

RESUME AND COVER LETTER TIPS

Resumes

Overview:

Goal of a Resume:

- To highlight your abilities in a clear, concise manner as they relate to the position for which you are applying.
- To be used and perceived as a selling tool outlining your skills and experience and entice an employer to interview you.

General Guidelines:

- Keep your resume to one page if you are a current student or recent graduate.
- Use underlining, bolding, italics and bullets to make things stand out.
- Use easy to read typeface (i.e. Tahoma, Arial, Times Roman, Franklin Gothic) that is no smaller than 10-11pt (depending on the font).
- Include the month and year when you are including dates in your experience section.
- Do not use personal pronouns, such as, I, my, he, she, it.
- Do not put personal statistics (age, weight, marital status, etc.) on your resume.
- Do not include a photo on your resume.
- Use action and self-descriptive words to describe your work experience (help potential employers picture you doing the job).
- Try to highlight work accomplishments rather than duties and responsibilities.
- Make sure there are no spelling errors or typos. Have someone look at your final copy before you send it to an employer.

Traditional Resume Outline:

Heading:

- Include your full name, address, phone number and email address.
- Consider including a link to your LinkedIn profile and/or a link to your online website/portfolio if applicable.

Education:

- Include colleges and universities where you received a degree, or from which you will receive a degree.
- List your education in reverse chronological order with your current or most recent degree at the top.
- Include the university (University of Southern California) as well as the school (Annenberg School for Communication and Journalism).
- List your degree (Bachelor of Arts in Communication), minor(s), and date of graduation or expected graduation (month and year).

- Include any international experiences in this section.
- Do not include high school information unless you are a freshman student. Sophomores and above should try to focus on college only.
- Include your GPA if it is above 3.5 in your major or overall.
- List courses you have completed that are related to the job for which you are applying. Include this under the sub-heading “Relevant Coursework” and limit this to no more than six courses.

Experience/Work History:

- Include full-time, part-time jobs, and internships (both paid and unpaid).
- You may also include volunteer experience, especially if you had a significant role.
- Each entry should list the name of the company, location of the company, title of your position, the dates you were employed, and a description of your experience.
- You may not be able to include every position you have ever held and should give more detailed accounts about the most recent and relevant entries on your resume and summarized versions of previous or less relevant experiences.
- Use bullet points beginning with action verbs for your descriptions and pay careful attention to your tense (completed experience in past tense and current experience in present tense).
- Information should be organized in reverse chronological order (most recent experience should lead your resume).

An exception to reverse chronological order would be if older experience is more relevant. In that case you may want to lead with a section called “Relevant Experience” and include those marketable experiences, and then follow with an “Additional Experience” section.

Honors/Activities/Accomplishments:

- Include involvement in clubs, awards, scholarships, volunteer work, etc.

Skills:

- Include language and computer skills.

References:

- Do not include names and personal contact information with your resume unless they have been specifically requested.

*****Make sure you have the individual’s permission before you include him/her on your reference list and keep them informed of your job search process.*****

Tammy Traveler

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(213) 123-4567

Local Address

3502 Watt Way
Los Angeles, CA 90089-0281

Permanent Address

1313 Mockingbird Avenue
San Francisco, CA 94109

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EDUCATION

University of Southern California – Los Angeles, CA
Annenberg School for Communication and Journalism

Expected May 2015

B.A. in Communication, Minor in Marketing

Relevant Coursework:	Communication and Mass Media	Marketing Fundamentals
	Public Speaking	Advertising and Promotions
	The Entertainment Industry	Marketing Practicum

University of Amsterdam

August 2013 – December 2013

Semester – study abroad

Relevant Coursework:	History and Rhetoric of Amsterdam	Advertising in Europe
	Comparative Media in Europe	The Entertainment Industry
	Cultural Industries of Europe	News and Public Opinion

RELEVANT EXPERIENCE

NBCUniversal – Los Angeles, CA

January 2014 – Present

Marketing Intern

- Produced public relations material, presentation booklets, and creative briefs
- Aided in successfully organizing and executing mobile marketing tours for studio logs
- Developed new university campus recruiting program and presented marketing plan to client
- Assisted in gathering data and planning marketing campaigns for new TV shows (*NBC Sports, Ben & Kate, 30 Rock*)

