



Cover Letter & Resume Writing Tips

PRESENTED BY:

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Who Am I?

- Internship & Job Placement Coordinator
- What is ESS
- Resumes and cover letters
- Career Advisor = Tips for Career Success

Job Description

Job title	
Reports to	

Job purpose

Provide a brief description of the job and what the job is to achieve. The job purpose should be stated in a single sentence.

Duties and responsibilities

List the primary types of activities performed on a regular basis.





We will Cover

Research

What Defines You

Cover Letter Writing

Resumé Writing

Before you apply

Research

The Company



Most important part of the application process

**Also, the
most time-
consuming
part of your
application
process**



Start With ...

Who is the CEO?

Who are the managers and what their roles are?

Is the company featured in articles?

Is the company running ads?

Do they have promotions?

Become familiar with the industry as a whole

Know who their competitors are



Learn About ...

The company's business model

The company's product or service. Have you used it?

The company culture

The company's relationship to its customers

Will you have autonomy on how you get things done?

When was the company founded?

Who were the founders?

What was their vision?

Company growth

**Also
Learn
About ...**

Company's Major Achievements



Challenges



Know the Following ...

Your intended target

The company's pressing issues & needs

Bring a fresh perspective

Don't be judgmental!



DREAM
JOB ♥




What Defines

YOU



A perspective view of a paved road stretching towards a bright sun at the horizon, creating a lens flare effect. A large white arrow is painted on the road, pointing directly at the sun. The word "VISION" is written in large, bold, white, sans-serif capital letters across the lower portion of the road. The road is flanked by trees and greenery on both sides.

VISION

The image features two black puzzle pieces held by hands against a light blue background. The piece on the left is held by two hands and has the word 'VALUES' written vertically in white capital letters. The piece on the right is held by two hands and has the word 'GOALS' written horizontally in white capital letters. The puzzle pieces are interlocking shapes, and the hands are positioned as if they are about to connect them.

V
A
L
U
E
S

G
O
A
L
S

GOALS

- Have a clear final destination
- Take you from Point A to Point B
- Happen in the future
- Objectively measured through behavior
- Great for depression, ADHD, social anxiety, self doubt, overwhelm, low motivation

@realtherapyco

VALUES

- Provide guidance for the journey
- Take you on the scenic route
- Happen now (ongoing)
- Subjectively aligned with behavior
- Great for anxiety, identity confusion, life transitions, relationship struggles, uncertainty, feelings of being lost, stuck, or trapped

WHAT'S YOUR *Purpose*



**WHAT
ARE YOU
PASSIONATE
ABOUT**





WHY YOU DO WHAT YOU DO

TONY ROBBINS

Job Application

Complete your application!

- PERSONAL INFORMATION
- JOB INFORMATION
- ADDITIONAL QUESTIONS
- SUMMARY

First Name *

Birth Month

Birth Day

Address

Email *

Phone *

Last Name *

Birth Year

City

Gender



Mr John Doe
The Company
Anothertown
Anothercity
12345

10 High Street
Anytown
Anycity
24680

January 5th

Dear Mr Doe

I am a junior majoring in Computer Science at University. I recently met with Bill Jones, a Control Designer in your organisation. He recommended that I bring this resume to your attention. I would appreciate if you accepted this letter and the aforementioned resume as an application for an intern position on your design team.

Over the past few semesters, I have taken several classes that have broadened my background in digital design. These courses familiarized me with the techniques used to abstract and organize complex computational devices and behaviourally simulate their models. In addition, I gained experience in low-level circuit simulation techniques.

Cover Letter

Accompanies a resume

An introduction

Expresses an interest

Draws attention to the resume



Header

Full Name, address, city of residence

Phone Number, email address (if not in the closing paragraph)

Date

Name of the hiring manager / their professional title

Name of the company you're applying to


Address of the company





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Greet the
Hiring
Manager

A photograph of a person's hands typing on a laptop keyboard. The person is wearing a striped shirt and a watch. The laptop is on a desk, and there is a pen holder with pens to the right. The image has a soft, warm glow.

**Dear Mr. John Doe,
Hello Dr. Doe,
Dear Jane,
Dear Ms. Smith,**



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Who is the Hiring Manager?

Job Posting

Company website

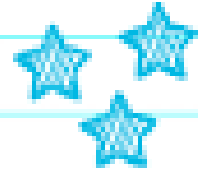
Contact the company
directly

Professional social
media

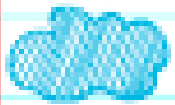


Vague Salutations

Dear Hiring Manager,



How Should I Address
This Cover Letter?



Dear [Department] hiring manager,

Dear hiring manager,

Hello [Department] team,

Dear [Company] hiring team,

Hello customer service hiring manager,

Dear Customer service hiring team,

Opening Paragraph

First
Impression

Attention
Grabber

Top Skills

Relevant
to Position





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Second Paragraph

Why you are the
perfect person for the
job

Why you are a good
fit for the company





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Third Paragraph

Good Fit

Company Culture

Passionate



Wrap Up

01

Include Points
you didn't
Include in
Previous
Paragraphs

02

Thank the
Hiring
Manager

03


Call for
Action





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Formal Closing

A photograph of a brown, textured envelope. The envelope is open, showing a white paper insert with a metal paperclip on the left side. A silver metal fastener is attached to the center of the envelope flap. The text is printed in a black, italicized serif font on the front of the envelope.

