

**Ready...Set...Go!**

coaching you toward your best future

# Resume & Cover Letter Preparation



George Fox University  
*Career Services*

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*Career Services: Vocation & Calling Fitness*

Stevens Center 220 • 503-554-2330 • [careers@georgefox.edu](mailto:careers@georgefox.edu) • [careers.georgefox.edu](http://careers.georgefox.edu)

# Resumes



# Here's your sign...

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- ❑ Reason for leaving last job: maturity leave.
- ❑ It's best for employers that I not work with people.
- ❑ I have an excellent track record, although I am not a horse.
- ❑ Received a plaque for Salesperson of the Year.
- ❑ I procrastinate, especially when the task is unpleasant.
- ❑ The company made me a scapegoat, just like my three previous employers.

From real resumes and cover letters (printed in the 7/21/97 issue of *Fortune Magazine*)

# Approaching the Resume

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- The following presentation is based on conversations with HR professionals, attending international seminars and workshops, trade journals, electronic list-serves, books, and life experience.



# Quick Tips

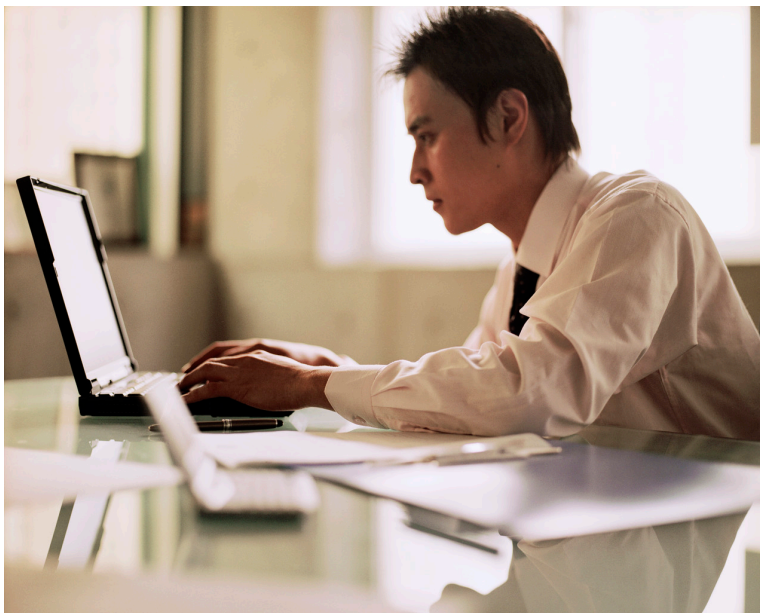
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- ❑ Your Resume should be on "Resume Paper."
- ❑ This paper can be found at most copy service businesses, the print room or at one-stop shopping places. Choose conservative colors for your resume.
- ❑ The font of a resume should be "true type" and easily readable at any font size.
- ❑ 90% of the time your resume should be limited to one page!

# Basic Formatting Tips

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- ❑ “**Bold**” key words
  - ❑ USE ALL CAPS
  - ❑ underline
  - ❑ or *Italicize*
- 
- ❑ when you want the reader to pay close attention to certain areas of your resume.
- 
- ❑ Left justify every line and take out any underlining and bullets if you are sending the resume in the body of an e-mail message.



# Sophia R. Baker

414 N. Meridian Street, #2331  
Newberg, OR 97132  
503-554-0000  
sbaker@yahoo.com

---

## OBJECTIVE

Seeking Assistant Sportswear Designer position within the women's apparel division at NIKE World Headquarters.

## EDUCATION

**B.S., Family and Consumer Science** Expected May 2006  
With Fashion Merchandising/Interior Design Concentration  
George Fox University, Newberg, OR  
Hampton Honors Scholar  
Mexico Study Abroad Program

Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

## EXPERIENCE (OR WORK EXPERIENCE)

### [Example 1- Very task oriented description, Try again!]

*Intern* June 2004 - Present

Columbia Sportswear, Portland, OR

- File pattern designs, ship product to manufacturer, enter data into computer, answer the phone, schedule meetings

### [Example 2- Shows employer the value of experience as related to your objective]

*Product Development Intern* June 2004 - Present

Columbia Sportswear, Portland, OR

- Assisted developer to ensure appropriate fabric content and accessory placement
- Reviewed women's outerwear designs with lead designer
- Organized entry system for apparel development software input
- Scheduled and supervised fit models

