

Resumé & Cover Letter Development

FSW Employment Preparation Series

Career Development Centre 2013

Learning Objectives

- Understand the purpose of a resumé and cover letter
- **Discover** what makes an effective resumé
- Learn how to use a job description to target your resumé
- Identify resources for assistance with résumé and application development

In your own words, What is a resumé?



The Resumé is a Marketing Tool

- Supports other job search communication efforts (e.g. cover letter, portfolio, networking and references)
- Enables reader to screen applicants out prior to an interview

An effective resumé will not get you a job but it may get you an <u>interview</u>

• **Presents** a snapshot of your relevant qualifications, like an ad...



Compare these Advertisements





Your Resumé is an Advertisement

Alice Clark

Sample # 1 -Before

School Address: 222 Oakbluff Lane Waterloo Ontario NIN INI Permanent Address email: AliceC@gmail.com 333 Oak Avenue Cell 591.555.5555 Hamburg, MIM 1MI

Education

Wilfred Laurier University

2007 - Present, Honours B.A Political Science and Communications (GPA 9.3) Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law

1 and II (PO342/343), Introduction to Marketing (PO229)

2006 - O.S.S.D Hamburg High School

Helped organize Fashion for Hunger Spring Event Top athlete grade 11 and 12 Varsity Athletics

Work Experience

Present, Clerk, The Gap

- Worked with customers in a friendly way
- Handled money, operated the cash register and sold merchandise
- Prepared and cleaned the store
- Covered for other staff or managers when they were ill or away

2008-9, Summer Playground Assistant, Recreation Department, City of Kitchener

I took care of children ages 6-16 taught them arts, crafts and sports I helped with personal needs and emotions

2007, Clerk (part-time), Summer Treats Ice Cream Parlor Sold ice cream to the public and made sure store was clean

Worked as a Children's Swimming Instructor for different families in the town since I was 15 Obtained Bronze Cross and National Lifeguard service and Standard first aid training

Extra-Curricular Activities

Swim team member and internural sports participant Involved in the Communications Club and the Students for Responsible Government Club Winner of the S.D. Community Award last year Community Development Centre Volunteer Iplayed soccer all through high school

Skills

- Experience in Customer service
- □ Excellent computer skills and using the internet
- □ Friendly, hard working, dependable and creative
- □ Excellent communications skills
- \square Work well in a team or individually; enjoy working with culturally diverts people

Interests include Sports, Movies and Traveling

TERESA ANN MERRITT BA, MSW (Candidate)

48 Cravenwood Crescent • Waterloo, ON M3R 5T4 • (519) 543-0000 • tmerrit@hotmail.com

OBJECTIVE

To obtain a counselling position within a community-based setting with a focus on crisis intervention, client assessment and group and individual counselling.

PROFESSIONAL SUMMARY

- Four years of combined professional, volunteer and practicum experience gained counselling individuals, families, couples and leading groups
- Consulted effectively as part of a multi-disciplinary team to develop and implement well-considered client action plans
- Solid ability to research and generate effective presentations and materials for use with individuals or to enhance the development and facilitation of group sessions
- Skilled in identifying relevant community agencies and services and ensuring appropriate referrals which will meet the needs of individual clients

Counselling and Group Facilitation Experience

- Counselled individuals and families using a variety of therapeutic modalities
- In-depth understanding of individual client assessments and the group process; utilized a range of therapies tailored to meet the needs of individual clients and groups
- Maintained well-documented client notes including observations and recommendations
- Developed, implemented and co-led a range of programs and groups including stress
 management group for hospital patients, self-esteem groups and assertiveness training

