

## **Illinois workNet Power Employment Workshop on Résumés and Cover Letters – text only**

Résumés and Cover Letters Building Your Brand:  
Your Presentation Package-How to market yourself in writing

**At the end of this presentation, you will be able to:**

- Identify your skills and accomplishments
- Write your résumé
- Compose effective written communication
- Create and use handbills and business cards

**Your Marketing Campaign - The Product is YOU, your skills, past experiences and accomplishments.**

The Consumer is the EMPLOYER.

How will you “Package” the Product?

- Cover letters
- Résumés
- Handbill
- Business Card

**What You Need To Do First**

- Identify your job skills
- Prepare a list of your work related accomplishments
- Prepare your résumé and cover letters to match job description requirements from an employer

**Identify Your Skills**

Read your old job descriptions  
Read your old performance reviews  
Read your old résumés  
Talk to former bosses, co-workers, etc.

Visit [www.illinoisworknet.com](http://www.illinoisworknet.com)  
Visit [www.illinois.skillsmatch.com](http://www.illinois.skillsmatch.com)  
Visit [www.ilworkinfo.com](http://www.ilworkinfo.com)  
Visit O\*NET at [www.onetcenter.org](http://www.onetcenter.org)

## Examples of Skills

Hard Skills vs. Soft Skills

## P A R S = Your Accomplishments

- P = PROBLEM (Challenge)
- A = Your ACTIONS
- R = RESULTS of your action
- S = SKILLS used to achieve results

## Accomplishment Statements

- Showcase relevant achievements; not job duties
- Use action verbs and keywords to demonstrate achievements
- Show measurable results for actions that solved problems or addressed a need
- Use specific numbers or percentages

## Examples of Accomplishments

- Manages VOIP research & implementation project yielding 40% monthly savings in corporate telephony costs
- Developed state of the art E-mail and server platform conversion from Novell to Microsoft environment
- Planned annual corporate fundraiser yielding 250K in net profit and 10% increase in membership
- Improved customer service process resulting in 25% increase in customer satisfaction and retention

## What is a Résumé?

- Your résumé is the marketing tool you use to get the attention of an employer.
- It is the tool you use to get an interview by highlighting the skills, experiences and accomplishments that will bring value to an employer.
- The goal of your résumé is to get you an interview where you can “sell” your skills to an employer.

## Parts of a Résumé

Heading  
Summary Statement  
Skills Profile  
Work Experience  
Education  
Credentials and Awards

## Heading of Résumé

Name  
Street Address (optional)  
City, State ZIPcode  
Home Phone # Cell Phone #  
E-mail Address  
LinkedIn address (optional)

## Example of Heading

John “Jack” Johnson, Jr.  
723 W Algonquin Road  
Arlington Heights, IL 60005  
Home: 847- 555-1234  
Cell: 847- 555-6789  
jjohnson@worknetncc.com  
<http://www.linkedin.com/in/jackjohnsonjr>

## Example of Summary Statement

Seasoned IT Professional with diverse experience in designing, building, testing, and implementing applications in PC and mainframe environments. Cooperative team player, conscientious problem solver. Strong business, analytical and communication skills.

## Example of Skills Profile

- Proficient in Microsoft Office 2007
- Expert in SAP application software
- Experienced in developing and presenting training programs
- Seasoned forklift operator with spotless safety record
- Bilingual - fluent in English and Polish
- CDL license – Class A

## Work Experience

(Last Job First)  
Job Title: Company Name, City, Dates

Example:  
Project Manager, Illinois workNet Center, Arlington Heights, IL June 2004 –  
June 2009  
Job Title

## **Be Accurate**

- Write a brief description if the responsibilities of the job title are not obvious.
- For several positions at the same company, use title of last job and list others on the next line.

## **Examples of Job Activities**

- Managed the strategic direction and daily leadership of a 20-person technical department
- Provided administrative support for three managers
- Coordinated internal communication process between departments in multiple locations
- Planned budgets for marketing department

## **Education and Credentials**

List highest education level - List degree, but no dates

University of Illinois, Chicago, IL  
Bachelor Degree – Marketing  
or  
Harper College, Palatine, IL  
Continuing Education

Credentials – list all certificates, licenses and awards

## **When is your résumé finished?**

Does your résumé answer the needs of the employer as reflected in the job posting?

If YES, you're finished!

If NO, rewrite it until you can say YES.

## **Formatting the Résumé**

- 1-2 Pages
- 1" Margins minimum all around
- Font: Arial, Times or Courier
- Font size 11 or 12, Name in 14 or 18
- Name and contact information – centered
- No funny e-mail address

## **File Versions of Your Résumé**

Printed formatted version to hand out – lines and bullets are OK  
Plain text version for online submission

On WORD menu, File and Save As.....

- Plain text (.txt)
- Word Document WORD 97-2003 (.doc)
- Word Document WORD 2007 (.docx)

## **Cover Letters Keep it simple – 3 paragraphs**

- Address the cover letter to a person – not a general address. If necessary, use “To the Hiring Manager,”.
- List the title of the job your are applying for and how you learned about the job.
- State several of your skills that match the job description.
- Focus on the needs of the employer
- Ask for an interview. Follow up with a phone call to HR or the hiring manager.

## **Examples of Résumés and Letters**

There are many useful sources for samples of résumés such as books and websites. Use these resources as examples, but it is important to personalize your résumé and highlight your fit for a job posted by an employer.

Visit [www.illinoisworknet.com](http://www.illinoisworknet.com) and explore the TOOLS tab and the JOBS tab for examples of résumés, letters and worksheets to help you in your job search.

## **Handbills are used in informal networking situations in place of a formal résumé**

- Can be printed on both sides of the paper
- Includes your contact information
- Highlights your skills, accomplishments and a brief work history
- Defines your desired work environment (size of company, industry, location, travel)
- Identifies your target job title, companies and contacts

## **Business cards contain your contact information with a “Branding Statement” or Job Title and Industry**

Sources of inexpensive business cards:  
Plum Grove Printers [www.plumgroveprinters.com](http://www.plumgroveprinters.com)  
Vista Print [www.vistaprint.com](http://www.vistaprint.com)

**Final Advice Proofread! Proofread! Use a Second Set of Eyes!**

Your résumé, cover letters and other written communication must be clear, with correct grammar and spelling, visually appealing, accurate and “typo” free.

**Conclusion**

Illinois workNet and its dedicated team of volunteers hope that these workshop presentations have been helpful to you and will bring you the rewarding outcome you desire.

In addition to offering employment workshops at the Illinois workNet Center in Arlington Heights, our team also offers them at many local libraries and community centers throughout the month.

Please forward your comments and suggestions to [mfaheem@worknetncc.com](mailto:mfaheem@worknetncc.com)

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