume, there is no one "official format" for the cover letter, but here are some thoughts to keep in mind:

- Each cover letter is an original letter designed to target a specific position and/or firm. Photocopies, fill-ins or crossing out of a "canned" letter is not a professional presentation.
- Address the letter to a specific person. Make an effort to find out who will be making the hiring decision and address the letter to that person (using Mr. or Ms. for the salutation). Try to avoid an impersonal letter, but if necessary address the letter to "Dear Hiring Manager" or "Dear Madam/Sir" or "Manager" followed by a colon.
- You may use bullets, indent or bold to emphasize and organize information, but be conservative.

## GENERAL OUTLINE FOR A COVER LETTER

*(Include your contact information just as it appears on your resume)*

**VICTORIA M. SHAW**

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**12 Barger Street, #35  
Mt. Kisco, NY 10549**

**(914) 666-1234  
vickym@aol.com**

November 23, 2009 ← The date goes two spaces under your address

Emily Jones  
Director of Human Resources  
XYZ Corporation  
1359 Fifth Avenue  
New York, NY 10019

← The full name, title, address of the intended recipient in block format

Dear Ms. Jones:

**First Paragraph:** say why you are writing, name the position or type of work for which you are applying and mention how you heard about the opening or firm.

**Second/Third Paragraph:** Here is an opportunity to state why you are interested in the position or firm and how you have the qualifications they are seeking. Review your past work, education and community experiences to generate statements of your ability to do the job they need. Don't restate your resume, write in a confident manner and remember that the reader will review your letter as an example of your writing skills.

**Third/Fourth Paragraph:** Refer the reader to your enclosed resume. Indicate your interest in meeting with the employer and state what you will do to initiate a meeting or how you can best be reached.

Sincerely,  
Your Signature here

Your Name Typed here

← Always sign and type your name at the closing

## Sample Cover Letter

**Joan Crawford**

567 Pennsylvania Avenue  
Mamaroneck, NY 10500  
jcrawford@hotmail.com

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April 25, 2010

Ms. Maria Jones, President  
Systems R Us  
555 First Avenue  
Scarsdale, NY 10523

Dear Ms. Jones:

I am a recent graduate of the Westchester Community College associate degree program in Computer Information Systems, and seek employment in the IT field. I was attracted to your firm because of your recent innovations in systems design and your new web based customer service program. Enclosed is my résumé for your consideration.

My college coursework introduced me to various programming languages, systems design and integration, as well as web development. As a result of this academic preparation, I developed an expertise in programming in C++ and designing websites using HTML. Through my internship at EBay, I assisted in the development of a web based purchasing site, developed and maintained a database of customers using MS Access, and learned the importance of working as part of a technical team.

I am excited about the possibility of joining your team of IT professionals. I am a hard working, responsible and reliable person who enjoys taking the initiative when appropriate. I was a strong student, maintained a 3.2 GPA, and received a scholarship to continue my studies this fall.

I would welcome the opportunity to meet with you to discuss how my background would benefit your team. I look forward to hearing from you and thank you in advance for your consideration.

Sincerely,

Joan Crawford

(unsolicited letter/resume)

## Sample Cover Letter

James Garner  
2593 Center Street  
Peekskill, NY 10566

March 22, 2009

Clark L. Johnson  
Human Resources Director  
First Bank of Boston  
1137 Main Street  
New Rochelle, NY 10642

Dear Mr. Johnson:

I recently learned of your need for a Portfolio Assistant through our Career Center on campus. I am very excited about this opportunity as I recently graduated with an Accounting major from Westchester Community College.

In addition to my strong academic background in Finance and Accounting, I offer significant business experience having completed an internship with First Union Bank. Through my experience at the bank as well as in a local retail store, I developed strong customer service and organizational skills and learned the importance of working as part of a team. As Vice President of the Delta Business Club, I developed leadership abilities, planned numerous campus events and organized a field trip to the Federal Reserve Bank in Manhattan. I consistently maintained a GPA of 3.0 and was invited for membership into the Alpha Beta Gamma International Business Honor Society.

I am attracted to First Bank of Boston because of its recent growth and superior reputation as a leader in developing a global marketing strategy. Working as a Portfolio Assistant will allow me to use my strong analytical and research skills and assist customers in managing their investments.

I have enclosed my resume for your review and hope to be able to meet with you to discuss this opportunity. I will call to confirm your receipt of this letter next week. Thank you in advance for your consideration.