EDUCATION

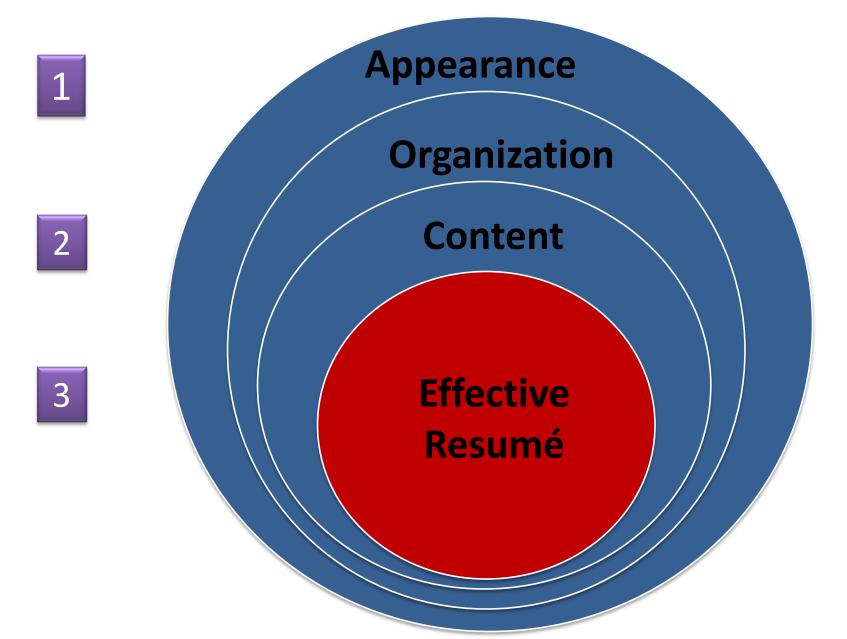
Master of Social Work, Wilfrid Laurier University, Waterloo, Ontario Specialization: Individuals, Families and Groups Award: Graduate Scholarship (\$1,000)	2008 - 2010
Honours Bachelor of Arts (Psychology), University of Guelph, Guelph, Ontario	2004
RELATED EXPERIENCE	
Social Work Intern (field placement) Family Counselling Services, Waterloo, Ontario	Fall 2009

- Developed and led programs on several topics including depression, anxiety and family relationship building with a focus on parents and teens
- · Participated in individual counselling sessions with families and teens
- Provide initial screening, intake and referral support to the team