## ACTIVITIES & VOLUNTEER OPPORTUNITIES

St. Michael's Soup Kitchen, Bend, OR

- Designed and created aprons and accessories for staff of twenty
- Consulted with head chef
- Tested product while preparing 250 meals for agency guests

Family and Consumer Science Club, George Fox University, Newberg OR

- Organized successful social event to raise funds for group events
- Attended the 2000 International Apparel Forum in St. Louis, MO

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# Sophia R. Baker

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503-554-0000

sbaker@yahoo.com

**The “letterhead” section  
of the resume should have  
basic name and contact  
information.**



# Sophia R. Baker

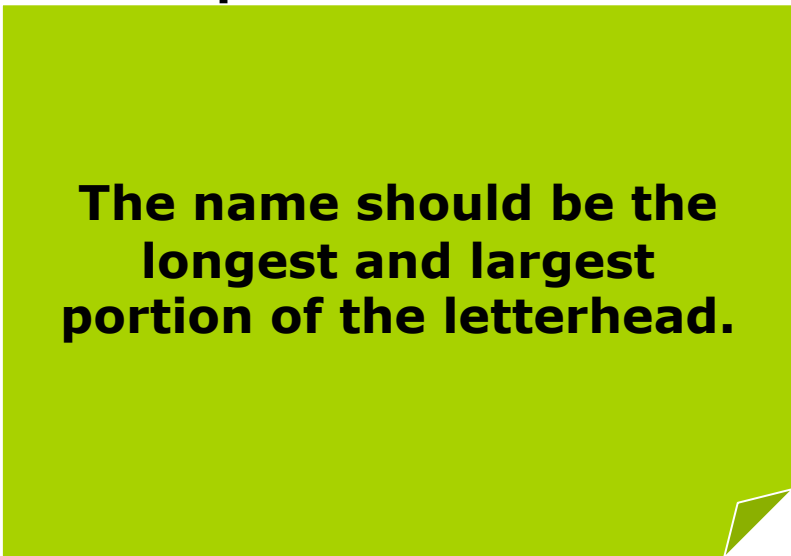

414 N. Meridian Street, #2331

Newberg, OR 97132

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---



**The name should be the  
longest and largest  
portion of the letterhead.**

# Sophia R. Baker

414 N. Meridian Street, #2331

Newberg, OR 97132

503-554-0000

sbaker@yahoo.com



**Choose one telephone number that will be answered by a professional sounding voice-mail greeting or by someone in a business-like manner.**

# Sophia R. Baker

414 N. Meridian Street, #2331

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503-554-0000

sbaker@yahoo.com

**Cell phones have become a common replacement for a land line, and with that come challenges.**

- **Remove any ring back music that might portray that wrong message to a potential employer.**

- **Record a professional voice mail message. Save the clever messages for after you get the job.**



# Sophia R. Baker

414 N. Meridian Street, #2331

Newberg, OR 97132

503-554-0000

sbaker@yahoo.com

**Use a professional email address to communicate with potential employers. Skip the "cute" or "unique" email addresses on your resume.**

**Remove the hyperlink from the address, too.**

drummerboy@teleport.com

sxygdss@aol.com

# Sophia R. Baker

414 N. Meridian Street, #2331 • Newberg, OR • 97132 • 503-554-0000 • sbaker@yahoo.com

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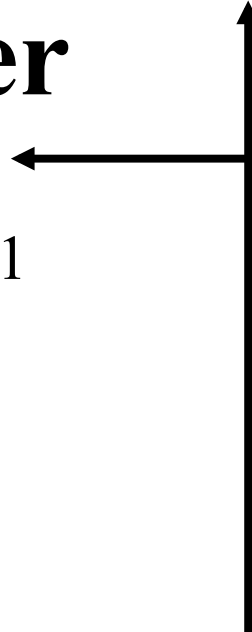
# Sophia R. Baker

sbaker@yahoo.com

414 N. Meridian Street, #2331

Newberg, OR 97132

503-554-0000



**Here are two commonly  
used formats for  
letterhead.**

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# Objective

---

## OBJECTIVE

Seeking **Assistant Sportswear Designer** position within the women's apparel division at **NIKE** World Headquarters.

## OBJECTIVE

Seeking **Interior Design** Internship with **Residential Treatments**.

## OBJECTIVE

To obtain a **Catering Manager** position with **Divine Tastings** in order to facilitate a meaningful and memorable dining experience.

