

RESUME & COVER LETTER GUIDE



AMICA CENTER
FOR CAREER EDUCATION
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THE RÉSUMÉ

A résumé is a personal advertisement or marketing tool that highlights your *education, academic and personal achievements, professional experience, work history, community involvement, leadership, skills, research, projects, and interests.*

- Recruiters spend about 30 seconds screening a résumé. Make it easy to read and highlight your strengths & achievements.
- Your résumé should be error free and is typically one full page for a college student.
- There is no standard format in résumé writing. Review our sample résumé for formatting ideas.
- Try to refrain from using Microsoft Word résumé templates, they tend to be very difficult to re-format as you progress through your career.
- Include your name, email and phone number in your résumé header. You may also include your address and a customized URL that links to your profile on LinkedIn.com. See our handout on LinkedIn tips on how to do this.

CATEGORY OPTIONS

PLEASE REFER TO OUR SAMPLE RÉSUMÉS FOR EXAMPLES OF HOW TO FORMAT CONTENT IN A SECTION. COMBINE ANY OF THE CATEGORIES BELOW AS YOU SEE FIT. BEFORE YOU SUBMIT YOUR RÉSUMÉ TO POTENTIAL OPPORTUNITIES, PLEASE MEET WITH A CAREER COACH FOR FINAL REVIEW

OBJECTIVE Objective statements are only recommended in unique circumstances.

PROFILE or SUMMARY OF QUALIFICATIONS or PROFESSIONAL SUMMARY

This category is used by experienced professionals to show career highlights. It may be in paragraph or bulleted format.

EDUCATION

Include the following: **college name, city, state, degree, concentration or major, minors and date of graduation.** You may include your overall GPA (if **3.0 or higher**) and concentration/major GPA (if **3.0 or higher**). Do not include information pertaining to your high school years if you are beyond your sophomore year at Bryant.

Examples:

Bryant University, Smithfield, RI

Bachelor of Arts in **Psychology** GPA: **3.8**

May 2024

Minor: **Business Administration**

Write out the word Bachelor

Bryant University, Smithfield, RI

Bachelor of Science in Business Administration

May 2024

Concentration: **Management** Minor: **Psychology**

GPA: **3.5**

RELEVANT COURSE WORK or ACADEMIC PROJECTS

Include higher level course projects which highlight your major, show a specific skill or experience in a discipline that may be attractive to a potential employer. Feel free to identify academic projects conducted with a team or individually that demonstrate academic expertise related to your degree or skills needed for a position you are pursuing. List the class topic, the semester and give a brief summary of goals and accomplishments.

EXAMPLE:

Applied Analytics Capstone

Fall 2021

- Researched trends and correlations at AAA Northeast using Enterprise Miner and SAS Studio
- Calculated percentage of customers that extended their contracts with the provider
- Presented a summary report and findings on how AAA should communicate with current customers

Management of Principles and Practice

Spring 2020

- Designed 3 separate events that raised money for the Make-A-Wish Foundation
- Forecasted expected costs and revenue to keep event logistics within budget
- Summarized detailed plans of how each event would come together and benefit the non-profit organization

HONORS or HONORS/AWARDS or ACHIEVEMENTS or ACCOMPLISHMENTS

This category may include academic honors, leadership awards, scholarships, athletic awards, community service recognition or others. If your honors are all related to academics, you may place them in the Education category.

TECHNOLOGY SKILLS or PROGRAMMING KNOWLEDGE

List the names of software that you are proficient or familiar with. Also indicate your ability to work with Microsoft Office (specify Excel). Google Suite, software related to databases, project management, financial modeling tools, graphic design, AI, programming languages, social media, digital marketing tools, etc.

EXPERIENCE or PROFESSIONAL EXPERIENCE or INTERNSHIP EXPERIENCE

This section should include experiences related to a position you are pursuing or the degree you are receiving. The following elements should be included: **company/organization's name, city and state, employment dates, job title and job description**. Experiences are usually listed from most recent to least recent for each category listed. Experiences may be paid or unpaid.