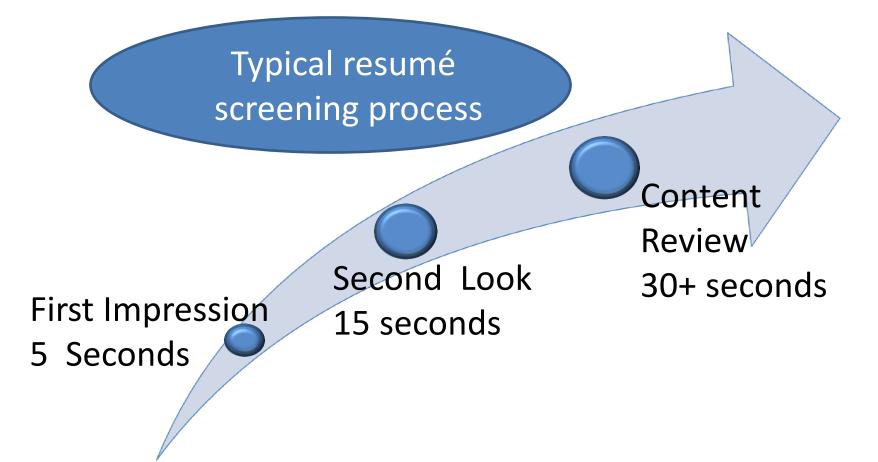
Primary Goal of your Resumé

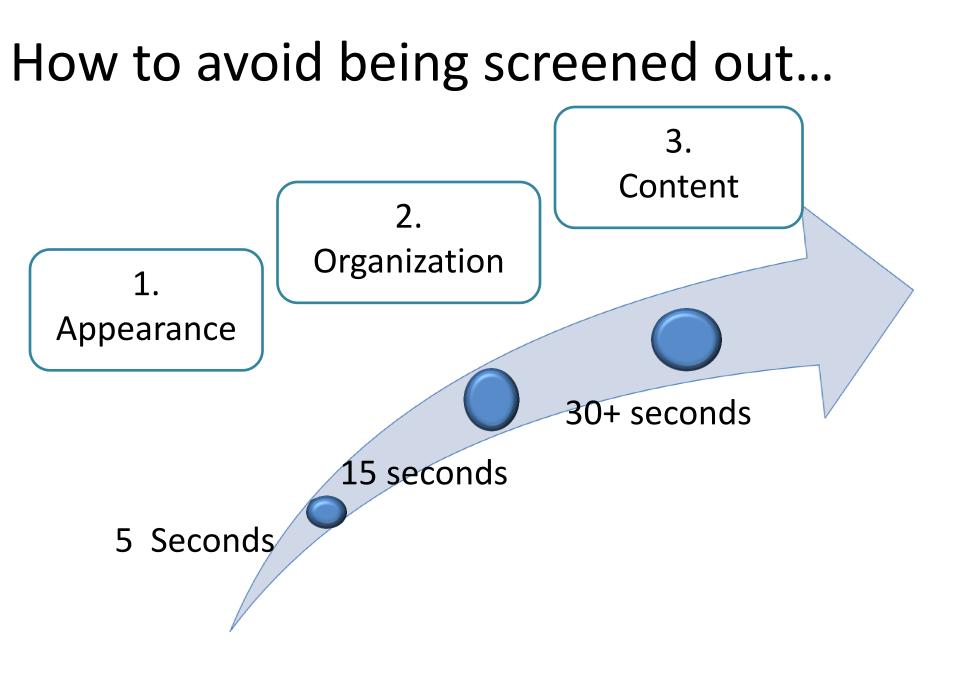


3 Components of an Effective Resumé



How long does your resumé have to make an impression?





The "best" resumé?

A **targeted** resumé is the most effective resumé.

TIP: Use information obtained from the job posting and your research to target the content of your resumé







Appearance

Compare for Appearance

Alice Clark

School Address: 222 Oakbluff Lane Waterloo Ontario NIN INI Perma email: AliceC@gmail.com 333 (Cell 591.555 555 Hamburg

Permanent Address 333 Oak Avenue Hamburg, MIM 1M1

Sample #1 -

Before

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Interests include Sports, Movies and Traveling

Alice C. Clark

222 Qakbluff,Lane, Waterloo, Ontario, N1N1N1 Cell: 591.555.5555 AliceC@gmail.com or http://www.linkedin.com/in/AliceClark

SKILLS

Strong computer skills and i Excellent verbal and written Friendly, hard working, dependent	communications skills	
EDUCATION		
Wilfrid Laurier University Double Major: (GPA 9.3) Recent courses include: Fo	ice and Communication Studies , oreign Policy Analysis (PO334), Trade P (PO342/343), Introduction to Marketing	
Laurier Swim Team memb	er, 2008, 2009 – Competed at CIS	
	I Diploma shion for Hunger Spring Event and 12 Varsity Athletics	2008
 Provided customers v Responsible for hand Sold merchandise to displayed 	entre, Kitchener, Ontario vith excellent service ling money and tracking inventories the public. Made certain merchandise w g and closing the store	2008 - Present ras properly
 Supervised groups of Activities leader for a 	stant, ent, City of Kitchener, Ontario f children ages 6-16 at a summer playor ctivities such as arts and crafts, nature e ety, singing and dancing	
 Worked with other pla experience for camp 	ayground assistants to ensure a safe and	5/95

Basic Update

Appearance Checklist

- Attractive/Appealing?
- Suited to the agency/company style?
- Clear contact information?
- Easy to read (font size, not crowded)?
- Headings easy to locate?
- Sections stand out?
- Consistent in appearance?
- Professional/Modern ?
- Error free?

Like great ads, less is usually more on a resumé.



ALICE C. CLARK

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"I a, br w to wi

> comment, as reported by Supervising

> > Account Manager

222 Oakbluff Lane · Waterloo, ON N1N 1N1

alicec@gmail.com

591.555.5555

OBJECTIVE

"A great asset to our branch!" A solution-focused, analytical and resourceful assistant officer, seeking to continue my post-graduation professional development as an account manager utilizing the knowledge gained from Honours Financial Mathematics studies as well as professionally applied client relationship and sales management skills.

