



# Résumés & Cover Letters

Career Services  
Division of Enrollment Management & Student Affairs  
SUNY College at Brockport  
585-395-2159  
[www.brockport.edu/career](http://www.brockport.edu/career)

**2007**

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# Why Is the Résumé Important?

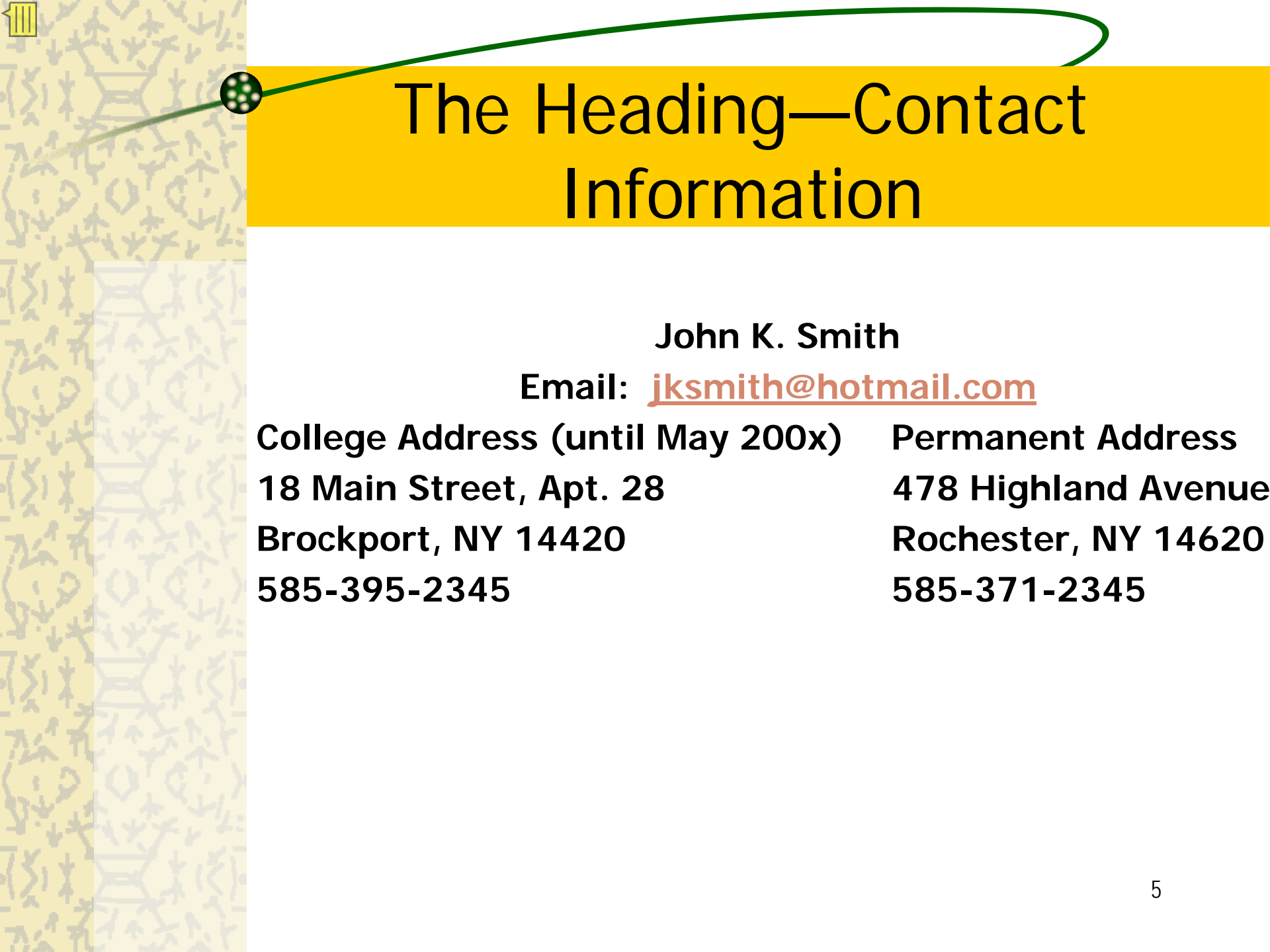
- 🚀 **Employers and grad schools expect one.**
- 🚀 **Readers use it to determine whether or not you are qualified for the position.**
- 🚀 **It relates past accomplishments and defines future goals to a prospective employer.**
- 🚀 **It is a tool to continuously evaluate yourself and your future.**

# Formatting Tips

- ✿ **Margins should be at least 1/2 inch, 1" is preferred.**
- ✿ **Recommended fonts: Times Roman, Garamond, Arial.**
- ✿ **Use at least 10 point font size.**
- ✿ **A two page résumé is acceptable if you have enough solid information to fill two pages. Begin the second page with your name and Page 2 in the upper left-hand corner.**