In describing your experiences, use bullets (not paragraphs) to highlight work tasks that show transferable skills to the position you are seeking. Emphasize major responsibilities and eliminate minor details. Use numbers whenever possible to describe the magnitude of your achievements. Always begin each bullet with a powerful action verb. **See our list of action verbs in this handout.**

ADDITIONAL EXPERIENCE

This section is optional and can help you distinguish your part time, non-corporate or professional positions from your internships or professional type positions. It could include experiences such as summer, part time positions and full-time jobs not listed in professional experience and not related to the position, industry or field you are pursuing.

LEADERSHIP or INVOLVEMENT

List positions you have been elected to or selected for such as **President, Vice President, Treasurer, Secretary, Chair, Captain, Resident Assistant, Editor, Ambassador, Team Leader, and Manager**. If the leadership position was part of a paid opportunity, it is typically listed in the Experience or Additional Experience section of your résumé. Use action bullets to describe your leadership responsibilities and accomplishments.

ACTIVITIES

This section may include student clubs & organizations, professional organizations, athletics, community groups or committees that you are a member of or have been involved with in some way. Put leadership roles in a Leadership category or Leadership/Activities.

RESEARCH

If working alongside a faculty member, list research projects related to your degree. Include the class, the semester and a brief summary.

PUBLICATIONS

Include this category if your name has been added to a published work that you contributed to, related to your profession or degree.

VOLUNTEER EXPERIENCE or COMMUNITY INVOLVEMENT or COMMUNITY SERVICE

List ways you have been involved in the Bryant community and your community at home. Include the name of the organization, location and dates of service.

INTERNATIONAL EXPERIENCE

List the countries you have visited to show your level of exposure to other cultures. For "Experience", this may include study, travel, projects, internships abroad, volunteer experience or working abroad.

STUDY ABROAD or SOPHOMORE INTERNATIONAL EXPERIENCE

Include the country or countries you visited. You may also include topics you studied, cultures you observed or knowledge gained. You may also list your study abroad experience or SIE experience under your EDUCATION section.

EXAMPLE:

St Louis University, Madrid, Spain

Studied art, culture and business and traveled to 6 European countries

Spring 2020

LANGUAGES

New Student Example

Level of expertise with each language for speaking, reading and writing: beginner, intermediate, proficient,

SKILLS

It is recommended to use a skills section only if you are an experienced professional or would like to list out your IT Skills. Please strive to incorporate your skills in all your bullet points.

CERTIFICATIONS or EXAMS

If you have passed an exam in your field, include the name and date of completion. Also include names of exams you are scheduled to sit for in the future. List any certifications you hold.

PROFESSIONAL DEVELOPMENT or PROFESSIONAL INTERESTS

This can include any training you have acquired, beyond your degree, that you feel is relevant to include.

ATHLETICS

Include in this section your sport, position and time commitment with practice and games or meets.

EXAMPLE:

ATHLETICS

Captain of Bryant Football Team, NCAA Division 1

- Motivate teammates, help with recruitment, and review player needs with coaching staff
- Manage a 20+ hour a week athletic training schedule with a full-time academic course load

****DO NOT LIST REFERENCES ON YOUR RÉSUMÉ ****

Prepare a separate sheet entitled "References of (your name)" and submit it **when requested only**. Select 3 to 5 people to serve as your references. These people should represent faculty, supervisors, coaches, college administrators or previous employers who have knowledge of your abilities and goals. **Always** obtain permission before listing a reference. Include: name, title, organization, email address, and telephone number.

COVER LETTERS

THE COVER LETTER

Accompanying your résumé, this document offers the opportunity to expand on the achievements you note in your résumé in order to convey that you are the best candidate. This letter can be one or two pages long and includes an introduction of yourself, the highlighting of your skills and qualifications related to a position, your knowledge of the company or organization and why they are the right match for you, and a closing paragraph expressing gratitude and a desire to meet. **See a sample format and examples of Cover Letters in the following pages.**



TUPPER D. BULLDOG

tbulldog2@bryant.edu | 401-232-6000 | Smithfield, RI | QR Code: LinkedIn



EDUCATION

Bryant University, Smithfield, RI

Expected: May 2027

Bachelor of Science in Business Administration

GPA: 3.63

Bryant IDEA, Bryant University

Winter 2024

- Collaborated with a team of 5 throughout a 3-day intensive design thinking competition to devise a solution for increasing community engagement for a local animal shelter
- Developed a prototype and business plan to implement a new marketing campaign and culminating community event to increase community connection and visibility