PROFILE SUMMARY

key contributor to branch sales growth." Proven mmitment to our core values"	 Proven analytical and problem resolution capabilities as reported by Jane Doe, Manager of Client Care, Canada National Bank Solid relationship building and management skills as reported by managers, team members and clients Excellent time management skills displayed while successfully balancing professional, academic and co-curricular commitments. Proficient with Microsoft Office for creation and delivery of effective presentations, preparation of spreadsheets and business reports Reputation for extraordinary determination; recipient of the "Demonstrating Exceptional Salesmanship" Award 	
	Client Assistant Officer, Canada National Bank 2004-present	
n antina lintanan	Customer Services Representative I & II	
n active listener	 Meet or exceed sales targets on a consistent basis 	
nd his ability to sess and resolve	 Build and maintain client loyalty by learning clients names and recommending appropriate financial solutions 	5
oblems/concerns	 Obtained a perfect score in 10 performance categories including relationship with others, 	
as earned him	meeting deadlines and teamwork during most recent review	
dmiration from	Committee Member, Wilfrid Laurier University Finance Club 2004-2006	0
r clients on how	 Researched and presented a market overview on various stocks 	
nuick he was to	 Co-managed a portfolio of 10-15 stocks, which out performed the TSX for over a year 	
"get it right!"		
0	Construction Coordinator/Framer, Woodstock Renovators 2000-2003 Directed the efforts of a team of 2-4 construction workers of stairs, walls and cottage	ł.
- Jane Doe,	 Directed the efforts of a team of 2-4 construction workers of starts, wans and cottage roofs 	
Branch Manager	 Maintained a safe job site through clear and on going communication with site team 	
	 Designed cathedral front walls, including calculating the angles required 	
ve dealt with quite	EDUCATION & PROFESSIONAL DEVELOPMENT	
few people at this		
anch and (Steve)	Honors Bachelor of Arts, Financial Mathematics with Co-op Option August 2007	1
as the first person	Wilfrid Laurier University, Waterloo Ontario	
actually come up	Minor in Economics Career Development Certificate	,
th a solution to the	Canadian Securities Course - Completed 2007	33
problem"	INTERESTS	
Re cloimed client		

Enjoy reading the Business section, chess, squash and weight lifting.

REFERENCES AVAILABLE UPON REQUEST

Explore layouts! See what most suits you & your target agency

Steven B. Harris BA PMP MSW (Candidate 2010)

10 Parkway Drive: Waterloo ON · NIF 2G3 Canada · 519.555.0000

www.stevenharris.ca

SAMPLE: SOCIAL WORK RESUME

CAREER TARGET: Experienced, results-focused, conscientious **project manager** with a blended community service and business background, seeking to contribute to program development and service excellence within a not-for-profit agency.

HIGHLIGHTS OF QUALIFICATIONS

"Without question, Steven is the most engaging and enthusiastic project manager that we have retained. He transformed community rivals into partners by utilizing his natural tact and diplomacy, strategic mindset and focusing relentlessly on results." - B. Kline, CEO Regional Medical Care Facility

> Tact, tenacity and empathy – Steven

brought it all and

made an outstanding

contribution to our

agency's future.

Executive Director,

Local Health Integration

ENGAGE INSPIRE

-R. Sternum,

Network

- More than 10 years of successful program development, project management and consulting experience gained within dynamic corporate and community settings.
- Advanced training and certification in project management and conflict resolution.
- Demonstrated commitment to community development as evident through long-term community involvements
- Stellar reputation for establishing collaborative, high-performing multidisciplinary work teams
- Sought-after keynote speaker, noted for "dynamic and riveting" deliveries to groups ranging from 20 1200+
- Entrusted with budgetary and administrative oversight responsibilities for the majority of projects managed
- Recent training in Group Facilitation and attendance at <u>2010 Community Conversations</u> Toronto Conference
- Key areas of expertise include -Project management | Team Leadership & Development | Consensus Building | Evidence-based Consulting

