

# CAREER SERVICES

## RESUME GUIDELINES



### Mission Statement

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



*Making Connections to the World*  
STC 290 914 606-6760  
<http://www.sunywcc.edu/career>

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Written by Rita Glaser & Susan Hacker    Counseling Department, WCC    2003  
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## RESUME GUIDELINES...INTRODUCTION

### Why a Well Written Resume Matters

An effective resume is a **custom designed marketing** tool that **results in an interview**. It is primarily an advertisement of your strengths for a particular position and tells a prospective employer that you have what it takes to be successful in this new position. **Your resume is about your future: your abilities and experiences that are most relevant to the position you want.** A well-developed resume captures the attention of a prospective employer within 10-20 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! It is highly unlikely that you will get a job offer from a resume, but you will not get an interview without one, and a poorly designed resume may keep you from getting an interview and ultimately the job.

### What is a Resume?

In essence, your resume is your own **personal marketing brochure**. It is a reflection of you as a potential “product”. It includes 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 and career goals as well as provide evidence that your background and experience are relevant for the new position.

### Getting Started

Think about your strengths, achievements, skills, work and/or volunteer experience, education, activities 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. Additionally, be absolutely clear about the needs and requirements of the position, industry and career area you are targeting. What would make someone a perfect candidate for the position? What skills and abilities should they have? What would make someone stand out from other candidates? These are very important questions to resolve as part of developing an effective resume. It will help you align your skills with the needs of the employer so you will most likely be invited for an interview.

***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 Career Services, Student Center Building, Room 290, (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 as it is the most traditional style. It is especially good for entry-level candidates. We recommend it for most candidates (See pages 12 & 13 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 style of resume. This format doesn't include a specific work history or dates; however, 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 has elements of both the reverse chronological and functional formats. It highlights accomplishments under separate "skills" headings similar to the functional style, and experience or "work history" is listed chronologically with either no description or a very brief one. It includes the specific places you have worked as well as the dates you were employed, but does not highlight them. (See page 14 for an example of a Combination resume)

There is no one resume style/format that is "right" for everyone. Choose the style that does the best job in presenting all your relevant qualities for the position and will most likely result in an interview.

## 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, city/state in which you live, phone number (pick the one you use most often) and email address at the very top of the resume. Cell or home phone numbers need to have a professional message. Email needs to be professional as well. We suggest that you use your WCC email for all your professional correspondence, like your resume.

### Objective

Although the objective is optional, it enables you to tell the employer what type of position you are seeking. It should be as specific as possible, brief and to the point. Often just a job title is enough, with perhaps the type of industry or department. 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. (An alternative is to include this information in your cover letter).

### Summary/Profile/Statement of Qualifications

This section includes a set of concise statements that provides the employer with a sense of who you are as an individual and your personal attributes/strengths for the position. Use "key phrases" to describe yourself. (See page 9) These phrases must match the qualities needed by the employer, otherwise, why would they want to interview you? So analyzing the job requirements before creating this section is a very important step. An excellent resource for learning about personal qualities for specific careers is the *FOCUS 2* Career tool (ask a staff member in Career Services for access to 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
- medical, culinary, engineering, business knowledge and/or experience you have
- fluency in a foreign language
- ability to operate particular types of equipment

Use the worksheet on page eight 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, <http://www.bls.gov/ooh> under the heading “Important Qualities”. Go back to the answers about what would make the ideal candidate to determine the skills/attributes you might include in this section- if they apply to you.

This section could be combined with your summary section if that style works better for you.

## 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 could 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 else 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 a number of **academic honors or awards**, you should include them in a special section. Include scholarships, Dean’s list, President’s list or any other merit awards. You may also want to list any honors organization(s) to which you belong such as Phi Theta Kappa, Alpha Beta Gamma, Chi Alpha Epsilon 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

As an option, a shorter list of Honors/Achievements could be included in the Education section.

## 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 10)

**(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 as appropriate and especially if you held a leadership role. 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 and is easy to read**.

