

Chapter 2

Resumes and Cover Letters

A. Reading

A resume is a brief, informative summary of your abilities, education, and experience. It should highlight your strongest assets and skills, and differentiate you from other candidates seeking similar positions.

Tailor your resume to the type of position you are seeking. This does not mean that all of your experience must relate directly, but your resume should reflect directly and reflect the kind of skills the employer would value.

Resume Language Should be

- 1) Specific rather than general
- 2) Active rather than passive
- 3) Written to express not impress
- 4) Articulate rather than flowery
- 5) Fact-based (quantify and qualify)
- 6) Written for people who scan quickly

Top 5 Resume Mistakes

- 1) Spelling and grammar errors
- 2) Missing email and phone information
- 3) Using passive language instead of action
- 4) Not well organized, concise, or easy to skim
- 5) Too long

Do

- 1) Be consistent in format and content
- 2) Make it easy to read and follow, balancing white space
- 3) Use consistent spacing, underlining, italics, bold, and capitalization for emphasis
- 4) List headings (such as experience) in order of importance
- 5) Within headings, list information in reverse chronological order (most recent first)
- 6) Avoid information gaps such as a missing summer
- 7) Be sure that your formatting translated properly if converted to a pdf

Don't

- 1) Use personal pronouns (such as I)
- 2) Abbreviate

- 3) Use a narrative style
- 4) Number or letter categories
- 5) Use slang or colloquialisms
- 6) Include a picture
- 7) Include age or sex
- 8) List references
- 9) Start each line with a date

B. Writing: Resume Letter

Action Verbs for Your Resume

1) Leadership

Accomplished, Achieved, Administered, Analyzed, Assigned, Attained, Chaired, Consolidated, Contracted, Coordinated, Delegated, Directed, Earned, Evaluated, Executed, Handled, Headed, Impacted, Improved, Increased, Led, Mastered, Orchestrated, Organized, Oversaw, Planned, Predicted, Prioritized, Produced, Proved, Recommended, Regulated, Reorganized, Reviewed, Scheduled, Spearheaded, Strengthened, Supervised, Surpassed.

2) Communication

Addressed, Arbitrated, Arranged, Authored, Collaborated, Convinced, Corresponded, Delivered, Developed, Directed, Documented, Drafted, Edited, Energized, Enlisted, Formulated, Influenced, Interpreted, Lectured, Liaised, Mediated, Moderated, Negotiated, Persuaded, Presented, Promoted, Publicized, Reconciled, Recruited, Reported, Rewrote, Spoke, Suggested, Synthesized, Translated, Verbalized, Wrote.

3) Research

Clarified, Collected, Concluded, Conducted, Constructed, Critiqued, Derived, Determined, Diagnosed, Discovered, Evaluated, Examined, Extracted, Formed Identified, Inspected, Interpreted, Interviewed, Investigated, Modeled, Organized, Resolved, Reviewed, Summarized, Surveyed, Systematized, Tested.

4) Technical

Assembled, Built, Calculated, Computed, Designed, Devised, Engineered, Fabricated, Installed, Maintained, Operated, Optimized, Overhauled, Programmed, Remodeled, Repaired, Solved, Standardized, Streamlined, Upgraded.

5) Teaching

Adapted, Advised, Clarified, Coached, Communicated, Coordinated, Demystified, Developed, Enabled, Encouraged, Evaluated, Explained, Facilitated, Guided, Informed, Instructed, Persuaded, Set Goals, Stimulated, Studied, Taught, Trained.

6) Quantitative

Administered, Allocated, Analyzed, Appraised, Audited, Balanced, Budgeted, Calculated, Computed, Developed, Forecasted, Managed, Marketed, Maximized, Minimized, Planned, Projected, Researched.

7) Creative

Acted, Composed, Conceived, Conceptualized, Created, Customized, Designed, Developed, Directed, Established, Fashioned, Founded, Illustrated, Initiated, Instituted, Integrated, Introduced, Invented, Originated, Performed, Planned, Published, Redesigned, Revised, Revitalized, Shaped, Visualized.

8) Helping

Assessed, Assisted, Clarified, Coached, Counseled, Demonstrated, Diagnosed, Educated, Enhanced, Expedited, Facilitated, Familiarized, Guided, Motivated, Participated, Proposed, Provided, Referred, Rehabilitated, Represented, Served, Supported.

