

Guide to Resumés and Employment Letters

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What Is a Resumé?

Your resumé is a Personal Marketing Tool – Now and in the Future.

In spite of the amazing advancements in technology and business processes, resumé – whether paper-based or virtual – continue to be a key tool used by employers to screen potential applicants. From your perspective, you will likely use your resumé to market yourself for employment and to help demonstrate your appropriateness for a specific job. Your goal is to present your skills, knowledge and experience to enable you to stand out when compared with other candidates. Occasionally, your resumé may be used as a reference document for performance and promotion discussions with a current or future manager. Even if you secure a job without a resumé, it makes sense to prepare an official, professional and current resumé for your employee file.

A resumé is simply a document used to present your relevant qualifications. Depending on the technology available or the field to which you are applying, you may be required to submit a traditional resumé, a virtual resumé, or a curriculum vitae. If you are unclear about the type of resumé being accepted, be sure to verify this information prior to submitting your application.

Resumé	A clear, concise summary document of your relevant education, employment, achievements, activities and qualifications. This may be submitted electronically via an attachment, or presented electronically such as a video resumé or a web-based resumé (for example, a YouTube clip, an electronic resumé or profile link, a website resumé).
Curriculum Vitae (CV)	A specialized resumé used primarily for academic and research positions, some government and international applications. It emphasizes academic qualifications including research, teaching, lectures, publications and performances as well as employment and other activities.

Regardless of the resumé format you select for submission, the principles for building your resumé, targeting and presenting your employment-relevant information remain essentially the same.

Why Create a Resumé?

A resumé will not likely get you a job but, with careful effort, it will assist you in securing an interview.

Since resumé continue to be a key screening tool for employers, it is helpful to understand the typical screening process that most employers will use.

Level	Approximate Timing	Focus	Key Question
Scan	5 seconds	Appearance	Is your resumé professional and attractive?
Screen	15-30 seconds	Structure	Is the information organized and comprehensive?
Review	30 seconds +	Content	Is the content relevant to the posting and/or the employer?

An effective resumé is a targeted resumé.

Internet ‘pop-ups’ are directed to a specific target audience and contain relevant information about the features of a product. Similarly, your resumé will need to have a specific focus to grab and keep the attention of a specific employer. To have an effective resumé, you need to understand quickly how your resumé is being viewed and received by a potential reader. Depending on the job, industry and employer, you will need to vary your resumé to make an effective first impression.

The best resúmes tend to be created by starting with a focus on drafting the content, then determining how to structure each section, and finally fine-tuning the appearance.

7 Steps to an Effective Resumé

Step 1 – Identify Your Skills and Experience

The process for creating an effective and targeted resumé ideally begins before you attempt to respond to a job posting or type a single word on a page. Your entire job search starts by understanding what you are selling (your qualifications) and understanding to whom you are selling (a specific employer).

If you have difficulty identifying your relevant skills or articulating how they will benefit an employer, visit the Career Centre or www.wlu.ca/career.

A resumé is essentially an advertisement of your background, skills and experience to a prospective employer. You will need to demonstrate that you can do all that your resumé suggests. The best way to get started is by assembling all the evidence you can find that supports your employment goals. This evidence may be gathered from your:

- **Education:** e.g., transcripts, course descriptions, projects, assignments, reports, thesis, additional training
- **Paid work:** e.g., job descriptions, performance reviews, awards, campaigns
- **Volunteer activities:** e.g., role descriptions, committee mandates, campaigns, events
- **Extracurricular activities:** e.g., role or club descriptions, athletic or artistic involvements, special

- interest groups, professional association memberships or involvement, certification or events
- **Endorsements:** e.g., letters of reference; comments from professors, employers, community leaders, clients, customers, co-workers and colleagues

This evidence can eventually be organized into a professional portfolio that may be a required or useful reference tool throughout the interview process.

Portfolio	A collection of employment support material relating to your suitability as an applicant. It contains your resumé and may include publications, work samples, graphics, artwork, performance appraisals, copies of certificates, awards, diplomas and written letters of reference.
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Consider incorporating technological links (e.g., QR codes, downloadable vCards, a personal website or LinkedIn profile) to connect readers quickly to your online portfolio.