**Target your objective to a specific position, industry, and/or company.**

**You may also consider referencing specific skills you bring to the position.**



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## OBJECTIVE

---

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# Education

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**B.S., Family & Consumer Science** Expected May 2011

Fashion Merchandising/Interior Design Concentration

George Fox University, Newberg, OR

Hampton Honors Scholar

Mexico Study Abroad Program

- Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

**List education by degrees  
(Bachelor of Science, BS;  
Master of Arts, MA).  
Include concentration and  
minor if applicable.**

# Education

---

## EDUCATION

**B.S., Family & Consumer Science** Expected May 2011

Fashion Merchandising/Interior Design Concentration

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Mexico Study Abroad Program

- Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

**High school diploma is not necessary on a college-level resume. Community colleges or trade schools can be omitted if you are going to receive your four-year degree or Master's degree from George Fox University.**

# Education

---

## EDUCATION

**B.S., Family & Consumer Science** Expected May 2011

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George Fox University, Newberg, OR

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- Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

**Indicate the date when  
you will receive your  
degree or the degree has  
been posted on your  
transcript.**

# Education

---

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**B.S., Family & Consumer Science** Expected May 2011

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George Fox University, Newberg, OR

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**List scholarships and  
honors with education.**

# Education

---

## EDUCATION

**B.S., Family & Consumer Science** Expected May 2011  
Fashion Merchandising/Interior Design Concentration GPA: 3.86  
George Fox University, Newberg, OR  
Hampton Honors Scholar  
Mexico Study Abroad Program

- Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

**GPA Rule: A 3.5 GPA or above may be listed on the resume. Otherwise, leave the GPA off.**

**(All accounting majors need to list their GPA - no matter the points).**

# Education

---

## EDUCATION

- B.S., Family & Consumer Science** Expected May 2011  
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- Mexico Study Abroad Program
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**Educational enhancement opportunities can be listed here or under the experience or activities sections. Explain the value of the experience to the reader. (List each experience just once).**

# Education

---

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GPA: 3.86

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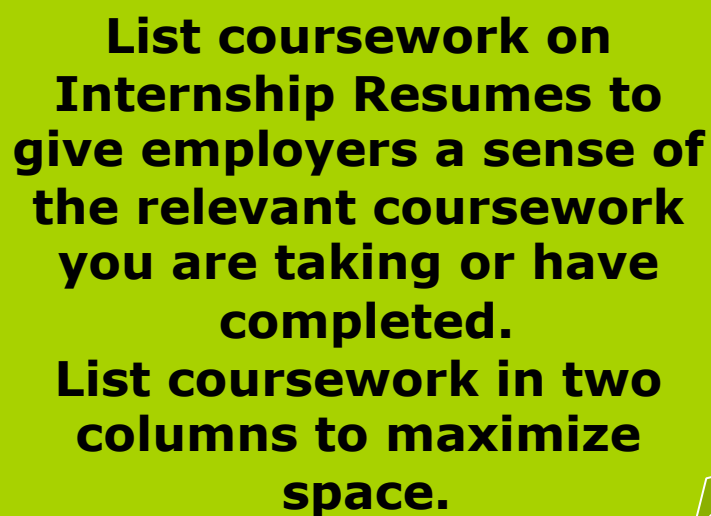
Hampton Honors Scholar

Mexico Study Abroad Program

- Interacted with native residents using fluent Spanish. Studied people and culture while living with Mexican host family.

Coursework taken included:

- Interior Design II
- Interior CAD
- Residential Technology
- Marketing Communications
- International Management
- Organizational Communication



**List coursework on  
Internship Resumes to  
give employers a sense of  
the relevant coursework  
you are taking or have  
completed.  
List coursework in two  
columns to maximize  
space.**

# Sophia R. Baker

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# Choose Your Words

---

- ❑ Utilize action verbs
- ❑ Emphasize quantities
- ❑ Describe results
- ❑ Tout accomplishments
- ❑ Display entries in consistent formatting



# Qualify and Quantify

---

- Qualify your accomplishments with adjectives and adverbs.
  - *Top* sales producer in the branch
  - Achieved the *lowest* error rate in the office
  - Merchandised the *most* profitable line in the store
  - President of the *largest* chapter in the fraternity
  - *Youngest* branch manager in history of the company

Examples: Don Asher

# Maximize Impact

---

- ❑ Traveled to Boston for client pitch meeting
- ❑ Traveled to Boston with senior management team for client pitch meeting
- ❑ Selected to travel to Boston with senior management for client pitch meeting
- ❑ Only intern selected to travel to Boston with senior management for client pitch meeting

Credit: Don Asher



# Experience

---

## → EXPERIENCE

*Product Development Intern*  
Columbia Sportswear, Portland, OR

June 2004 - Present

Work with developer to ensure appropriate fabric content and accessory placement. Review women's outerwear designs with lead designer. Organized entry system for apparel development software input. Schedule and supervise fit models.