9) Organizational

Approved, Accelerated, Added, Arranged, Broadened, Cataloged, Centralized, Changed, Classified, Collected, Compiled, Completed, Controlled, Defined, Dispatched, Executed, Expanded, Gained, Gathered, Generated, Implemented, Inspected, Launched, Monitored, Operated, Organized, Prepared, Processed, Purchased, Recorded, Reduced, Reinforced, Retrieved, Screened, Selected, Simplified, Sold, Specified, Steered, Structured, Systematized, Tabulated, Unified, Updated, Utilized, Validated, Verified

C. Create the Resume Letter

Your Street Address

City, State, Zip Code

Date of Letter

Contact Name

Contact Title

Company Name

Street Address

City, State, Zip Code

Dear _____:

Opening paragraph: Clearly state why you are writing, name the position or type of work you're exploring and, where applicable, how you heard about the person or organization.

Middle paragraph(s): Explain why you are interested in this employer and your reasons for desiring this type of work. If you've had relevant school or work experience, be sure to point it out with one or two key examples; but do not reiterate your entire resume. Emphasize skills or abilities that relate to the job. Be sure to do this in a confident manner and remember that the reader will view your letter as an example of your writing skills.

Closing paragraph: Reiterate your interest in the position, and your enthusiasm for using your skills to contribute to the work of the organization. Thank the reader for his/her consideration of your application, and end by stating that you look forward to the opportunity to further discuss the position.

Sincerely,

Your name typed

D. Sample Resume

Nadia Smythe

smythe@g.harvard.edu | 444-555-2222

[linkedin.com/in/nadiasmythe/](https://www.linkedin.com/in/nadiasmythe/)

EDUCATION

HARVARD UNIVERSITY EXTENSION SCHOOL **2014 - 2016**

Master of Liberal Arts, Management

- Recipient of Dean's List Academic Achievement Award
- Selected for the Venture Incubation Program at Harvard Innovation Lab and winner of Stretch Award 2016

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO **2001- 2006**

Bachelor of Business Administration in Marketing

- Graduated from Honors Program, Rank 1
- College Student of the year 2006 awarded by Expansion Time Warner Magazine
- Recipient of L'Oréal Excellence Award 2006

PROFESSIONAL EXPERIENCE

AGENDA28 **September 2012- Present**

CO-FOUNDER/ DESIGN STRATEGY DIRECTOR

- Founded a design studio specialized in social impact that develops integral design strategies to increase the effectiveness of social initiatives and empowers young designers from underserved communities in Mexico
- Led 20 design projects for nonprofits and social enterprises in the U.S., Mexico, India, Zambia, Australia, Switzerland
- Won Most Innovative Idea at Educational Innovation and Social Entrepreneurship Conference at Harvard - May 2015

ENTERPRISE DE MEXICO **November 2008 – January 2014**

MARKETING & SALES DIRECTOR

- Led the Marketing and Sales teams achieving a company growth of 163% in 5 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Improved customer service by implementing a new Sales Methodology, a CRM, and a Loyalty Program

- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Expanded operations to 9 new countries in Latin America

OPTICIANE MEXICO

January 2008 – October 2008

PR & MEDIA EXECUTIVE

- Managed the PR activities for 16 eyewear brands
- Planned events for Tiffany, Chanel, and Ralph Lauren winning best congress planner 2008 (Convenciones Mag.)
- Coordinated media campaigns for RayBan, Vogue, and Prada
- Accomplished \$1,300,000 USD in Clipping (free advertisement)

CLAIROLE MEXICO

March 2006 – December 2007

PREFERENCE BRAND MANAGER

- Performed marketing activities including forecasts, new products launch, advertisements, and promotions
- Led the Casting of Crème Gloss and Color Rays market research
- Achieved 15% in annual growth vs 0.5% budgeted

TRAINEE: Managed Mexico City's point of sales team

INTERNSHIP: Supported Paris' hair color brands with sales forecasts, design of promotions, and PR events

VOLUNTEER EXPERIENCE

- INCUBATEC- Mexico City (January 2005 – May 2006): Coordinator of entrepreneurs' program
- ARTE NAJEL- Chiapas, Mexico (July 2005 – March 2006): Marketing advisor for fair trade project
- POLE- Nairobi, Kenya (August 2012): Assistance to Mercy Community School to develop a business plan