

When it Comes to Getting a Job...



Mastering Your...

Résumé,
Cover Letter
& Interview

Is the Key to
Your Success!

Unlock Your
Potential!

We **get** people.™

Create Your Résumé

A résumé is a selling tool that summarizes your skills, accomplishments, experiences, and education in order to secure an interview. It is the first representation of you and your work seen by a prospective employer. The most effective résumés are clearly focused on your job objective.

There are two primary types of résumés: chronological and functional. Adapt the chronological resume if you easily meet the advertised skill, experience, and education requirements. Adapt the functional resume if you are a new graduate or are changing fields or industries.

Either should abide by the following principles and include the following basic elements:

▶ LENGTH

Limit résumés to one page if possible. If a résumé is longer than one page, make sure to list key skills and selling points on the first page.

▶ CONTACT INFORMATION

Your name, address, phone number and email address should appear centered at top of the page.

▶ OBJECTIVE

Start your résumé with a statement of your employment objective in one sentence. Make sure that your objective is not too narrow or too broad. Name the position you want along with two or three of your top skills.

▶ TITLES & DATES

Identify company name, position title, and the dates of your previous positions. Make sure dates line up and are easy to follow.

▶ CONTENT

Emphasize results and achievements, not job duties. Indicate how well you performed, and incorporate numbers wherever possible. Bullet points work best for listing job-based achievements.

▶ SALARY

Never list past, current, or expected earnings. You may be rejected because you make too much money, or you may be offered too little money based on past earnings.

▶ EDUCATION

Be brief and concise. Include degree earned, schools attended, year graduated, major, and any honors.

▶ REFERENCES

Modern résumé formats do not include employment references. Have a separate list of references available.

▶ PERSONAL INFORMATION

Do not include such personal information as age, height, weight, health, or marital status. Such information is not considered to be job relevant.

Chronological Résumé

This format is best suited for single-industry or -function careers (same industries and functions/skills), when there are no gaps in employment history.

Jaime B. Williams

6623 Sueno Street #B
Santa Barbara, CA 93000
(805) 123-4567
jbw@hotmail.com

EDUCATION:

Bachelor of Arts Degree in English with a Minor in Theatre Arts

Westmont College, Santa Barbara, CA, May 1997

- Working knowledge of Spanish and French.

EXPERIENCE:

Director of Social Service Outreach

Nov. 2002 - Present

Westmont College, Santa Barbara, CA

- Coordinated cross-cultural program in Ensenada, Mexico.
- Supervised 450 students in 24 diverse teams.
- Established working relationships with Mexican Government and pastoral community.
- Designed program to increase group unity.
- Directed a theatrical team for cross-cultural outreach.

Director of Homeless Outreach

Aug. 2000 - Nov. 2002

Westmont College, Santa Barbara, CA

- Developed weekly program to present at several organizations implementing drama and music.
- Motivated team members to build relationships with the homeless.
- Established strong community emphasis between homeless and students.

International Ambassador for "Up With People"

Jul. 1999 - Aug. 2000

Tucson, AZ

- Participated in both presentational and organizational aspects of show.
- Interacted in prisons, rest homes, hospitals and other similar institutions in five countries.
- Promoted "Up With People" in Norway and the United States.

Promotion Representative for Access Theatre

Sep. 1998 - Jun. 1999

Santa Barbara, CA

- Managed publicity for theatre, promoting a show which integrated handicapped and hearing impaired performers with non-handicapped performers.
- Successfully promoted fund-raisers to aid nonprofit organization.

Employment Service Representative Intern

Jul. 1997 - Jul. 1998

Employment Development Department, Santa Barbara, CA

- Organized and assisted in job search workshop.
- Aided in job development and placement of the Youth Employment Service.

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you with jobs that meet
your career goals!

Functional Résumé

This format is best suited for multi-industry or -function careers (different industries and functions/skills), when there are no gaps in employment history.

Mary S. Johnson

4600 Main Street, Santa Barbara, CA 93000
(805) 123-4567 • mary@yahoo.com

OBJECTIVE: A position as Sales Manager or Account Manager.

SUMMARY OF QUALIFICATIONS:

- Six years successful experience in direct sales of a range of products and services.
- Extensive practical hands-on experience as co-owner and manager of a small business.
- Motivated and enthusiastic about developing good relations with clients.
- Effective working alone or as a cooperative team member.
- Professional in appearance and presentation.