EXPERIENCE

Sales Associate, Petco, Smithfield, RI

Summer 2023

- Maintained close attention to detail when completing point-of-sale transactions and cash flow
- Resolved any customer question or concern in a professional and timely manner to ensure customer and pet satisfaction
- Oversaw sales floor inventory and replenished stock and displays
- Coordinated grooming appointments both in person and via phone, serving as a liaison for the grooming department

Dog Sitter, Rover, Providence, RI

June 2017 – August 2019

- Provided exceptional customer service and care for dogs and their owners including overnight supervision/care and routine walking
- Effectively managed a self-determined schedule and adapted to changes to meet client needs
- Communicated consistently and effectively with clients to ensure their pet's safety and well-being

INVOLVEMENTS

Member, DECA, Smithfield High School, Smithfield, RI

September 2021 – May 2023

- Actively participated in an emerging business leaders high school program

Member, Just Dance, Providence, RI

June 2017 – July 2023

- Showcased teamwork and leadership within a competitive dance team

SKILLS

Languages: Fluent in English and Spanish

Skills: Microsoft Office, including Word and PowerPoint, Canva

Tupper D. Bulldog

tbulldog2@bryant.edu | 401-232-6000 | Smithfield, RI | QR Code: LinkedIn & Portfolio



EDUCATION

Bryant University, Smithfield, RI

May 2027

Bachelor of Business Administration in Marketing

GPA: 3.63 | Minor: Environmental Science | Dean's List

RELEVANT COURSE PROJECTS

Digital Marketing Competition, Bryant University (First Place Winner)

Fall 2021

- Led a team of 4 other students in brainstorming and collaborating with a local pet daycare to improve digital marketing strategy and increase community engagement
- Utilized design thinking to develop an innovative digital marketing campaign, emphasizing social media use and created digital marketing content for future implementation
- Developed an implementation plan and designed a presentation, which was presented to the client and a panel of judges

EXPERIENCE

Marketing Data Analytics Intern, Chewy, Boston, MA - Hybrid

May 2022 – August 2022

- Analyzed key digital marketing and advertising data to identify e-commerce trends and customer engagement to provide suggestions on potential solutions or improvements in marketing initiatives
- Organized and compiled data reports to best communicate findings with upper management and the team
- Forecasted future consumer behavior given historic and emerging trends

Sales Associate, Petco, Smithfield, RI

October 2019 – May 2022

- Maintained close attention to detail when completing point-of-sale transactions and cash flow
- Resolved any customer question or concern in a professional and timely manner to ensure customer and pet satisfaction
- Oversaw sales floor inventory and replenished stock and displays
- Coordinated grooming appointments both in person and via phone, serving as a liaison for the grooming department

Dog Sitter, Rover, Providence, RI

June 2017 – August 2019

- Provided exceptional customer service and care for dogs and their owners including overnight supervision/care and routine walking
- Effectively managed a self-determined schedule and adapted to changes to meet client needs
- Communicated consistently and effectively with clients to ensure their pet's safety and well-being

INVOLVEMENTS

Marketing Chair, Bryant University American Marketing Association

September 2019 - Present

- Promoted to Marketing Chair, as a former general member, as of September 2021
- Oversee the organization's social media and design content to communicate and promote events and initiatives to members and campus community

Member, SustainUS Bryant University

September 2021 – Present

- Attend bi-weekly meetings to discuss relevant environmental sustainability issues and how they can be implemented on campus to support sustainability efforts
- Promote and raise funds for local sustainability efforts in the community

SKILLS AND CERTIFICATIONS

Adobe Photoshop Certification, Adobe Certified Professional

April 2022

Proficient in Microsoft Office including Excel, Adobe Photoshop, Canva, Tableau

Sample Cover Letter Format

Use the same heading on your cover letter as on your résumé

Jessica Brown

112 Mandy Street

Providence, RI 02917

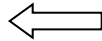
jbn@bryant.edu 401-555-5555

www.linkedin.com/in/jessicabrown

wn

May 15, 2022

Ms. Carrie Franks,
Recruiter XYZ Company
Providence, RI 02917



Strive to find a Recruiter or
Hiring Manager's name

Dear Carrie Franks:

This first paragraph can be a very basic introduction of **“who you are and why you’re writing”**. It can also include the name of a person who suggested you apply to the position, as well as a creative opening such as using a question or quote (depending on the industry and position you are applying to).