**Experience = paid,  
internships, and  
volunteer positions**

**Work experience – only  
paid positions.**

# Experience

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Work with developer to ensure appropriate fabric content and accessory placement. Review women's outerwear designs with lead designer. Organized entry system for apparel development software input. Schedule and supervise fit models.

**These two lines may be interchanged, but the format needs to be consistent throughout your resume.**

**The dates of experience need to be stated. Place them on the right hand side of the page!**

# Experience

---

## EXPERIENCE

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Columbia Sportswear, Portland, OR

June 2004 - Present

- Assisted developer to ensure appropriate fabric content and accessory placement
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**Utilize action verbs to create a motion picture vs. a black & white photo. Be consistent in the tense of the verb. Past tense for previous positions held. Present tense for current positions.**



**Omit personal pro-nouns. Test to see if you are using an action verb by verbally beginning the sentence with an "I".**

# Experience

---

## EXPERIENCE

### Office Specialist

June 2007-present

Jeld-Wen, Wilsonville, OR

- Make photo copies
- File
- Organize press releases
- Answer the phone
- Serve as courier

**Though the format and content are correct in this example, the descriptions are too task oriented. Employers/organizations can train un-skilled persons to do these tasks.**

**Periods are not necessary since the statements are not complete sentences.**

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# Activities

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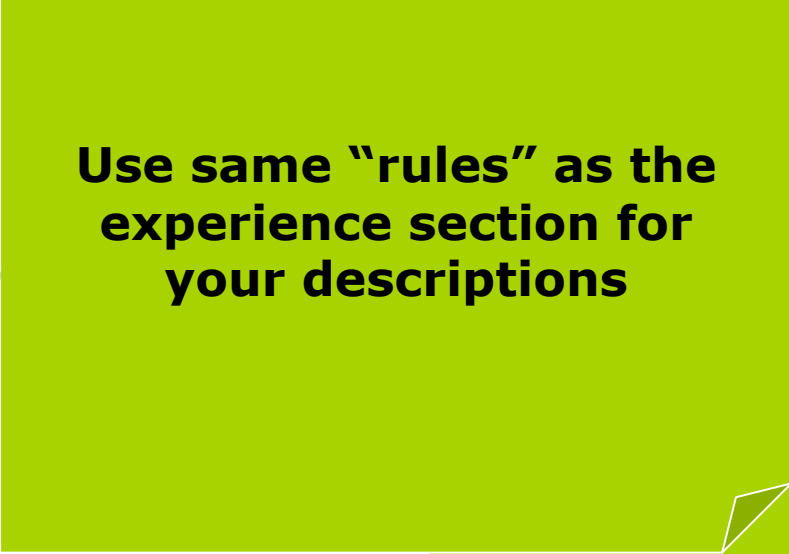
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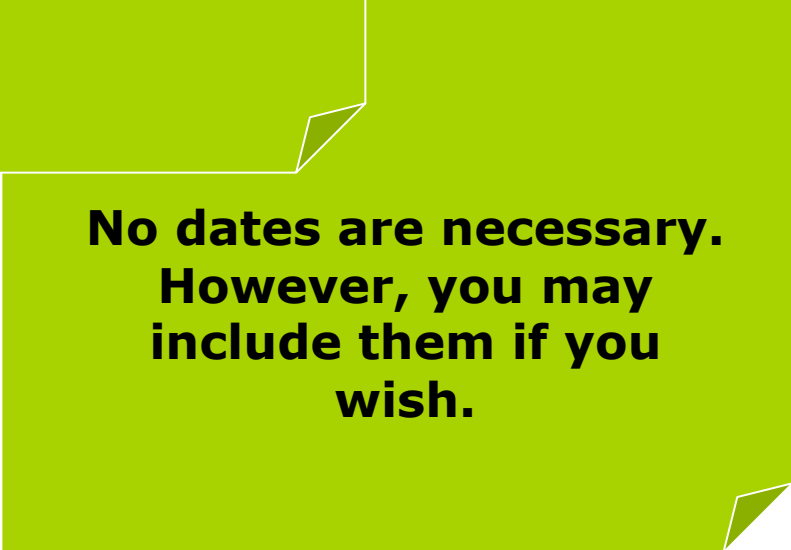
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**Use same "rules" as the  
experience section for  
your descriptions**



**No dates are necessary.  
However, you may  
include them if you  
wish.**

# Additional Sections

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- There are many other sections that can be put on a resume...
  - Skills
  - Professional Organizations
  - Summary
  - Achievements
  - Community Involvement
  - Civic Experience
  - Professional Experience

Just to name a few...