RELEVANT SKILLS:

Sales and New Account Development

- Increased a small publication's advertising revenue through market research and promotion.
- Developed new distribution outlets for a special-interest magazine in Northern California.

Customer Relations

- Served as vendor representative for Jana Imports.
- Oversaw the production of advertising and its placement in major trade publications.

Advertising, Marketing and Distribution

- Organized and styled merchandise for effective presentation in a 20-page gift-ware catalog.
- Handled all aspects of order taking and processing at both Bill's Dairy and Jana Imports.

EMPLOYMENT HISTORY:

2002 - Present: Co-Owner/Manager Bill's Dairy Products, Livermore
2000 - 2002: Distribution Coordinator Déja Vu Publishing Co., San Rafael
1997 - 2000: Sales Coordinator Jana Imports, Oakland

EDUCATION: Bachelor of Liberal Arts Degree, UCLA, 1997

Effective Cover Letters

Every résumé should be accompanied by a well-written cover letter, whether it was requested by the employer or not.

An effective cover letter will create enough interest on the part of the reader to warrant closer examination of the résumé. Make sure your cover letter includes good spelling and grammar.

If possible, mail cover letters to the attention of a specific individual within the company, rather than simply to Human Resources.

If applying to a job via email, include the cover letter in the body of the email or as an attachment and attach your resume.

► Cover Letters Should Include:

1. Your Return Address
2. Potential Employer's Address
3. Date
4. Salutation
5. Introductory Paragraph – Include where you saw the ad and express your interest in the position.
6. Secondary Paragraph(s) - Provide a brief summary of your skills, accomplishments, experience, and education that are specifically applicable to the job for which you are applying.
7. Request for Response
8. Closing/Signature

► Cover Letter & Resume

Checklist:

Remember to....

- Check spelling and grammar.
- Include your phone number and email.
- Provide all the information the employer asked you to include (education level, years of experience, etc.).
- Explain any gaps in employment.
- Keep cover letter and résumé to one page each, if possible.

We get people.™



Mastering the Interview

The interview is your final and best opportunity to sell your skills to an employer. Confidence in yourself and your abilities, professionalism, and preparedness are the key aspects of a successful interview.

In order to master your interview, you need to understand the typical format of an interview and be as prepared as possible for questions you may be asked.

Before Your Interview

- ▶ Research the position and the organization, and be sure you understand the position for which you are applying.
- ▶ Write down your skills and relevant work and extracurricular experience, including specific personal and professional successes that demonstrate how you can contribute to the organization. Also list your weaknesses and how you are working to overcome them.
- ▶ Prepare yourself for open-ended and factual questions from the interviewer and come up with questions to ask the employer.
- ▶ Finally, on the day on the interview, dress professionally and arrive at least 5 minutes early.

During Your Interview

- ▶ A typical interview consists of three segments:
 1. The ice-breaking period is the opportunity to make your first impression; it sets the tone for the interview. Some Human Resources professionals say it takes 20 seconds to form an opinion of the candidate and the rest of the interview to confirm it.
 2. The body of the interview is an information exchange. The interviewer tells you about the company and the particular position and asks you questions about yourself. You can use this portion of the interview to volunteer information, as well as ask questions about the position.
 3. The closing is your chance to reiterate your interest in the position and find out the next step. Ask if they will call you or if you should call them.

After Your Interview

- ▶ Follow up with a thank-you letter and any requested materials within 1-2 days.
- ▶ Be persistent and maintain an optimistic outlook. Employers will assume you can perform the job successfully.
- ▶ Follow-up again after an appropriate length of time has passed!

Helpful hints for a successful interview experience:

- Be positive, speak slowly, and pause before answering.
- Listen attentively to the questions. Ask for clarification when you don't understand a question.
- Give complete answers and use specific examples whenever possible.
- Don't be negative about previous bosses, employers, or companies.
- Be prepared with extra copies of your résumé and with your list of references.
- Be courteous to everyone you meet: receptionists, secretaries, and others. You never know who could be helping make the decision whom to hire.
- Meet the interviewer with a firm handshake, a friendly smile, and a polite greeting.
- Be confident and poised. Show interest and enthusiasm.
- Be professional and use professional language.
- Use body language to show interest (appropriate posture and eye contact).
- Ask about follow-up procedures and collect a business card.



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for sample interview questions
and more career coaching tips.