

# CRAFTING EFFECTIVE RESUMES AND COVER LETTERS

**Heidi Yu**  
**Assistant Director for L&S**  
**Career Center**





**How long does it take for a  
recruiter to review your  
resume?**

# PURPOSE OF A RESUME

Your personal marketing tool that:

- Tells your story
- Gets you an interview
- Helps you network and connect

# JOB DESCRIPTION

Read the job description so that you can connect your experiences with what the employer wants.

- **Duties:** What have you done that is similar to the duties in the job description?
- **Skills:** What are the skills that the employers are specifying? Do you have these skills?



# IDENTIFY YOUR STRENGTHS

## Top 10 Attributes that Employers Seek:

Problem-solving skills

Ability to work in a team

Communication skills (written)

Leadership

Strong work ethic

Analytical/quantitative skills

Communication skills (oral)

Initiative

Detail-oriented

Flexibility/adaptability

Fast Learner



# IDENTIFY YOUR STRENGTHS

**Choose 1 skill and provide a specific example of this skill using the method below:**

**Situation:** You set up the situation or context briefly.

**Obstacle:** Explain the challenge you faced in the situation.

**Actions:** Describe the actions you took to overcome the obstacle.

**Result:** What was the positive result of your actions?

**This is a SOAR story.**

# IDENTIFY YOUR STRENGTHS



## **Problem-Solving and Communication Skills**

**Situation:** I was interning for a marketing company abroad, and I needed to do market research about food delivery apps.

**Obstacle:** I was not too familiar with food delivery apps in the country, and I had just 2 weeks to do my research.

**Actions:** I conducted online research and analyzed social media to see what food delivery apps were popular with local users. Then, I facilitated focus groups to learn what users thought about the different apps. Finally, I compiled my findings into a report and presented my research to the leadership team.

**Result:** As a result, the company was able to use my research to develop a marketing plan for a new food delivery app.

# Translating Your Strengths to Your Resume

Take the “Actions” part of the SOAR story to start creating your bullet points for a resume:

- Conducted online research and analyzed social media to see what food delivery apps were popular with local users.
- Facilitated focus groups to learn what users thought about the different apps.
- Compiled my findings into a report and presented my research to the leadership team.



# SECTIONS OF A RESUME

- Education
- Experience
- Skills
- Projects
- Leadership Experience
- Volunteer Experience
- Awards
- Summary
- Interests
- Certifications

# YOUR INFORMATION

**Jane (JC) Smith**

Berkeley, CA 94720 | 555-123-4567 | [jsmith@berkeley.edu](mailto:jsmith@berkeley.edu)  
[www.linkedin.com/in/j\\_smith](http://www.linkedin.com/in/j_smith)

- If you go by a different name than your given name, you could use quotes or parentheses to indicate that
- If you prefer to use JC Smith as your name on the resume, this is fine as well though you will probably be asked your legal name by HR.
- The full physical address is not necessary to include.

# EDUCATION



## EDUCATION

**University of California, Berkeley**  
Masters of Social Welfare  
**GPA: 3.95**

May 2020

**San Francisco State University**  
Bachelor of Arts in Psychology  
**GPA: 3.85**

May 2015

# THE RESUME BULLET

Think about how you will describe your skills, experience, and education in your resume to match the job requirements. Action-oriented statements of your work accomplishments should use concrete language and could include:

**Action Word + What did you do? + How or why? + Impact/Numbers**

**Version 1:** Created a program

**Version 2:** Created a program to educate 500 community members on healthy and affordable nutrition options using video and in-person workshops

**Which version is stronger?**

# ACTION WORDS

## Skills

Active Listening  
Administration  
Advocacy  
Assessment and Monitoring  
Budgeting and Financial Planning  
Case Management  
Collaboration  
Community Organizing  
Community Support Building  
Coordination  
Court Reporting  
Crisis Intervention  
Critical Thinking  
Discharge Planning

