



Resume and Cover Letter

Winter 2020 StreetWise Partners

Today, you will...



- ❑ **Learn about resumes**
- ❑ **Create a list of your transferable skills and learn how to connect those skills to your resume and future career path**
- ❑ **Use your two sample resumes to work with your mentor on creating your resume**
- ❑ **Learn about and draft your cover letter**

TEAM BUILDING ACTIVITY



Your Resume



- **Purpose of a resume**

- ✓ Overview of your professional experience
- ✓ First impression to a prospective employer
- ✓ Opportunity to highlight your strengths and accomplishments

- **How do I include StreetWise Partners?**

- ✓ Add StreetWise Partners under trainings or certificate programs

Do Not Include...

- **Too much personal information**

- ✓ Age
- ✓ Gender
- ✓ Political affiliation

- **Everything you've ever done**

- ✓ Be relevant!

- **What you don't know**

- ✓ Don't exaggerate!

- **Typos or other errors**

- ✓ Always proofread before sending!



"An 'ability to smell fear' is a quality I've never seen listed on a resume before."

Formatting



- **One to two pages depending on your work experience**
 - ✓ Only include relevant experience on your resume
- **One type of font**
 - ✓ Arial, Times New Roman, Verdana, etc.
 - ✓ “Boring” fonts mean your resume won’t come out like this: “•●□■↗Ω∞•Ω↗”
- **Consistent formatting**
 - ✓ If you use bullets use the same type throughout your resume and cover letter!
- **Avoid acronyms and slang**
- **Proper spelling and grammar**
- **Spell out numbers under 10**
- **Make sure to send your resume as a PDF**

Describing Your Impact



Action

What did you do?

What were you responsible for?

Result

What happened?

What did you produce?

Impact

What did you accomplish/achieve?

What was your lasting impression?

Describing Your Impact



ACTION + **RESULT** + **IMPACT**

- **Full Group Activity:**

- ✓ Work together to create a sample bullet on a resume. What might that look like?
- ✓ Use the list of marketable skills and action verbs from the session 3 module

- **Example:**

- ✓ Managed individual daily call volume of over 100 customers to renew subscriptions to the Medical Herald, resulting in a 5% increase in renewals last quarter

Resume Types



■ Chronological

- ✓ List jobs/experiences in reverse order, starting with most recent
- ✓ Highlight progression and recent accomplishments
- ✓ Always include dates of employment for each company
- ✓ Industries such as finance prefer a chronological resume

■ Functional

- ✓ Organize experiences by skills and expertise
- ✓ Emphasize the skills you will bring to the job
- ✓ This type helps facilitate career change and/or hide gaps
- ✓ Industries such as tech prefer a functional resume

Resume Types



■ Combination resume

- ✓ Broken into two parts: the first part lists skills as a functional resume, and the second part list jobs and experiences as chronological resume
- ✓ Great for a career change or gap in an industry that favors a chronological resumes
- ✓ Industries such as social services favor a combination resume