**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 by your accomplishments. **The key to a successful job campaign requires that you 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/interpersonal
  - Managing/supervising/leadership
  - Analyzing/evaluating data, a problem or concept
  - Counseling/teaching/training
  - Organizing
  - Computer literacy
  - Creating
  - Critical thinking
  
- B. **Self-Management:** Skills related to the management of you in relation to others and/or the work environment. For example:
  - Coping with deadlines
  - Punctuality/reliability
  - Sense of humor
  - Loyalty
  - Attention to detail
  - Ability to follow through with a task to completion
  
- C. **Content Specific:** Skills that require specific training. For example:
  - Proficiency in specific computer programs
  - Accounting ability
  - Proposal writing
  - 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:** \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

## SUMMARY: KEY PHRASES CAN BE POWERFUL

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- Enthusiastic; Optimistic
- Analytical/quantitative skills
- Good Problem solver; ability to troubleshoot effectively
- High energy level
- Effective working as part of a team
- Unique ability to help/facilitate others
- A quick learner with ability to adapt to new challenges
- Able to communicate well with a wide range of personalities
- Skilled in developing rapport with all types of people/ good interpersonal skills
- Resourceful; excellent research skills
- Can be counted on to get the job done
- Able to maintain focus and remain calm under demanding conditions
- Take pride in achieving best possible results
- Self-starter; Highly motivated; Goal oriented; Strong work ethic
- Ethics and character of highest caliber
- Detail oriented
- Flexible/adaptable
- 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
- Work well with deadlines
- Excellent listener
- Optimistic
- Experienced in \_\_\_\_\_
- Leadership skills/experience
- Technical skills in \_\_\_\_\_; Computer literate; familiar with \_\_\_\_\_
- Passion for \_\_\_\_\_
- Bilingual English/ \_\_\_\_\_; Conversational \_\_\_\_\_

**Ask 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

- Remember your resume is a Marketing tool to get an interview.
- Keep the resume to **one page** unless you have ten or more years of professional experience
- The focus is on your skills for the job; evaluate all areas of your background- consider your “job” as a student and the skills developed in that role.
- 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 10)
- Be specific, clear and concise; do not repeat yourself; Do not use personal pronouns (i.e.: I, we)
- Job descriptions should be achievement oriented -quantified if possible. (e.g. Extended customer base from 1,000 to 10,000)
- Identify your transferable skills (see page 8)
- List your most recent experience, not necessarily your entire employment history
- 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, a photo
- Any information that could be perceived as negative or controversial; any false information

## VICTORIA M. SHAW

**Mt. Kisco, NY 10549**

**(914) 666-1234**

**vickym@aol.com**

**OBJECTIVE** Assistant Store Manager

**SUMMARY** Organized and efficient. Self-starter. Excellent communication and interpersonal skills. Professional phone manner. Goal oriented. Cooperative and dependable team player. Experience training and motivating team members.

**COMPUTER SKILLS** Proficient in **MS Word**. Basic understanding of Excel and PowerPoint

**EDUCATION** **AAS, Business Administration** December, 2016  
SUNY Westchester Community College, Valhalla, NY  
**GPA: 3.46**

**RELATED EXPERIENCE** **Sales Representative/Stock Manager** 2010-present  
The Gap, White Plains, NY

- As a team member, increased retail sales volume by 15% in fiscal 2012
- 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 2007 and 2010  
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** 2006 to 2008  
Grand Union, Mt. Kisco, NY (part-time)

**Camp Counselor** Summers 2005 and 2006  
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



**Emily Roberts****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 with diverse client base
- ❖ 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 Career Day at WCC
- Assisted public relations director in developing ideas to address students at local highs 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 2011-present  
**Volunteer Fundraiser**, Cystic Fibrosis Foundation, White Plains, NY 2012-present  
**Sales Representative**, Matchmakers Video Dating, Yonkers, NY 2008-2010  
**Marketing Assistant**, Rags Ltd. Clothing & Jewelry Boutique, Mt. Kisco, NY 2004-2006

**EDUCATION**

Candidate for BS in Marketing, Pace University, Pleasantville, NY present  
 AA, Liberal Arts/Humanities, Westchester Community College, Valhalla, NY May 2011