Documentation  
Education  
Empathy  
Goal Setting  
Grant Writing  
Information Systems Management  
Initiative  
Leadership & Supervision  
Lobbying  
Marketing  
Mediation  
Motivational Interviewing  
Multicultural Competency  
Negotiation

Persuasion  
Policy Development  
Presentations  
Problem Solving  
Program Design and Development  
Program Evaluation  
Public Relations  
Public Speaking  
Recruiting  
Referral  
Research  
Training and Development  
Treatment Planning  
Writing

## Social Work Verb List

### Administrative

Budgeted  
Charted  
Collected  
Coordinated  
Compiled  
Documented  
Managed  
Organized  
Planned  
Prepared  
Reviewed  
Solicited  
Supervised  
Trained

### Advocacy

Advocated  
Arranged  
Composed  
Demonstrated  
Developed  
Implemented  
Motivated  
Organized  
Participated  
Utilized

### Assessment

Attended  
Assessed

### Collaborated

Conducted  
Defined  
Diagnosed  
Established  
Gathered  
Identified  
Interviewed  
Probed

### Communication

Addressed  
Arbitrated  
Arranged  
Authored  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Facilitated  
Formulated  
Influenced  
Interpreted  
Lectured  
Mediated  
Moderated  
Motivated  
Negotiated  
Persuaded

### Promoted

Publicized  
Reconciled  
Recruited

### Counseling

Assisted  
Co-facilitated  
Counseled  
Designed  
Determined  
Discussed  
Educated  
Explained  
Facilitated  
Fielded  
Intervened  
Linked  
Located  
Referred  
Served  
Supported

### Management

Administered  
Analyzed  
Assigned  
Attained  
Chaired  
Contracted  
Consolidated

### Coordinated

Delegated  
Developed  
Directed  
Evaluated  
Executed  
Improved  
Increased  
Organized  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Reviewed  
Scheduled  
Strengthened  
Supervised

### Research

Analyzed  
Collected  
Designed  
Developed  
Interpreted  
Presented  
Published  
Researched  
Wrote

# PRACTICE

**Action Word + What did you do? + How or why? + Impact/Numbers**

**Write two bullet points for a recent job/internship/volunteer experience/leadership role using the formula above.**

# EXPERIENCE

## EXPERIENCE

### Program Coordinator

02/2015-09/2017

ABC Employment Services, San Francisco, CA

- Managed a caseload of 50 individuals ages 55 and older seeking job training to re-enter the workforce
- Met with program participants in one-on-one meetings to develop and track employment goals
- Cultivated relationships with local nonprofit organizations to develop training sites for program participants

# PROJECTS

Coursework can be a great to showcase skills that may relevant to the job/internship opportunities that you are targeting.

## RESEARCH PROJECT

### Community Health Assessment Project

- Conducted literature review about health issues for youth ages 12-18 years old within the Berkeley city area
- Reached out to community organizations to identify youth research participants for focus groups
- Facilitated focus groups to gather insights about perceptions of health for groups of 5-8 youth
- Coded focus group data using SPSS and analyzed data points
- Developed a report to discuss findings and presented research to class and local community members



# SPECIFIC EXPERIENCE SECTIONS

## RESEARCH EXPERIENCE

### Research Assistant

February 2019 - May 2019

*Psychology Department, UC Berkeley*

- Managed team of four behavioral coders for project investigating age differences in emotion
- Communicated research progress, discussed coding methods, and shared relevant articles during team meetings
- Made over 40 calls to survey, recruit, and schedule potential participants

# LEADERSHIP

## LEADERSHIP EXPERIENCE

### Eta Kappa Nu

September 2018-Present

Alumni Relations Manager | Chapter Secretary

- Collaborated with Chapter leaders to create engaging and meaningful activities for members including case studies, pledge projects, and professional development workshops.
- Recruited alumni through email campaigns and developed opportunities for alumni to connect with members through events
- Successfully marketed to more than 500 students and invited 60+ companies to attend annual career fair.

# SKILLS

Include most relevant skills for the job description.