72nd and Sunny Agency – Hollywood, CA

January 2013 – July 2013

Social Media Intern

- Uncovered and synthesized digital media with offline data to find consumer behaviors that inspire product and channel innovation
- Organized and attended premieres and promotional events for sponsored products
- Worked closely with creative teams to develop innovative approaches to enhance client social media
- Wrote client deliverable work that focused on social media integration strategies

SKILLS

- Bilingual in English and Dutch
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Exchange), basic knowledge of Adobe Photoshop and InDesign, WordPress, basic HTML
- Proficient in social media platforms (Facebook, Twitter, Foursquare, Pinterest, Instagram)

Ann N. Berg

3502 Watt Way ▪ Los Angeles, CA 90089 ▪ 213-740-0645 ▪ aberg@usc.edu ▪ www.linkedin.com/in/aberg/

EDUCATION

University of Southern California (Los Angeles, CA)
Annenberg School for Communication and Journalism
Master of Strategic Public Relations

Expected Graduation: May 2016

University of Southern California (Los Angeles, CA)
Annenberg School for Communication and Journalism
Bachelor of Arts in Public Relations, Minor in Business

May 2014

EXPERIENCE

Miller Shandwick Technologies (Los Angeles, CA)

May 2015 – Present

Intern

- Write press material for Kodak, Intel, Compaq, Dolby, Jasc, and Candle Corp., SONY, and Intel
- Pitch to various media outlets for promotion of stories and events
- Develop reports analyzing media exposure using circulation, readership and advertising value
- Participate and contribute to team brainstorming and planning sessions for future and current clients

USC Annenberg School for Communication and Journalism (Los Angeles, CA) Jan. 2015 – Present

Events Assistant

- Manage check in table and greeted guests for various functions
- Coordinate mass mailings and perform general office duties
- Provide tours of on-campus facilities to alumni and guests

Ruder Finn Public Relations (Los Angeles, CA)

May 2012 – Aug. 2012

Intern

- Created press materials
- Invited press and arranged interviews for Home Improvement Sign-Off party
- Worked with Bacon's Media Guide for prospective media pitch lists

Barney's Pub and Grill (Seattle, WA)

May 2011 – Aug. 2011

Hostess

- Responsible for greeting and seating guests, answering phones
- Supervised reservation booking system
- Worked with managers to meet guest expectations

AFFILIATIONS

Alpha Delta Pi, USC

Aug. 2010 – May 2014

Member

- Alumnae Relations Chair, Panhellenic Delegate, Career Chair, Assistant Open Bid Chair, Social and Philanthropy Committees

SKILLS

Proficient in Microsoft Office Suite, Windows and Mac Platforms, Adobe Photoshop, basic HTML
Avid Media Composer Knowledge
Conversational French

George Tirebiter

3502 Watt Way, Los Angeles, CA 90089-0281
(213) 740-0645 gtirebiter@usc.edu www.georgetirebiter.com

EDUCATION

University of Southern California, Los Angeles, CA 5/2016
Annenberg School for Communication and Journalism
B.A. in Broadcast and Digital Journalism, Minor in Communication Design

Honors:

USC Deans' List

RELEVANT EXPERIENCE

Annenberg Television News, Los Angeles, CA 8/13-Present
Executive Producer 1/15- Present

- Manage and organize over 200 student journalists to create daily newscast
- Research, write, film, report and edit short news stories
- Write and copy-edit online stories; promote stories using Twitter and Facebook

Multimedia Journalist 8/13-12/14

- Reported, filmed and edited news stories using programs like iNews and Avid
- Scheduled interviews, answered news phones and read news wires for stories

KTLA Morning News, Los Angeles, CA 5/14-8/14

Intern

- Wrote, edited and briefed anchors on morning segment scripts
- Posted segment clips and viewer info online
- Prepared talent, guests, and segments for air
- Compiled a daily newsletter electronically delivered to 20,000 subscribed local viewers

CBS Radio, Los Angeles, CA 8/13- 12/13

Intern

- Wrote radio copy and cut audio for newscasts
- Created scripts for broadcast and produced promos for headline news
- Conducted phone interviews and chose SOTs for on air use

ADDITIONAL EXPERIENCE

JCC Apachi Chicago Day Camp, Chicago, IL 5/12- 8/12

Counselor

- Leader of 14 boys in daily activities including art, swimming, sports and team building
- Helped plan and execute events such as dress-up days, talent shows and art projects