Sincerely

James Garner

(Advertised position on campus)

## Sample Cover Letter

**Lori D. Harris**

152 Oregon Rd – Portchester, NY 10555

(914) 673-0012  
harris574@aol.com

November 3, 2009

Mr. Allan Smith, Manager  
Liberty Travel Agency  
30 Main Street  
White Plains, NY 10701

Dear Mr. Smith:

I am seeking a position with your organization and have enclosed my resume for your review in light of your current need for a PT Office Assistant. I have excellent qualifications for this position and would appreciate your careful consideration. I learned about this position through the *Journal News* dated 10/31/09.

My background is diverse and covers a variety of experience that would be directly transferable to this position. Highlights include:

- Experience in administrative support, cash handling, reception, and customer service
- AS degree in Business: Office Technologies with 3.2 GPA
- Computer literacy and familiarity with general office software
- Detail oriented; proof read to ensure accuracy
- Professional manner with good interpersonal and communication skills

***(Avoid repeating what is on your resume)***

If you are looking for someone with my qualifications, I would be interested in meeting with you. I will call you next week to discuss that possibility. Thank you in advance for your time and consideration.

Sincerely,

Lori D. Harris

(Advertised in newspaper)

## Career & Transfer Center Print Resources Resume/Cover Letter

Bolles, Richard Nelson. *What Color is Your Parachute*, Berkeley CA: Ten Speed Press, 2003

Crispin, Gerry, Mehler, Mark. *CareerXRoads, Directory of Job, Resume and Career Management Sites on the Web*, Kendall Park, NJ: MMC Group, 2000

Dikel, Margaret Riley, Roehm, Frances and Oserman, Steve. *The Guide to Internet Job Searching, 1998 - 99 ed*, Lincolnwood, IL: VGM Career Horizons, 1998

Farr, Michael J., *America's Top Resumes for America's Top Jobs*, Indianapolis, IN: JIST Works, Inc., 1998

Hansen, Katherine, *Dynamic Cover Letters for New Graduates*, Berkeley, CA: Ten Speed Press, 1998

Parker, Yana. *The Damn Good Resume Guide*, Berkeley, CA: Ten Speed Press, 1996

*Vault Guide to Resumes, Cover Letters & Interviewing*, 2<sup>nd</sup> ed., New York, NY: Vault, Inc., 2002

Weddle, Peter, *Weddle's InfoNotes (WIN) Writing a Great Resume*, Stamford: CT, 2002

Whitcomb, Susan B., Kendall, Pat. *e Resumes*, New York, NY: McGraw-Hill, 2002

Wolfinger, Anne. *The Quick Internet Guide to Career & Education Information*, Indianapolis, IN: JIST Works Inc., 2000

### ***Additional Suggested Resources:***

Kennedy, Joyce Lain, *Resumes for Dummies* (Dummies.com)

Check the Career/Job section of the Westchester Community College Library as well as your local public library for additional resources

## **Resume/Cover Letter Web Resources**

[www.jobhuntersbible.com](http://www.jobhuntersbible.com)

MonsterTRAK's Career Guide-

<http://career-advice.monster.com/resumes-cover-letters/careers.aspx>

The Riley Guide- <http://www.rileyguide.com/letters.html>

<http://www.wetfeet.com/Undergrad/Resume---Cover-letter.aspx>

[www.collegegrad.com](http://www.collegegrad.com)

[www.quintcareers.com](http://www.quintcareers.com)

[www.collegerecruiter.com](http://www.collegerecruiter.com)

[www.damngood.com](http://www.damngood.com)

[www.careerlab.com/letters/link002.htm](http://www.careerlab.com/letters/link002.htm)

<http://www.rockportinstitute.com/resumes.html>

**Westchester Community College**  
**Division of Student Development & Support Services**

Juana Reina, Vice President & Dean of Students  
914-606-6710

juana.reina@sunywcc.edu

Donald Weigand, Director of Counseling  
914-606-6777

donald.weigand@sunywcc.edu

**Career & Transfer Center Professional/Support Staff**

Susan Hacker, Associate Professor  
Coordinator, Career Services  
914-606-6590  
susan.hacker@sunywcc.edu

Gwendolyn Roundtree-Evans, Ed.D., Associate Professor  
Coordinator, Transfer Services  
914-606-6581  
gwen.roundtree@sunywcc.edu

Marilyn Merker, Career Counselor  
914-606-8574  
marilyn.merker@sunywcc.edu

Yvonne Rosario, Coordinator, Internship Program  
914-606-7734  
yvonne.rosario@sunywcc.edu

Maria Clarizio, Coordinator, Federal Work Study Program  
914-606-6763  
maria.clarizio@sunywcc.edu

Terry Leahy, Receptionist  
914-606-6760  
terry.leahy@sunywcc.edu

Joe Goldstein, Resource Library Technician  
914-606-7865  
joseph.goldstein@sunywcc.edu