**Technical Skills:** Microsoft Office Suite, Google Suite, SPSS, Salesforce

**Clinical Skills:** Play Therapy, Art Therapy, Motivational Interviewing, Group Facilitation

**Administrative Skills:** Grant writing and reporting

**Spoken Languages:** Bilingual in Spanish and English

# SKILLS

If you have specific skills that employers want and you want these skills to be easily visible to reader, put them at the top of the page.

## MICHAEL SMITH

Berkeley, CA 94720 | 555-555-5555 | youremail@berkeley.edu  
[www.linkedin/in/msmith\\*](http://www.linkedin/in/msmith*)

### SUMMARY OF QUALIFICATIONS

- Experience with digital marketing strategies and event planning
- Strong content creation skills using text, images, and videos
- Ability to engage audiences using Twitter, Facebook, Instagram, and YouTube
- Intermediate knowledge of Adobe Photoshop and Illustrator
- Experience with Google Analytics and social media platform analytics

### EDUCATION

University of California - Berkeley  
Bachelor of Arts in English  
Minor in Creative Writing

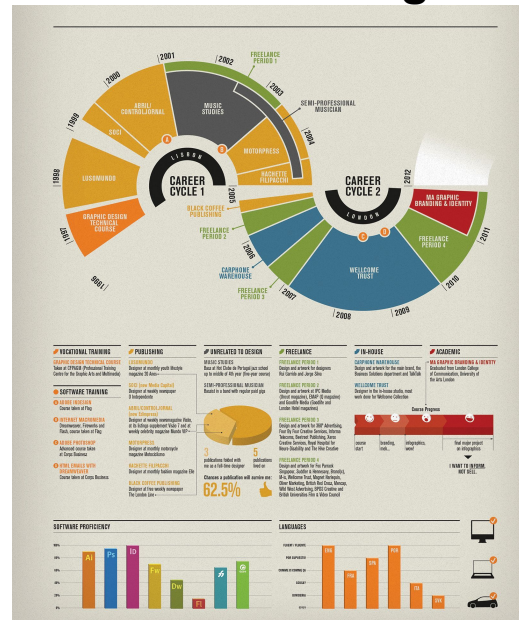
May 2020

Los Angeles City College  
Associate of Arts in English

May 2018

# GENERAL GUIDELINES

- Be strategic on what you include on your resume, especially towards the top of your resume.
- Generally, resumes should be 1 page. You can go to 2 pages, but keep information relevant.
- Font and style - **should not be distracting and be consistent.**



# GENERAL GUIDELINES

- References **belong on a separate page.**
- **Be honest**
- Save the **resume as a PDF** and name document with your name:
  - Example: Jane Smith Resume
- **Proofread, Proofread, Proofread**



# PURPOSE OF A COVER LETTER



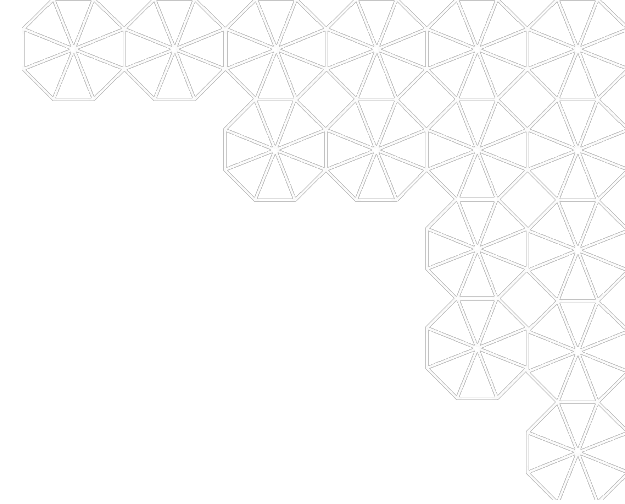
- Shows why you want the job and what you know about the organization
- Provides a spotlight to 3-4 major aspects of your resume: skills/experiences that show you are a fit for the position.
- Demonstrates your writing ability as well as personality
- Has a general structure, but must be tailored for every position

# GENERAL TIPS

- Know the employer
- Analyze the job description
- Connect highlights from your background
- Focus on what you can contribute to the employer



# FIRST PARAGRAPH



- Why them?
- What position?
- Introduce what you can bring to the company (skills/experience).
- Mention anyone who has referred you to the opportunity.