# Formatting Tips, con't.

- ✚ Use bold, underlining or italics to highlight items.
- ✚ Be consistent, if you write out months then always write out the month.
- ✚ Dates should be on the right
- ✚ If you use periods at the end of statements, then make sure there are periods at the end of all statements



# The Heading—Contact Information

**John K. Smith**

**Email: [jksmith@hotmail.com](mailto:jksmith@hotmail.com)**

**College Address (until May 200x)**

**18 Main Street, Apt. 28**

**Brockport, NY 14420**

**585-395-2345**

**Permanent Address**

**478 Highland Avenue**

**Rochester, NY 14620**

**585-371-2345**

# Sample Objectives - General

- ✚ Manager Trainee position in a laboratory setting
- ✚ To actively participate as a member of a marketing team
- ✚ A sales position that will allow me to contribute to the profitability and growth of a company
- ✚ To apply my knowledge of physical education to helping people lead healthy lifestyles.
- ✚ Growth position that would effectively utilize my experience as a customer services representative
- ✚ To utilize my biology degree in the area of medical research

# Sample Objectives - Teaching

- ✿ Certification: Initial New York State in Early Childhood, anticipated September 200x
- ✿ Certification: Initial New York State in Childhood, anticipated February 200x
- ✿ Certification: Initial New York State in Adolescence Math, September 200x
- ✿ Certification: Initial New York State in Adolescence Science with Middle School Extension, February 200x



# Listing Your Education

**Bachelor of Science in History**, May 200x

SUNY College at Brockport, Brockport, NY or

The College at Brockport, State University of New York

GPA: 3.0/3.2 in major

**Associate of Science in Liberal Arts**, December 200x

Monroe Community College, Rochester, NY

GPA: 3.2

**30 Credit hours completed in Nursing**, 1997-98

Erie Community College, Buffalo, NY

GPA: 3.0



# Education Section, con't

**Master of Science in Education, December 200x**

Concentration: Mathematics

SUNY College at Brockport, Brockport, NY

**Bachelor of Science, Major in English, May 200x**

University of Rochester, Rochester, New York



# Headings for Experience

- ✦ Relevant Experience
- ✦ Internship Experience
- ✦ Work Experience
- ✦ Other Experience
- ✦ Employment

# To Have a Successful Résumé....

- ✦ Focus on accomplishments, not routine duties.
- ✦ Use measurable or specific accomplishments whenever possible
  - “\$9870” “7 clients” “23 days” “45%”*
- ✦ Use a superlative whenever you can
  - First, only, most, best, fastest, largest, ...*
- ✦ Use **ACTION** verbs--describe specific (not vague) tasks.
  - “hired, trained, supervised and evaluated a staff of ten”*

# Describing Your Experience

- 💡 **If your job title is not descriptive, consider adding a functional title in parentheses:**
  - *Student Worker II (Assistant Manager of the Chemistry Lab)*
- 💡 **When describing student teaching experience,**
  - *Incorporated learning modality principles into group and individualized instruction.*
- 💡 **When describing substitute teaching experience,**
  - *Handled difficult assignments by developing mutual respect with students*

## ...Continued

- ✦ **Assisted with investigations, including interviewing clients**
- ✦ **Researched statistics at the state and local level for inclusion in the annual report**
- ✦ **Excelled as a server in busy atmosphere with a diverse clientele**
- ✦ **Trained new wait staff**

# And still more...

- ✦ Assisted in the creation, design and distribution of the monthly employer newsletter
- ✦ Taught fundamentals of football to junior varsity football team
- ✦ Conducted campus tours for parents and prospective students
- ✦ Supervised 15 student employees
- ✦ Closed store each evening including bank deposits

# Relevant Experience - General

## Relevant Experience

Management Intern

Spring 2005

Enterprise Rent-a-Car

Rochester, NY

- ✦ Handled both in-person and phone reservations for businesses and individuals in a busy suburban office
- ✦ Explained contract details to customers
- ✦ Recognized for excellent service to customers

# Relevant Experience - Teaching

## RELEVANT EXPERIENCE

Student Teacher

Fall 200x

John Marshall High School

Rochester, NY

- ✦ Developed lesson plans and implemented curriculum according to NYS Learning Standards featuring age-appropriate activities for children ages 8 to 14 in large and small groups
- ✦ Developed an integrated unit for math and science
- ✦ Planned and created innovative lesson plans and learning environment emphasizing relevancy and group task cooperation

# Additional Headings

## 🔦 **Interests**

- Sports, varsity, intramural, and just for fun
- Activities
- Travel

## 🔦 **Honors and Awards**

- Going all the way back to high school, or before if relevant to position being sought.