*Best Regards,
Kind Regards,
Sincerely,
Thank you,*

Cover Letter Format

Header

Greeting

Opening
Paragraph

Second
Paragraph

Third Paragraph

Formal Closing

Lobo Louie
601 Central Avenue
Albuquerque, NM 87131

August 20, 2020

Mr. James F. Hire, Human Resources Manager
ABC, Inc.
1601 Sunset Boulevard
San Diego, CA 92121

Dear Mr. Hire,

Your civil engineer trainee position (123489) is an exciting opportunity for me to apply my expertise. ABC Company's stellar reputation for providing quality service and project support to your clients is well-known, and I am motivated to join your team.

Highlights of my credentials:

- BS in civil engineering and Engineer in Training (EIT) certification from NCEES.
- Two years of experience as a civil engineer trainee and intern for local engineering firms.
- Hands-on experience providing project design and site civil engineering leadership for water, wastewater, roadway and other municipal infrastructure projects throughout New Mexico.
- Worked with lead civil engineers on the delivery of on-schedule, on-budget and high-quality completion of infrastructure projects with varying degrees of complexity and budgets ranging from \$500K to \$6.8M.
- Proficient in preparing drawings and technical specs using AutoCAD Civil 3D and MicroStation.

In addition, I have worked closely with licensed PEs on maintaining compliance with regulatory requirements. I have provided creative, cost-effective design solutions to issues including erosion, corrosive groundwater, insufficient water inflow/drainage, soil instability, steep-slope grading and other engineering challenges.

If my credentials and strong understanding of municipal water and wastewater infrastructure systems are well matched to your needs, please contact me at (555) 555-5555 or email lm@somedomain.com to schedule an interview at your earliest convenience. Thank you very much.

Sincerely,
Lobo Louie, EIT
Enclosure: Résumé

Before you Send

Put it aside for a
day

Read it out loud

Read it backwards
and then forwards

Ask a friend to
proofread it



Proofread!

Points That Will Lead to Your Cover Letter Being Rejected

Lack of
research

Overly
casual
greetings

Bragging

Repeat
your entire
resume

What NOT to Include

Personal information

Salary expectations

Negative comments

Lies or exaggerations

Empty claims



Resumés

Tailored

Skills &
Experiences

Career
Aspirations





EDUCATION



PROFESSIONAL
BACKGROUND



SKILLS



ACCOMPLISHMENTS



SECURE EMPLOYMENT

Tips for a Resumé

1

- Summary of your experiences

2

- The content should be organized

3

- Tool to showcase yourself

4

- One page long

5

- Customize it!



Avoid Using Templates

Reflection of YOU

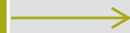
Templates = a worn-out line you've heard before



Show Evidence!

Tell Your Story Through...

Numbers



Testimonials



LinkedIn



Also, Through ...



Recommendations



Endorsements

Chronological Resumé

Most common,
reverse
chronological
order

Helps
employers to
quickly learn
about your skills



Certifications



Job search



In-progress or will earn



List certifications
separately

Aligning Your Resume to a Job Posting



1 post = 100+ applicants



Best fit



Mirrors desired skills

Skills to Include

Go over the job posting



Highlight key word



Multiple mention



Resume matches job posting



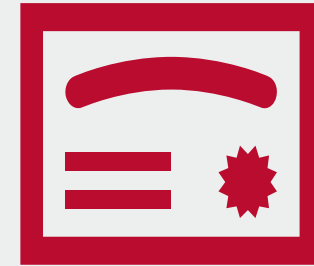


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College Student Resumés



Educational
achievements



Include what
degree you earned
or plan to earn



List skills you
acquired

Do Include

Education

Paid work

Volunteer work

Relevant Course work

Presentations

Professional Affiliations

Projects

Research

Languages

Skills

Awards

Certification

Educational Travel

Decorations	Photos (US Standards)	Personal Information	Use of the first person (I, my)	Salary requirements
Contractions & abbreviations	Negative mention of previous employees	Reasons for leaving past positions	Irrelevant Information	Lies

Don't Include



Key Skills & Proficiencies

Analysis and testing

Budget-conscious

Communication skills

Deadline oriented

Design

Management

Organized

Software programs (provide a relevant list specific to the job)

Action Verbs

Analyzed

Collaborated

Coordinated

Designed

Developed

Diagnosed

Enhanced

Examined

Executed

Implemented

Maintain

Planned

Resolved

Responded

Supervised

Tested



Employers Look For



AMBITION



EXCITEMENT



WORK
ETHICS



RELIABILITY



GOOD ATTITUDE



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Conclusion

Help with:

- resumé
- cover letters
- career advisement

Please reach out to me,

Nada Abdelhack at

esscareers@unm.edu

Questions?

Give
feedback.

Win a gift
certificate!



goto.unm.edu/ess-feedback



Don't forget to follow up on social media.