RELEVANT EXPERIENCE

PROGRAM DEVELOPER (MSW Internship)

e, Regional Medical Care Facility

- Co-led a project team charged with identifying a program that eliminated or reduced disruptive behavior in agency residents (Regional Medical Care Facility).
- Conceptualized and conducted a needs assessment survey with input from key stakeholder groups
- Analyzed survey results to determine and isolate key factors contributing to resident behaviours
- Collaborated with managers and staff to review findings and identify recommendations for addressing key
 issues and assessing success measures
- Recommended a low-cost, high-impact solution for addressing identified scheduling challenges impacting resident behaviour
- KEY ACHIEVEMENT: Observed a 20% reduction in disruptive behaviours within a 4 week testing period.

COMMUNITY ENGAGEMENT CONSULTANT (MSW Internship)

Local Health Integration Network

- Conducted secondary research to understand the community engagement mandate and challenges faced by the newly
 formed agency
- Interviewed executive leaders and Board members internally as well as community leaders externally to gain insight into the perception, progress and obstacles faced by the agency within the community
- Conceptualized and implemented a series of 14 Town Hall meetings to build public awareness and introduce agency leaders to community members
- Facilitated group dialogues within the Town Hall meetings to gather recommendations for future forums and preferred
 modes of ongoing communication from community members
- KEY ACHIEVEMENT: Agency received high-profile regional newspaper and television coverage, commending leadership for outstanding efforts in building dialogue with community members.

n a not-for-profit agency. To obtain a counselling position within a community-based setting with a focus on crisis intervention, client assessment and group and individual counselling.

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PROFESSIONAL SUMMARY

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- Consulted effectively as part of a multi-disciplinary team to develop and implement well-considered client action plans
- Solid ability to research and generate effective presentations and materials for use with individuals or to
 enhance the development and facilitation of group sessions
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Counselling and Group Facilitation Experience

TERESA ANN MERRITT BA, MSW (Candidate)

- Counselled individuals and families using a variety of therapeutic modalities
- In-depth understanding of individual client assessments and the group process; utilized a range of therapies tailored to meet the needs of individual clients and groups
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- Developed, implemented and co-led a range of programs and groups including stress management group for hospital patients, self-esteem groups and assertiveness training

EDUCATION

Winter 2010

	Master of Social Work, Wilfrid Laurier University, Waterloo, Ontario	2008 - 2010
Fall 2009	Specialization: Individuals, Families and Groups Award: Graduate Scholarship (\$1,000)	
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	Social Work Intern (field placement) Family Counselling Services, Waterloo, Ontario	Fall 2009
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	 Participated in individual counselling sessions with families and teens Provide initial screening, intake and referral support to the team 	

~ In every community there is work to be done. In every nation, there are wounds to heal. In every heart there is the power to do it. ~- Marianne Williamson

TRANSFORM

ork



Organization

Organization

- The impact of Structure, Order and Layout on the effectiveness of your resumé cannot be overstated!
- The common sections of a resumé include
 - Education
 - Experience
 - Achievements and/or Awards
 - Volunteer Activities and Interests





Keys to Great Structure

- Relevant information is included
- Irrelevant information is excluded
- Easy-to-find categories of information
- Emphasis is placed strategically (e.g. Volunteer Experience vs. Community Involvement)

TIP: Have an actual **job target** in mind as you create a new targeted resumé.





What about Personal Details?

- Date of birth
- Gender
- Marital/Family Status
- Country of Origin and/or Citizenship
- Social Insurance Number
- Disability information
- Ethnic background
- Religious or Political affiliations
- Personal photo

This varies by country & agency so inquire to be sure!

Police and Vulnerable Person Checks are often required for Social Work related positions.