Note: There is a sample resume for each format in the session 3 module

YOUR RESUME: 1 VS 2 PAGES



IN-SESSION ACTIVITY



In-Session Activity



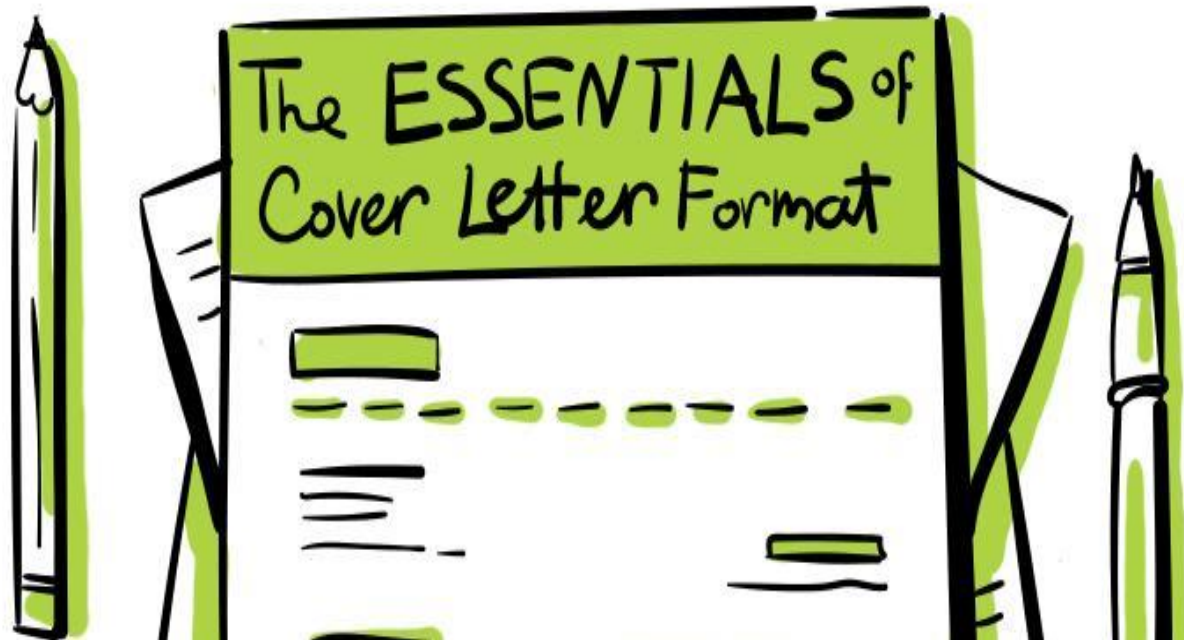
▪ Transferable skills

- ✓ Analyze your current resume to look for transferable skills from your previous work and school experiences that you can highlight in future job applications

▪ Update your resume

- ✓ Use your two sample resumes to work with your mentor(s) on reformatting your resume and improving your bullet points, as well as incorporate transferable skills

COVER LETTER OVERVIEW



Your Cover Letter



■ Purpose of a cover letter

- ✓ Expands on your resume to highlight relevant professional experiences and accomplishments
- ✓ Introduction to resume – may be a separate letter or in the body of the email when you send your resume
- ✓ Professional writing sample

Cover Letter Format



- **2-3 paragraphs that answer the following questions:**
 - ✓ What position are you applying for?
 - ✓ How did you learn about the position or company?
 - ✓ Why are you interested in THIS position at THIS company?
 - ✓ Based on your relevant experiences, why are you perfect for THIS position at THIS company?
 - ✓ How will hiring you benefit the employer?
 - ✓ How will you follow up?

- **Focus on 1-2 in-depth examples from your work/school experience that demonstrate key competencies from the job description**

Customize Your Cover Letter



- **Research the company online before applying**
 - ✓ Use your knowledge of the position and company to help you customize your cover letter
 - ✓ Talk about your skills that make you a good fit for their company and this particular position

- **Best practices**
 - ✓ Always address your cover letter to the specific hiring manager if listed
 - ✓ Always read the job description carefully for instructions. If the job description asks for a cover letter, you must include one.
 - ✓ If you were referred by someone in your network state that in your cover letter. **Always ask permission first!**

IN-SESSION ACTIVITY



In-Session Activity



▪ Draft your cover letter

- ✓ Create a template cover letter that you can customize for different positions
- ✓ You are mostly focused on format and basic language
- ✓ See sample cover letters in your module

CLIFTON STRENGTHSFINDER®



What is StrengthsFinder®?



- **Personality and skills assessment that identifies your top 5 strengths**
 - ✓ Helps you find your talents and understand how you think
 - ✓ Gives you insight on how to leverage these strengths in your work and personal life
 - ✓ Offers suggestions on how to develop your strengths even further

Using Your Strengths



- **How can knowing your strengths help you?**
 - ✓ Elevator pitch (which we will draft next week!)
 - ✓ Resume and cover letter writing (which we will focus on in session 5!)
 - ✓ Mock interviews: “Tell me why I should hire you” – think about your 5 strengths and how they apply/how you use them

WRAP UP