# FIRST PARAGRAPH

**Which introduction is more compelling?**

**Version 1:**

I am interested in the Marketing Internship with the San Francisco Giants that was posted on Indeed.com. I have the skills, experience, and interest that would make me a good fit for the position.

**Version 2:**

My family went to San Francisco Giants games when I was growing up. It was a big part of our family tradition cheering for the team. When I saw the Marketing Internship with the Giants on Handshake, I was so excited to apply for the opportunity and be able to utilize my social media, communications, and leadership skills for an organization that has played such a major part in my family memories.

# FIRST PARAGRAPH: PRACTICE

Create a draft first paragraph. Answer the questions below.

- Why them?
- What position?
- Introduce what you can bring to the company.

# BODY PARAGRAPH(S)

- In this section, you want to build a direct connection between the company's needs and your background and skills.
- Don't repeat your resume. Instead, expand on the experiences and achievements that **SHOW** the skills you want to highlight.
- Provide concrete examples discussing coursework and projects.
- Avoid being too general.

# BODY PARAGRAPH(S)

To help with organization of your ideas, introduce 1-2 skills that the employer wants at the beginning of the paragraph. Then, provide concrete example showing the skill(s). You can organization your example using

## **Context - Action - Result (CAR):**

I have three years of experience working with children, youth, and families in agency and school settings. At ABC Community Services, I provided individual counseling services to 15 clients ages 10-18 years old, facilitated parenting groups, and conducted psychosocial assessments during home visits. In addition, I have experience utilizing play and art therapy techniques during one-on-one sessions with elementary school children in a school-based program. For the program, I developed an afterschool monthly family group, where children and parents could engage in fun and artistic activities. The group was such a success that the school program has been able to secure grant funding to increase the number of families who can participate. These experiences have helped me develop a wide range of skills to provide comprehensive services for families and have confirmed my passion to provide services for families.

# BODY PARAGRAPH(S): PRACTICE



**Build your own C-A-R story to demonstrate a skills for a body paragraph.**

# FINAL PARAGRAPH

- Re-emphasize why you are a good fit.
- Convince the employer that you have the personal qualities, passion and motivation to succeed at and contribute to this specific company.
- Express an interest in an interview to discuss your qualifications
- Express appreciation for being considered

# FINAL PARAGRAPH: PRACTICE

**Create a draft final paragraph, including:**

- Why are you a fit for the company?
- Express an interest in an interview.
- Express appreciation for being considered.



# SAMPLE 1

Jonas Smith  
Berkeley, CA 94704  
650-555-5555  
jonassmith@berkeley.edu  
www.linkedin.com/in/jsmith\*

May 1, 2019

Lisa Martinez  
Director, Talent Development  
Pixar Animation Studios  
1200 Park Avenue  
Emeryville, CA 94608

Dear Ms. Martinez:

I have loved the diverse stories that Pixar has told that resonate with so many people all over the world. Pixar is also recognized for its strong learning and development program that empowers its staff to gain knowledge and skills through Pixar University. I am excited to apply for the Learning and Development Specialist position I saw listed on Handshake because this position combines my love of Pixar's works with my passion for and experience in staff development.

I am completing my Bachelor's degree in Psychology, and it is my coursework in Industrial Psychology where I learned key concepts on how to effectively develop staff and organizations. As a Training Department Intern with UCSF, I was responsible for a new computer software education program. After conducting an analysis of the staff needs through a Qualtrics survey and focus groups, I designed a fun and interactive program to teach basic software applications to users with limited experience working with computers. The success of this program has been so overwhelming that the department has integrated it into their new staff training course.