Content

What you say and how you say it impact the message you are sending the potential employer

- Use your **Objective** to focus the resumé
- Use your **Profile** to provide a summary of your relevant skills and qualifications
- All other sections support how and where you obtained your skills and qualifications

Consider creating a word cloud with wordle.net to confirm "key words"

	ALICE C.	GLARK alicec@gmail.com
	222 Oakbluff Lane · W	/aterloo, ON N1N 1N1 591.555.5555
What you want <u>and</u> the benefit to the employer	"A great asset to our branch!"	DBJECTIVE A solution-focused, analytical and resourceful assistant officer, seeking to continue my post-graduation professional development as an account manager utilizing the knowledge gained from Honours Financial Mathematics studies as well as professionally applied client relationship and sales management skills.
What qualifies you as an ideal candidate	"A key contributor to branch sales growth." Proven "commitment to our core values"	 PROFILE SUMMARY Proven analytical and problem resolution capabilities as reported by Jane Doe, Manager of Client Care, Canada National Bank Solid relationship building and management skills as reported by managers, team members and clients Excellent time management skills displayed while successfully balancing professional, academic and co-curricular commitments. Proficient with Microsoft Office for creation and delivery of effective presentations, preparation of spreadsheets and business reports Reputation for extraordinary determination; recipient of the "Demonstrating Exceptional Salesmanship" Award
How you obtained your qualifications	"An active listener and his ability to assess and resolve problems/concerns has earned him admiration from our clients on how quick he was to "get it right!" - Jane Doe, Branch Manager "I've dealt with quite a few people at this branchand (Steve) was the first person to actually come up with a solution to the problem" Re-claimed client comment, as reported by Supervising Account Manager	RELEVANT EXPERIENCE Client Assistant Officer, Canada National Bank 2004-present Customer Services Representative I & II 9 • Meet or exceed sales targets on a consistent basis 9 • Build and maintain client loyalty by learning clients names and recommending appropriate financial solutions 9 • Obtained a perfect score in 10 performance categories including relationship with others, meeting deadlines and teamwork during most recent review 2004-2006 • Researched and presented a market overview on various stocks 9 2004-2006 • Construction Coordinator/Framer, Woodstock Renovators 2000-2003 9 • Directed the efforts of a team of 2-4 construction workers of stairs, walls and cottage roofs 9 2000-2003 • Maintained a safe job site through clear and on going communication with site team 9 2007-2003 • Directed the efforts of A team of 2-4 construction workers of stairs, walls and cottage roofs 9 August 2007 • Maintained a safe job site through clear and on going communication with site team 9 9 2007 • Directed the efforts of A team of 2-4 construction workers of stairs, walls and cottage roofs 9 2007 2007 • Maintained a safe job site through clear and on going communication with site team 9 2007 2007

Targeting your Objective

A summary description of your professional objectives and/or philosophy <u>as it relates</u> to the posted position – field- population- agency and your contribution



Experienced, collaborative and resourceful social work candidate seeking a **PROGRAM FACILITATOR** position providing program development and evaluation services within a youth-focused community organization.

NOTE: This section is optional recommended.

Additional Objective Samples

- A contract position in SOCIAL WORK requiring a skilled counsellor and effective therapist with adaptable group facilitation skills and the proven ability to work well with diverse populations.
- A full-time position in the field of SOCIAL/HUMAN SERVICES requiring a qualified professional with an exemplary record of academic achievement, relevant clinical experience, and the proven ability to work well with diverse populations.



Professional Profile or Summary of Qualifications

4 - 6 **point form summary** statements emphasizing the most relevant qualifications (obtained from the JOB POSTING or INFORMATIONAL INTERVIEW) -

- Experience Summary
- Relevant Skills
- Key Achievements
- Personal Qualities or Attributes
- Key Certification or a Bonus Highlight





Experience Summary

Relevant, targeted and connected to the position

Generic: Experienced program facilitator



Experience Summary (1 line)

Targeted Examples:

- Experienced facilitator with the proven ability to develop and deliver effective life skills programs for youth
- More than 2 years of experience providing frontline service, intake and referrals to individuals in crisis



Relevant Skills (2-4 lines)

Select the most relevant skills that indicate

- your understanding of job requirements
- how you will or have used the skill

Avoid generic statements that **tell** about **what** skills you have:

- Effective assessment skills

- Strong listening and communication skills



Sell don't Tell

Targeted examples **sell** your skills by indicating **how** you use your skills -

- Proven ability to accurately assess incoming clients and identify appropriate services and resources
- Solid reputation for quickly developing rapport with clients to ensure accurate, relevant and timely information is gathered





Job Skills (1-2 bullets)

A generic description Excellent interpersonal skills

Becomes...