LEADERSHIP AND ORGANIZATIONS

Zeta Beta Tau Fraternity, USC 8/11 - Present

Member

- Participate in various philanthropic events
- Active member on Recruitment, Social, and Marketing committees

SKILLS

Technical: Proficient in Microsoft Office Suite and Mac Platforms, Adobe Photoshop, Avid Pro Tools, Final Cut Pro, iNews, WordPress, basic HTML

Social Media: Facebook, Twitter, Instagram, LinkedIn, Tumblr

Languages: Conversational Spanish

Connie Quest
Connie.Quest@gmail.com
(555) 555-7057

3502 Watt Way
Los Angeles, CA 90007

1313 Mockingbird Lane
San Francisco, CA 94109

EDUCATION:

University of Southern California, Los Angeles, CA

May 2015

Annenberg School for Communication and Journalism

Bachelor of Arts in Communication

- Current Academic Focus: Foreign Policy, Global Marketing, and Advertising
- Student taskforce leader for the Levan Institute for Humanities and Ethics

Universidad de Granada, Granada, Spain

January 2014 – May 2014

- Studied at the Instituto de Lenguas Modernas (ILM)
- Academic Focus on European History and Foreign Policy

EXPERIENCE:

Avenue C I PopDart, San Francisco, CA

June 2014 – August 2014

Strategy and Planning Intern

- Uncovered and synthesized digital data with offline data to find consumer behaviors that inspire product and channel innovation
- Created audience briefs and consumer trend profiles for clients including Microsoft and Disney
- Worked closely with creative teams to develop innovative approaches to enhance social media
- Wrote client deliverable work that focused on social media integration strategy

Washington Policy & Analysis, Washington D.C., Prague, Czech Republic May 2013 – July 2013

Junior Policy Analyst

- Wrote extensive policy briefings and aided in establishing platforms for clients that included the Japanese Federation for Electric Power Companies and the International Atomic Energy Agency
- Worked with the Department of Energy to communicate the U.S. nuclear agenda to the IAEA
- Lead research focused on U.S./ India political platforms, analyzed the collected data, and reported findings directly to clients

Marketing Partners, San Francisco, CA

June 2012 – August 2012

Account Intern

- Produced public relations material, presentation booklets, and creative briefs
- Aided in successfully organizing and executing mobile marketing tour for Jamba Juice
- Developed new Apple Campus Rep 2.0 program and presented marketing plan to client
- Assisted in gathering data and planning marketing campaigns for Apple, EA Sports, and Nike

Tribal Core, Los Angeles, CA

January 2012 – May 2012

Account Intern

- Successfully implemented interactive advertising campaigns for Clorox and Visa
- Interfaced directly with, and assisted Clients' needs in both account and marketing departments
- Produced marketing and competitive reviews for executives
- Compiled statistical information, analyzed the collected data, and reported findings in media presentations

SKILLS:

Proficient in Microsoft Office (Word, Excel, PowerPoint), InDesign, WordPress, basic HTML

TOMMY TRAVELER

Campus Address: 3502 Watt Way Los Angeles, CA 90089
Permanent Address: 1313 Mockingbird Lane, West Covina, CA 91790
Phone: (555) 555-7949; email: tommytraveler@gmail.com

EDUCATION

University of Southern California

Annenberg School for Communication and Journalism
B.A. in Public Relations and Political Science

Los Angeles, CA
December 2016
Cumulative GPA: 4.0

Relevant Coursework:

Introduction to Fiction Writing, Newspaper Editing and Design, American Literature, Interviewing and Profile Writing, Writing Magazine Non-Fiction, Introduction to Online Media

WORK EXPERIENCE

The Neighborhood Center

January 2015 - Present

Writing coach

- Teach middle school students journalism and writing skills on a weekly basis

Tommy Magazine

January 2012 - December 2014

Administrative reporter, diversity reporter, copy editor, Assistant City Editor

- Reported on deadline once a week, copy edited stories for grammar and AP Style

U.S. Senator Barbara Boxer Washington, D.C. Office

May 2013 - July 2013

Legislative intern

- Drafted co-sponsorship memos and proposals for the senator, gathered statistics and information on education issues, replied to constituents' letters

AFFILIATIONS

Sigma Delta Tau

January 2012 - Present

Vice President of Scholarship, Alumnae Chair, Parents' Liaison

- Serve on sorority's executive board by providing academic resources and hosting events for sorority alumnae and parents