Sample Resume Format, Combination Style: Century Gothic Font, 11pt

**Maria Jones**

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 efficiently assess patient needs

Skills in monitoring patients for basic functions - blood pressure, temperature, pulse rate

Graduated second in a class of 35 nursing students

Recipient of Nursing Department Award for academic excellence

<b>Education</b>	AAS, Nursing	May 2013
	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 2013
	▪ Worked in critical care/cancer unit	
<b>Medical/Surgical</b>	NY Hospital Medical Center, NY, NY	Fall 2012
<b>OBGYN</b>	Westchester Medical Center	Spring 2012
<b>Psychiatric</b>	St. Vincent's Hospital, Harrison, NY	Fall 2011
<b>Geriatric</b>	The Country House, Yorktown, NY	Summer 2011

**Experience****Nurse's Aide**

Mt Vernon Hospital, Mt Vernon, NY Fall 2010-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 &amp; Taylor, Scarsdale, NY Summer 2010

- 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

**SARAH M. SMITH**

Yonkers, NY 10709

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

Service Delivery

Consumer Behavior

Direct Marketing

Marketing Research

Related Computer Technology

**PROFESSIONAL EXPERIENCE****Citibank NA**

New York, NY

2005-present

**Senior Manager**, Gold Card Marketing (2005-present)***Manage 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 (1999-2005)***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

1998-99

**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**

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 combines classroom lecture, food lab and restaurant management experience. Skilled in food ordering and preparation, restaurant operations, staff supervision/training and menu planning

***Relevant Experience***

**Assistant Cook, *Rock Grille***, New Rochelle, NY July 2009 – 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 2013  
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 2014  
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 2012  
Member, Restaurant Management Club      2011-present  
Volunteer, **Food PATCH**, local food pantry fundraising event      Fall 2010

**MARGARET JAMES**

White Plains, NY 10605

• mjames@gmail.com • 519-555-5420

**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 2008 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 2004 to June 2008*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 1999 to January 2004  
*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 1997 to November 1999

*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 1996 to February 1997

- 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 1994 to June 1996

- 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, Brightronix, Mahwah, NJ** July 1990 to July 1994

- Coordinated new product development of integrated systems for eight factories in five countries
- Prepared and presented proposal for largest single program in Brightronix 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 2008

Earned Master Consultant Award and Outstanding Award for Global Team Performance

**Bachelor of Science in Economics**

Villanova University, Villanova, PA 1990

## SENDING RESUMES ELECTRONICALLY

### Sending Your Resume Online

Most job seekers today send their resumes electronically in application for positions. There are several formats that are generally used:

- **MS Word format** (.doc or .docx depending on the version of Word)
- **PDF format** (.pdf)
- Some will give you a choice, others will ask for your resume to be pasted into the body of an email, or into their applicant system in a text format (.txt)

**You should always follow the instructions outlined in the job posting carefully** when submitting your resume so it gets noticed!

If you need to change your résumé to the format required, open your resume and do a “save as” to create an additional version in the format required. Check that all the formatting is correct and the spacing aligned in the new version before you send it to an employer.

Remember, you will still need a formal hard copy to bring to the interview; electronic resumes are not a substitute for the paper version.

### What Happens Next?

In larger firms, your resume may be uploaded into an Applicant Tracking System (ATS) database. A hiring manager can use this type of system to scan resumes for key words that match the listings for the job they need to fill. When your resume is created to address the employer needs, these key words will assure that your resume gets a hit in an employer database search. Employers may also use the system to track your progress through the hiring process.

Smaller firms usually cannot afford an ATS, so the Hiring Manager will look through resumes individually to determine who should get a second look. A recent article in the *Chronicle of Higher Education*, entitled “Why I Tossed Your Resume”, by Brent Miller outlines the six reasons why resumes he reads make a one way trip to the circular file:

1. Candidate doesn't meet the minimum criteria
2. The resume had spelling and grammar mistakes
3. Not targeting the resume to the job offered
4. Lying or embellishing experience, education or abilities
5. Not speaking the “language” of the industry or career path
6. Too much personality “fluff”- dedicated worker, enjoy new challenges, etc.