Proven ability to establish cooperative, professional relationships with caregivers, staff, community partners and administration





Key Achievements (1 line)

• An achievement should demonstrate the benefit of a relevant skill or experience-

Developed and introduced a 'community outreach' program for seniors which exceeded projected participation rates by more than 15%

> Whenever possible, quantify your achievements.





Qualities/Traits (1 line)

You may include a line which provides information as to the type of social work candidate you are...

Commended for being a "compassionate counsellor with the ability to gather and assess sensitive client information".

A resourceful program manager with a track record of designing and implementing dynamic community programs.



Certifications or Credentials

You may want to indicate that you *have* or *will shortly have* a specific certification or license listed in a posting-

Recent completion of Life Skills Certification, ADR and Non-Violent Intervention Training



"Bonus" Qualifications

May highlight relevant courses, training, certification or experience including:

- Technical or Computer Skills
- Languages or Cultural Immersion
- Community or global involvement
- Sports and Athletics
- Music, Drama, Art skills

SUMMARY:

Research the agency, population and community to understand which qualifications may be most valued and highlight those in your PROFILE section.

Presenting your Education

- All earned & pending degrees full degree title
 Master of Social Work, not MSW
- Include name of school, city and province
 Wilfrid Laurier University, not WLU
- List in reverse chronological order
- May include, if targeted & relevant:

Thesis | Courses | Awards/Achievements





Sample Education layouts

Master of Social Work Candidate April 20xx Concentration: Individuals, Families & Groups Wilfrid Laurier University, Waterloo ON

Wilfrid Laurier University, Waterloo ON Master of Social Work Bachelor of Arts, Psychology

20xx-xx 20xx



Presenting Awards with Education

Master of Social Work candidate 20xx Wilfrid Laurier University, Waterloo, ON Academic Awards

> Academic Excellence Award (\$1000), 20xx J.R. Smythe Research Scholarship, 20xx

Employment History

- 2 Recommended Categories:
 RELEVANT EXPERIENCE
 - include paid and unpaid examples
 - Yes, internship, practicum, co-op and volunteer experiences count!
 - this may de-emphasize gaps in paid employment

- ADDITIONAL EXPERIENCE

- In general, include last 5 10 years or 5 jobs
- List history in reverse chronological order



Layout Options

Position Organization, Location

Date

Date

Organization, Location

Position 1 (contract)

Position 2 (practicum)

TIP: In <u>most</u> cases, emphasis should be placed on **position title** not on the organization.

Layout Examples Role Title

20xx-xx

ABC Agency, City, ON

If helpful, provide a very short summary about the company or your role to provide employers with a sense of the scope of the role or agency mandate

- A key or relevant detail about the role...
- Descriptor of targeted skill(s) required in the role
- Highlights key achievements/outcomes in the role (NOT duties)





Sample Descriptors

Program Development Coordinator

- Developed creative, evidence-based multimedia presentations to enhance facilitation and learning of leadership groups
- Designed and delivered a series of 8 workshops on topics including Alternative Dispute Resolution and Cognitive Behaviour Theories

Use **active verbs** to describe accomplishments



Sample Descriptors

Crisis Intervention Counsellor

- Utilized a range of assessment and management techniques to ensure timely crisis intervention to at-risk youth in unstable living situations
- Responded to crisis calls through immediate and appropriate implementation of a range of crisis intervention approaches

Use **active verb**s to describe accomplishments



Targeting with Descriptors

Example: a nature tour guide at a camp applying for a job as a YOUTH WORKER

Experience not directly relevant? Look for the **underlying skill** or theme

Generic -

Taught children and teens about native flora and fauna

Targeted -

Developed educational activities and programs for youth





Community Involvement

- A list of recent activities or affiliations
- May supplement or distinguish your experience
- Include all forms of involvement (local, national, international and <u>virtual</u>)

Committee Member

20xx

- Global Conference on Women's Issues, New York NY
 Advocacy Blog Facilitator
 20xx-Present
- Right to Play International <u>www.play.com/blogspot</u>



Interests...