HONORS

Annenberg Scholar

August 2012-Present

- Selected to take part in an honors program that meets with prominent Annenberg faculty members and journalists

Second Place-USC's Undergraduate Writers' Conference

April 2013

- Second place among 150 entries in campus-wide competition for creative writing (short story)
Cowan Scholar Aug. 2007-Present
- Selected by USC Annenberg Dean Geoffrey Cowan for a scholarship

SKILLS

Trained in print, broadcast, and online reporting; copy editing, avid reader and researcher, knowledge of AP Style and basic HTML; experienced with Microsoft applications, Avid Newscutter, Dreamweaver, InDesign, Photoshop, Twitter; WordPress; fast typist (120 wpm)

Action Verbs (Action verb + object + result):

Management/Leadership skills: administered, analyzed, appointed, approved, assigned, attained, authorized, chaired, considered, consolidated, contracted, controlled, converted, coordinated, decided, delegated, developed, directed, eliminated, emphasized, enforced, enhanced, established, executed, generated, handled, headed, hired, hosted, improved, incorporated, increased, initiated, inspected, instituted, led, managed, merged, motivated, organized, originated, overhauled, oversaw, planned, presided, prioritized, produced, recommended reorganized, replaced, restored, reviewed, scheduled, secured, selected, streamlined, strengthened, supervised, terminated.

Communication/People Skills: addressed, advertised, arbitrated, arranged, articulated, authored, clarified, collaborated, communicated, composed, condensed, conferred, consulted, contacted, conveyed, convinced, corresponded, debated, defined, described, developed, directed, discussed, drafted, edited, elicited, enlisted, explained, expressed, formulated, furnished, incorporated, influenced, interacted, interpreted, interviewed, involved, joined, judged, lectured, listened, marketed, mediated, moderated, negotiated, observed, outlined, participated, persuaded, presented, promoted, proposed, publicized, reconciled, recruited, referred, reinforced, reported, resolved, responded, solicited, specified, spoke, suggested, summarized, synthesized, translated, wrote.

Research Skills: analyzed, clarified, collected, compared, conducted, critiqued, detected, determined, diagnosed, evaluated, examined, experimented, explored, extracted, formulated, gathered, identified, inspected, interpreted, interviewed, invented, investigated, located, measured, organized, researched, reviewed, searched, solved, summarized, surveyed, systematized, tested.

Technical Skills: adapted, applied, assembled, built, calculated, computed, conserved, constructed, converted, debugged, designed, determined, developed, engineered, fabricated, fortified, installed, maintained, operated, overhauled, printed, programmed, rectified, regulated, remodeled, repaired, replaced, restored, solved, specialized, standardized, studied, upgraded, utilized.

Teaching Skills: adapted, advised, clarified, coached, communicated, conducted, coordinated, critiqued, developed, enabled, encouraged, evaluated, explained, facilitated, focused, guided, individualized, informed, instilled, instructed, motivated, persuaded, set goals, simulated, stimulated, taught, tested, trained, transmitted, tutored.

Financial/Data Skills: administered, adjusted, allocated, analyzed, appraised, assessed, audited, balanced, budgeted, calculated, computed, conserved, corrected, determined, developed, estimated, forecasted, managed, marketed, measured, planned, prepared, programmed, projected, reconciled, reduced, researched, retrieved.

Creative Skills: acted, adapted, began, combined, composed, conceptualized, condensed, created, customized, designed, developed, directed, displayed, drew, entertained, established, fashioned, formulated, founded, illustrated, initiated, instituted, integrated, introduced, invented, modeled, modified, originated, performed, photographed, planned, revised, revitalized, shaped, solved.

Helping Skills: adapted, advocated, aided, answered, arranged, assessed, assisted, cared for, clarified, coached, collaborated, contributed, cooperated, counseled, demonstrated, diagnosed, educated, encouraged, ensured, expedited, facilitated, familiarized, furthered, guided, helped, insured, intervened, motivated, prevented, provided, referred, rehabilitated, represented, resolved, simplified, supplied supported, volunteered

Organization/Detail Skills: approved, arranged, catalogued, categorized, charted, classified, coded, collected, compiled, corrected, corresponded, distributed, executed, filed, generated, implemented, incorporated, inspected, logged, maintained, monitored, obtained, operated, ordered, organized, prepared, processed, provided, purchased, recorded, registered, reserved, responded, reviewed, routed, scheduled, screened, set up, submitted, supplied, standardized, systematized, updated, validated, verified.