A typical second paragraph includes **“what’s great about you”**. This can be highlights from your résumé, related experience not on your résumé or personal characteristics you feel would be assets to the position. Be sure to tailor this part of the letter to the job description so you are making a case for how you match the company’s needs. Writing sentences that highlight your skills is essential and be sure to utilize any key words from the job description here. It is ideal to highlight 3 skills or experiences that relate. You can then string these ideas, experiences, and skills together with transition words such as “Moreover, Additionally, Finally,” to make it sound fluid.

A third paragraph covering **“what’s great about the company”** can personalize your letter and build rapport with a recruiter. Consider the research you have done on the company and how, based on that research, you know you are a good fit for the organization. Try to do research beyond their website in order to stand out. For example, look them up on social media or read any news articles about them. This is also a great place to put notes about meeting any employees of this firm at a Career Fair or naming a person who is connecting you personally to this firm.

Close the letter by **thanking the recruiter** for their time and **suggesting a meeting** to discuss your qualifications in greater detail. You can ask for a zoom call or if you will be in the area a face to face meeting. Indicate **how you wish to be contacted**.

Respectfully, (or other closing)

Your name typed

Tupper D. Bulldog

tbulldog2@bryant.edu | 401-232-6000 | Smithfield, RI

1/1/2024

Michael Scott, Human Resources Manager
Xanterra Travel Collection
Yellowstone National Park
Park County, WY 82190

Dear Mr. Scott,

My name is Tupper Bulldog and I am a marketing student at Bryant University, graduating in May of 2025. I saw the Risk and Sustainability Internship at Xanterra Travel Collection on Handshake and would like to express my interest in applying. Through my education, work experiences, and a personal passion for the preservation of natural parks, I believe that I have the skills needed to excel in this role, and hope you will consider my application.

Through multiple projects at Bryant, I've had the chance to think creatively about business solutions while following my passion for conservation and the outdoors. In business courses, I have learned skills like design thinking and have used data analytics to find solutions to real-world problems. Through environmental science courses, as well as involvement in student organizations on campus, I have learned about the conservation of natural resources and sustainability strategies for various industries. I have been encouraged to think globally and understand how the world economy and culture influence important business decisions. Additionally, as noted, in my internship and work experience, I gained great experience in customer engagement, so I have learned to identify and meet customer needs with exceptional service and professionalism.

I am particularly interested in learning how Xanterra maintains a focus on the visitor experience while implementing essential risk and sustainability initiatives. As a park enthusiast and avid nature lover, a role that allows me to use business skills but connect with the outdoors would be my ultimate goal and Xanterra appears to be an organization that shares my values and would allow me the opportunity to create memorable experiences for Yellowstone National Park guests while minimizing risk and increasing sustainability. I hope that with my skills in data collection and analytics, knowledge of environmental science, and a global mindset, you find me to be a qualified candidate for this role. I welcome the opportunity to further discuss my interest and qualifications via phone, email, or video call. Thank you in advance for your time and consideration.

Regards,



Tupper D. Bulldog

ACTION VERBS

Management Skills

analyzed
assigned
chaired
contracted
consolidated
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication Skills

arranged
authored
corresponded
directed
drafted
edited
formulated
influenced
interpreted
lectured
mediated
moderated
motivated
negotiated
persuaded
promoted
publicized
reconciled
recruited
spoke
translated
wrote

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Helping Skills

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized
guided
referred
rehabilitated
represented

Creative Skills

acted
conceptualized
created
designed
developed
directed
established
fashioned
founded
illustrated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired
solved
trained
upgraded

Financial Skills

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
planned
projected
researched

Training Skills

adapted
advised
clarified
coached
communicated
coordinated
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
initiated
instructed
persuaded
set goals
stimulated

Administrative Skills

approved
arranged
catalogued
classified
collected
compiled
dispatched
generated
implemented
inspected
monitored
operated
organized
prepared
processed
purchased
recorded
screened
specified
tabulated