Ask yourself ...are they <u>really</u> interesting? Interests

- Avid reader and contributor to pop psychology and social commentary
- Recent travel to Sub-Saharan Africa to plant sustainable vegetable seedlings
- Competitive salsa dancer and recipient of several international awards

TIP: Beyond just a single word, explain the extent of your involvement with a particular interest in a way that grabs the reader's attention and encourages a conversation

Additional Training or Professional Development

- Focus on relevant training and development (e.g. Non-Violent Crisis Intervention Training)
- Include seminars/lectures you attended which were not part of course work
- May include **presentations or publications** if several, create a separate section

This section can be listed either in a separate section or in the Education Section





Have you included training in...?

- Budgeting and administrative activities
- Diverse modes of work
 - (e.g. group facilitation; brief therapy)
- Communicating with specific populations or cultures (e.g. Aboriginal; New immigrant)
- Project or development work on specific community issues
- Grant and/or proposal writing
- □ Adult or Public education

Identify areas relevant to the role.





A Word about References

- Prepare on a separate page
- Only submit names upon request
- Should have seen you within a related professional environment
- Should be kept informed of your progress

Key members of your job search team -	
Professors	Dean
Supervisors	Colleagues
Directors	Other Managers



Content of Reference Info

1. Ms. Joan Smith

Director, *Home & House* Waterloo, Ontario (519) 555.2525 (office) jsmith@work.ca

Practicum Supervisor
 20xx - xx

2. Mr. Bob Parker

Coordinator, *World Accord* Kitchener, Ontario (591) 555.5432 (daytime) (204) 555.4321 (evenings) bobparker@work.ca

 Director of Volunteer Services 20xx -xx



Why a Cover Letter?

If a resumé is an **"advertisement"** summarizing your relevant qualifications...

A cover letter is a personal "appeal"

An opportunity to connect you – more than any other *pre-qualified* candidate - specifically to **this** employer, **this** role or **this** mandate.



Guidelines for Cover Letters

- Prepare on a separate page
- Coordinate layout with resumé design
- Customize to the position/agency
- Specifically addresses the following 3 questions
 - Why them? as the right employer
 Why you? as the right candidate
 Why now? as the right timing





Resumé & Cover Letter Checklist

Concise Easy to read Organized □ Error free □ Attractive Professional Position-relevant □ Formatted (PDF) □ Appropriately named! Targeted

Remember to ask yourself – Did I SELL (how) and not simply TELL (what)?



Key to Maximizing Resumé Impact

"Your résumé is 85% more likely to be read if you have had a previous phone conversation with the prospective hiring authority."

> - The Job Search Solution Tony Beshara







Additional Resources

- Resume Guidebook
- Sample Résumés IFG and CPPO
- Sample Cover Letter IFG and CPPO
- Social Work Related Action Verbs
- Resumé Slides <u>www.wlu.ca/career</u>
- Career Resource Centre 192 King St Centre
- Appointments Resumé/Cover Letter
 - Kitchener MONDAYS FSW104 (Jan Mar)
 Waterloo WEEKDAYS in-person, telephone or email
 To Book ext. 4495 or email <u>careercentre@wlu.ca</u>
- FSW Interview Skills workshop Feb 11





Event Reminder JOB FAIR 2013 120+ EMPLOYERS

February 6 partners4employment.ca

Participants include -

CAS-Hamilton Region of Waterloo Public Health



NEW! Attend a LinkedIn "How To" Workshop and receive a Professional Photo