More Verbs for Accomplishments: achieved, completed, expanded, exceeded, improved, pioneered, reduced (losses), resolved (issues), restored, spearheaded, succeeded, surpassed, transformed, won.

Cover Letters

General Guidelines:

- Never send a resume without a cover letter even if one is not requested.
- Always include your name, address and contact information. Use the same heading as your resume so your documents match.
- Tailor your letter to the job description using specific examples to address the qualifications required or desired by the employer.
- Keep your letter to one page.
- Whenever possible try to get the contact name of the person who will be reviewing the resumes. If this is not possible you may address it to the Hiring Coordinator.
- Double check letter for spelling and errors – especially the spelling of the contact person's name and the company information.
- Sell yourself! Your cover letter should explain what value you would bring to the company and be persuasive.

Traditional Cover Letter Outline:

First Paragraph – Introduction:

- Answer the question: "Why are you writing to this person?"
- Specify the position you are applying for and indicate the source (did you hear about it from a friend, through Annenberg Career Link, etc.).
- Introduce yourself including the degree you are pursuing or obtained.
- Include a brief introduction sentence or two about your interests, qualifications, etc.

Second and Third Paragraphs – Sell Yourself:

- Answer the question: "Why should they hire you for this position?"
- Closely review the job description and describe in detail 2 or 3 points from your resume that are most related.
- Use facts and descriptions of your accomplishments/duties to support your candidacy.
- Tie in specific skills/interests that relate to the position.

Fourth Paragraph – Closing:

- Reiterate why you are the best candidate for the position and make your final pitch to the employer.
- Demonstrate a passion for the industry and knowledge of the company.
- Thank the reader for their consideration of your application.
- Include statements such as "I look forward to discussing my qualifications in person."
- When appropriate indicate that you will follow up and do so.

Quick Tip: Before writing your cover letter, print out the job description and highlight the qualifications for the position. Next to each qualification, write down an example of where/when you've had that experience. This should serve as an outline of potential examples to include in your cover letter.

Sample Cover Letter Format:

(Insert resume heading including name and contact information.)

Today's Date

Mr./Ms. First and Last Name of Employer
Title of Employer Company/Organization
Street Address
City, State ZIP

Dear Mr./Ms. Last Name of Employer:

Your opening paragraph should state why you are writing. Name the position for which you are applying and the source of the listing. Give information to show your specific interest in his/her company - it is imperative that you "personalize" your letter to each organization. Name any direct referral person(s) in this paragraph.

Your middle paragraph(s) should highlight your qualifications. Refer the reader to your resume in terms of your general qualifications. Give details of your background that will show the reader why she/he should consider you as a candidate. If you have relevant experience or related education, be sure to point it out, but do not reiterate your entire resume. Remember that many employers utilize the cover letter to judge your writing and communication skills.

You could add an additional paragraph to go into more experiences that will highlight your qualifications. Be sure to emphasize your skills, qualifications, abilities and personal traits that relate to the job for which you are applying. Be confident in this letter but not arrogant.

In this last paragraph, you want to ask for action by stating how you will take the next step. You can state that you will contact the employer within a specific time to follow up with this letter or to set up a possible meeting at his/her convenience.

Sincerely,

(Sign your name - black or blue ink)
Type your name

Quick Tip: Save a jpeg of your signature that you can insert into each cover letter.

Bret Orfman

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May 1, 2015

Lucille Craft
Account Director
Joyhut Advertising
1Madison Avenue
NY, NY 10005

Dear Ms. Craft

I would like to express my interest in Joyhut Advertising and the available Account Executive position described on your agency's web site.

After four years at the University of Southern California, where I majored in Print and Digital Journalism and wrote for the school paper, I leapt into the competitive world of advertising at Olf and Oleman Worldwide in San Francisco. For the past year I have served a valuable apprenticeship in the advertising industry, working as an assistant account executive on the Harbinger Sporting Goods account.

During my time on the Harbinger account, the company's advertising spending has increased by two million dollars, and I have progressed from having very little client contact to interfacing with the client-side on a regular basis.

Since my introduction to the world of advertising, it has been my goal to work on Madison Avenue. I would very much like to discuss the open position. Thank you for your time spent reading this letter and the enclosed resume. I look forward to hearing from you soon.

Sincerely,

Bret Orfman