# Proofread Carefully!

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- ❑ Spelling and grammar errors can be costly in the job search process.
- ❑ Accurate spelling and grammar convey attention to detail and professionalism.
- ❑ Errors portray laziness or incompetence.
  
- ❑ Access outside materials such as dictionary, stylebook
- ❑ Ask others to look it over with a critical eye

# Cover Letters



# Sophia R. Baker

414 N. Meridian Street, #2331  
Newberg, OR 97132  
503-554-0000  
sbaker@yahoo.com

January 24, 2005

---

Mr. C.M. Bishop, JR  
Vice President, Apparel Division  
Pendleton Woolen Mills  
P.O. Box 3030  
Portland, OR 97208

Dear Mr. Bishop,

## **Create interest and briefly state why you are writing**

Thank you for taking the time to talk with me regarding the apparel division at Pendleton Woolen Mills. I was very impressed to learn that Pendleton is the United State's largest producer of wool gloves. As we discussed, I am interested in following up on the upcoming glove developer position you mentioned might be a great way for me to get started at Pendleton. From your description, it sounds like a great match with my background and qualifications.

## **Make a connection between their job requirements and your experience on your resume**

As you can see from my resume, I have had previous experience in apparel and accessory development. As an intern with Ocean Pacific, I learned and assisted in the process of the design and development of swimwear and water-sport gloves. My interaction with our diverse team of designers, developers, pattern makers and product line managers provided great insight into the whole process from design implementation to the final product launch. As an assistant to Professor Diane Wood at George Fox University, I was charged with updating and organizing our fabric library. This exposure to over 5,000 wool samples increased my interest and knowledge of working with this medium.

## **Call to action!**

I am very interested in becoming a glove developer at Pendleton Woolen Mills and will follow up with you next week to ensure you have received my resume and talk about the next steps in the hiring process. If you need to reach me before then, please contact me via phone at 503-554-0000 or e-mail, sbaker@georgefox.edu.

Sincerely,

**SIGN YOUR LETTER!**

Sophia R. Baker

Encl: Resume

# Sophia R. Baker

414 N. Meridian Street, #2331

Newberg, OR 97132

503-554-0000

sbaker@yahoo.com



---



**Use your same letterhead  
for the cover letter.**

# Sophia R. Baker

414 N. Meridian Street, #2331  
Newberg, OR 97132  
503-554-0000  
sbaker@yahoo.com

January 24, 2005

Mr. C.M. Bishop, JR  
Vice President, Apparel Division  
Pendleton Woolen Mills  
P.O. Box 3030  
Portland, OR 97208

Dear Mr. Bishop:

**This example is a  
business block style  
letter.**

**Address your cover letter  
to a specific person, using  
the appropriate honorific  
(Mr., Ms., Dr., etc.). The  
most appropriate honorific  
to use with women is  
"Ms."**

# Sophia R. Baker

414 N. Meridian Street, #2331  
Newberg, OR 97132  
503-554-0000  
sbaker@yahoo.com

January 25, 2004

---

Mr. C.M. Bishop, JR  
Vice President, Apparel Division  
Pendleton Woolen Mills  
P.O. Box 3030  
Portland, OR 97208

Dear Mr. Bishop,

## **Create interest and briefly state why you are writing**

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Encl: Resume

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503-554-0000

sbaker@yahoo.com

## REFERENCES

---

Mr. Roger Kershner  
Executive Manager  
Maple Tree Productions  
333 NW Birch Street  
Sisters, OR 97777  
541-245-3431  
rkershner@MapleT.com  
Supervisor

Mr./Ms./Dr./Rev. First Name Last Name  
Job Title  
Place of employment  
Address  
City, ST Zip  
Phone #  
E-Mail Address  
Context in which you know them

Mr./Ms./Dr./Rev. First Name Last Name  
Job Title  
Place of employment  
Address  
City, ST Zip  
Phone #  
E-Mail Address  
Context in which you know them

Mr./Ms./Dr./Rev. First Name Last Name  
Job Title  
Place of employment  
Address  
City, ST Zip  
Phone #  
E-Mail Address  
Context in which you know them

# Contact

---

- Optimal Resume
  
- Career Services  
Stevens 220  
503-554-2330  
[careers@georgefox.edu](mailto:careers@georgefox.edu)  
career.georgefox.edu