## 🔦 **Computer Skills/Technical Skills**

- Level of proficiency

## 🔦 **Publications, presentations, professional and academic affiliations**

# And finally.....

- ✦ Edit until everything is interesting and pertinent.
- ✦ Make all your editing decisions by following this rule: Information should be organized in the order of interest to your targeted reader.
- ✦ Check for consistent format from section to section.
- ✦ Make sure it is error-free. Proofread, then proofread again!
- ✦ Be conservative when using graphics such as bullets, italics, underlining, bolding, etc. and selecting paper
- ✦ Review other résumés
- ✦ Have others critique and proof it. Career Services has advisors available Monday-Friday, 12 noon to 2 pm, call for an appointment (585-395-2159) or email to [csresume@brockport.edu](mailto:csresume@brockport.edu)

# Cover Letters

- ✦ Are used when you are not handing the résumé to someone.
- ✦ Two Types:
  - **Letter of application**
  - **Letter of inquiry**
- ✦ Match résumé in style, font, paper.
- ✦ Read it aloud.



# Sample Cover Letter--Format

## Addresses & Salutation

722 Westchester Avenue  
Brockport, NY 14420  
November 20, 200x

Robert Jones  
Club Management, Inc.  
5460 Olean Road  
Rochester, NY 14625

**Dear Mr. Jones:**

# Sample Cover Letter Format

## Opening Paragraph

1. **Introduce Yourself**
2. **Indicate what position you are applying for**
3. **How did you find out about the position**

### **For example:**

I am applying for the Physical Education position that was advertised with SUNY College at Brockport's Office of Career Services this week. Enclosed is my résumé for your consideration.

# Sample Cover Letter—Format... Con't

## Body

1. Should be custom written for each job you are applying for.
2. Should match your goals/qualifications to the employer's needs/requirements.
3. Could be two paragraphs if necessary.

## For example:

In addition to completing an undergraduate degree this year, I worked as an aide in an after school program for 4<sup>th</sup> and 5<sup>th</sup> graders. I formed cooperative learning groups and created learning centers for the participants to complete homework assignments. The physical activities I planned incorporated the NYS Learning Standards for this particular age group.

# Sample Cover Letter—Format...con't

## Closing Paragraph

What Next?

How and when to reach you.

**For example:**

I look forward to hearing from you soon and meeting with you personally at your convenience. You may reach me on my cell phone at 585-735-5436.

Sincerely,

John. J. Lipton

Enclosure

# Job Search Checklist

- ✂ Graduation
- ✂ Testing
- ✂ Certification
- ✂ Résumé
- ✂ Transcripts
- ✂ Portfolio
- ✂ References/  
credential file
- ✂ Research on the  
organization/school  
district
- ✂ Register on JobShop
- ✂ Networking
- ✂ Job Fairs/TRD

# Job Fairs

- ✦ Fall and Spring Jobs and Internship Fairs on campus
- ✦ Rochester Area Colleges Career Development Organization Events
  - Fall Teaching Fair
  - RACE held in February
  - Teacher Recruitment Day (March or April)
- ✦ SUNYwide Events
  - Jobsapalooza

All events are advertised at  
[www.brockport.edu/career](http://www.brockport.edu/career)



# Factors to Consider in your Job Search

1. What do you know about this organization/school district?
2. How compatible am I with this organization/school district?  
What is the culture of this organization/school district?
3. What is my potential for advancement?
4. Am I willing to relocate?



# ● How to Make the Most of Your Internship/Student Teaching Experience

1. Build your network.
2. Interact with parents, co-workers, supervisors.
3. Participate in extracurricular activities.
4. Try to gain some experience working with diverse populations.
5. Learn about district specific programs.
6. Keep a journal to reflect on your experience.
7. Collect samples for your portfolio.
8. Start your credential file by asking for letters of reference.
9. Remember to send thank you letters.

# ● Preparing for Graduate and Professional School

- ✦ Graduate School Fair on campus in the Fall
- ✦ Kaplan practice tests for GMAT, GRE, LSAT, MCAT monthly
- ✦ Rochester Area Colleges Career Development Organization hosts Law School Night at the University of Rochester in the Fall

# Recordkeeping

- ✦ Key points about the organization/ school district interview.
- ✦ Dates—inquiry made, application sent, etc.
- ✦ Reaction to phone conversations and interviews.
- ✦ Names of people you have contacted.
- ✦ Names of people that you know in that organization/ school district or who know people in the organization.
- ✦ Follow up with your contacts.



# Locating Vacancies

1. Register on JobShop--Brockport's own web-based job listing service.
2. [www.brockport.edu/career](http://www.brockport.edu/career). Several useful links on our web page.

# And finally.....Connect

## The Career Resource Room, 101 Rakov Center

- Drop in hours:
  - 101 Rakov Center from 12 noon to 2 pm, Monday through Friday. Other times available by appointment.
  - MetroCenter 4 to 6 pm Monday, Tuesday and Thursday. Other times available by appointment.
- Résumé and cover letter assistance and critiques.
- Job Search assistance
- Career Library with many helpful resources