## 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)
- **College Administrators or extracurricular advisors**
- **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)
- **Professional acquaintances** from a college program or work situation

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

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, your strengths for 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. The letter should be a brief introduction that demonstrates your fit for the position and motivate the employer to read your resume.

The cover letter is another chance to sell yourself to a potential employer as the best candidate for a specific position. 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 (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.
- Be sure to use the same font style for the cover letter that you used for the resume.

## GENERAL OUTLINE FOR A COVER LETTER

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

**VICTORIA M. SHAW**

**Mt. Kisco, NY 10549**

**(914) 666-1234**

**vickym@aol.com**

November 23, 2016

← 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/company/organization 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,

← Always sign your name at the closing

Your Name Typed here

## Sample Cover Letter

**Joan Crawford**

Mamaroneck, NY 10500  
jcrawford@hotmail.com

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April 25, 2016

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 hardworking, 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. Thank you in advance for your consideration and I look forward to hearing from you.

Sincerely,

Joan Crawford

(unsolicited letter/resume)

## Sample Cover Letter

James Garner  
Peekskill, NY 10566

March 22, 2016

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 Services department 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 Accounting 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 3.3 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**

Portchester, NY 10555

(914) 673-0012  
harris574@aol.com

November 3, 2015

Mr. Allan Smith, Manager  
Liberty Travel Associates  
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 10/31/15.

My background is diverse and covers a variety of experiences 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)

## **RESUME/COVER LETTER WEB RESOURCES**

<http://www.quintcareers.com/resres.html>

<http://www.nxtbook.com/nxtbooks/nace/JobChoices0812/index.php>

<http://www.rileyguide.com/letters.html>

<http://www.jobhuntersbible.com/jobsresumes/index.php>

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

<http://www.collegegrad.com/ccg>

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

## RESUME/COVER LETTER WCC LIBRARY RESOURCES

Most titles are in the College & Careers section on the first floor of the Library

Kursmark, Louise	<i>Best Resumes For College Students And New Grads: Jump-Start Your Career!</i>
Provenzano, Steven	<i>Blue Collar Resumes</i>
Schultze, Quentin J.	<i>Résumé 101: A Student and Recent Grad Guide To Crafting Résumés and Cover Letters That Land</i>
Troutman, Kathryn K.	<i>Student's Federal Career Guide: How To Write a Federal Resume For New Grads and New Entry Candidates</i>
Damp, Dennis V.	<i>The Book of U.S. Government Jobs: Where They Are, What's Available, and How to Complete a Federal Application</i>
Enelow, Wendy S.	<i>Expert Resumes For Computer and Web Jobs</i>
Schuman, Nancy	<i>The Resume and Cover Letter Phrase Book</i>
Bolles, Mark Emery	<i>What Color Is Your Parachute? : Guide to Job-Hunting Online</i>
Criscito, Pat	<i>Résumés That Pop: Designs That Reflect Your Personal Brand</i>
Enelow, Wendy S.	<i>Expert Resumes for Engineers</i>
Kursmark, Louise	<i>30-Minute Résumé Makeover: Rev up Your Résumé in Half an Hour</i>
Innes, James	<i>The Cover Letter Book: How to Write a Winning Cover Letter That Really Gets Noticed</i>
Farr, J. Michael	<i>The Quick Resume &amp; Cover Letter Book: Write and Use an Effective Resume in Only One Day</i>

## NOTES

## Westchester Community College

## Division of Student Affairs

Sara Tweedy, Vice President/ Dean of Student Affairs  
914-606-6710           STC 223

[sara.tweedy@sunywcc.edu](mailto:sara.tweedy@sunywcc.edu)

Ruben Barato, Associate Dean, Enrollment Management  
914 606-6777           ADMIN 112

[ruben.barato@sunywcc.edu](mailto:ruben.barato@sunywcc.edu)

Iskra Hernandez, Acting Director  
Center for Academic Counseling and Student Success  
914 606-7947           STC 221

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## Career Services Professional/Support Staff

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**914-606-6760**

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