Through my experiences at UCSF, it became clear to me that training and development is an incredible passion of mine – whether I am facilitating or designing them, I aim to make all trainings innovative, effective and fun. I look forward to discussing how my staff training experience, initiative, and interpersonal skills may contribute to creating excellent learning opportunities for Pixar staff who bring such amazing stories to life.

Thank you for your consideration.

Sincerely,

Jonas Smith

# SAMPLE 2

Jane Sanchez

2440 Bancroft Way, #204 | Berkeley, CA 94720  
(510) 999-9999 | jsanchez@berkeley.edu  
www.linkedin.com/in/jdsanchez

April 15, 2019

Alan Smith  
University Recruiting Lead  
Widget Advisors  
9999 University Circle  
Menlo Park, CA 94025

Dear Mr. Smith:

Every day as I traveled to school I passed a construction site where a fascinating building started to rise above the fence. It was so interesting I searched the Internet to find out the building's owner. I discovered an equally interesting company—Widget. I have been following Widget's story ever since and so was delighted and excited to see your posting for a Summer Analyst.

Based on the qualifications for the position, I can bring the following skills to the Analyst role:

Quantitative Skills	Through my coursework, I utilized advanced Excel skills for data analysis projects. As a Sales Intern at Luna, I created a pivot table in Excel to analyze the annual sales data for a local startup. Through the analysis, I was able to make some recommendations to the leaders at the startup on their sales strategy.
Communication Skills	As the Membership Chair for my student organization, I have been responsible for recruiting new members. By planning community events to engage potential and new members and creating an effective social media campaign, I have increased membership for my student organization by 20%.
Collaboration	In the recent hackathon at Cal, I collaborated with 4 cross-disciplinary team members to develop and execute an app to connect local restaurants with food banks. Each member took on aspects of the project based on their expertise: software development, supply chain, communications/media, and social welfare. As a result, we won a prize in the competition for best app with a social impact.

I love the way Widget uses data to create exciting solutions in diverse industries, and I am excited by the prospect of using my experiences and skills to contribute to these solutions. I look forward to hearing from you to discuss my qualifications in an interview. Thank you for your consideration.

Sincerely,

Jane Sanchez

# REMINDERS

- Proofread for typos and accuracy of contact information. Have another set of eyes review it too.
- Run spell check before sending your final copy.
- The font style for your resume and cover letter should be the same.
- Save the document as “Jane Smith Cover Letter” as a PDF unless otherwise noted.



# RESUME AND COVER LETTER SAMPLES/VIDEO

Check out the samples and videos on Resumes and Cover Letters.

## Resume and Letter Writing

Producing a good resume and a well written cover letter is a basic requirement for a successful job search. These documents play a critical role in helping employers understand who you are, what motivates you, and what you have to offer as a potential employee. The Career Center is here to assist you with this important task by providing the following resources:

### Getting Started

- Consult the [Resume and Letter Writing section \(PDF\)](#) of our [Career Readiness Workbook](#).
- Check out our video workshop, [Writing a Winning Resume](#)
- Review [Frequently Asked Questions](#) about Resumes
- View 25 [sample resumes](#) for a variety of objectives, majors & years!
- For cover letter help, watch [Crafting a Compelling Cover Letter](#)
- View [sample cover letters](#) in a variety of formats.
- You'll need references too! View our sample [References](#) sheet.



### Getting Feedback

Our [Peer Advisors](#) are especially good at assisting students with resumes and providing effective feedback; you can meet with them during our daily [drop-in sessions](#). You can also [schedule an appointment](#) with a Career Counselor. *\*NOTE: Please be sure to bring a printed copy of your resume with you to your appointment.*

<https://career.berkeley.edu/Tools/Resume>



# CAREER CENTER CAN HELP YOU



- **30-Minute Appointments with a Career Counselor  
Career Center**  
Meet with a Career Counselor to go over in-depth questions about career exploration, internship/job search strategies, LinkedIn reviews, and much more.
- **Same-Day 20-Minute Appointments  
Career Center**  
First 6 weeks of the semester.

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# QUESTIONS?