Reflecting on Your Skills and Experience

You need to reflect on your experience and skill set. Take some time and think about where you have been and where you would like to go from a work perspective. Be sure to think about the skills that you have demonstrated that can transfer easily to a variety of workplace settings. Consider the following:

- What educational opportunities and experiences have you had?
- What skills have you developed from your previous work/volunteer experiences, summer jobs, internships, academic/research projects, campus and extracurricular activities?
- What were your job responsibilities?
- Did you supervise or train others?
- What decisions did you make?
- Did you work with people? How?
- Can you quantify the results of your work?
- Did you produce any written documents or reports?
- Were you able to meet deadlines and handle pressure?
- Did you assume a leadership role?
- How did you make a difference in the position?
- What was/were your major accomplishment(s)?

How you describe using your skills is more important to employers than simply listing them. The Transferable Skills Inventory, available at www.wlu.ca/career, can assist you in describing how seemingly generic skills can be uniquely used within a specific work environment.

Step 2 – Research the Job Requirements

Understanding your skills is a good starting point. Relating your skills to the job or field to which you are applying is the key to creating an effective resumé. Once you have inventoried your core skills and key accomplishments, you need to conduct some research. Identify the required skills and qualifications, and examine the jobs or career fields that you are targeting. This will help you define the required core competencies. Your goals are to be able to:

- Effectively match your skills and experiences with the most important job competencies and present these in your resumé (as well as in your cover letter and during an interview)
- Positively answer the question, “Do my qualifications and skills match the requirements of this job?”

Take Action

There are numerous resources available to assist you with researching the relevant requirements for your target jobs. Job postings, professional association websites and informational interviews with professionals in the field can be a useful source of information.

To learn about available career research tools, visit the Career Centre or www.wlu.ca/career.

Step 3 – Match Your Background to the Job Requirements

Once you have listed the employer’s key requirements, begin to match your experience and accomplishments to the job requirements. Keep in mind that you may need to revise or even recreate your matches depending on the specific requirements of the position you are targeting. You may find the following template helpful.

Sample Resumé Preparation Chart

Job Requirements	Your Experience	Your Accomplishments
Solid interpersonal communication skills; bilingualism would be an asset	Volunteer group facilitator	Redesigned and delivered a youth advocacy workshop which improved participation by 20%
	Member of Toastmasters International	1 st Place winner, 20xx Regional Speech Contest
	French minor	Successfully completed 1 semester at L'Université de Bordeaux

Take the time to reflectively complete this type of chart. It will create a solid foundation for you to begin to design your targeted professional resumé document.

Accomplishments statements are essential to distinguishing your qualifications.

One way to distinguish yourself as a candidate is to, whenever possible, provide specific, relevant and honest statements that highlight your significant volunteer, academic and professional achievements. These statements enable an employer to understand your unique capabilities and the value you potentially bring to an organization. Reflect on the impact and result of your experiences. Be sure to highlight the relevant examples in the appropriate column of your preparation chart. These statements will later become a key component for inclusion in your professional profile and your job descriptions.

Examples of Accomplishments Statements

- Efficiently co-ordinated meeting requests of the teaching assistant staff that resulted in reducing costly face-to-face meeting time by 25%
- Designed an innovative promotional campaign to introduce new ice cream flavours to customers that generated the highest-ever proportion of product sales (30% of total July sales)
- Reduced wait times for O-week student club registration by introducing a computerized application form
- Selected from a class of 90 to present research findings to the Conference Board of Canada

Reflect on the range of your experiences that have resulted in a positive impact. Your accomplishments may include:

- A problem you solved
- Something you created or initiated
- A need you identified and met
- Assistance that you provided
- Recognition or awards you received
- Time or money that you saved
- A process you improved
- A challenge you overcame

Sample Accomplishment Verbs

Achieved	Launched	Initiated	Spearheaded
Expanded	Improved	Reduced	Transformed
Increased	Enhanced	Envisioned	Established

Step 4 – Select a Resumé Format

Once you have assessed your skills, researched the job and matched your experience to the job requirements, you are ready to begin drafting your resumé. At this point you will want to determine the best format for your resumé. Will you be creating a paper-based resumé, a virtual resumé, or both? How will the information be presented? There are three common resumé presentation formats.

Chronological Resumé	<ul style="list-style-type: none"> ▪ Presents experiences in chronological order starting with the most recent ▪ Highlights career progression <p>Weakness: Your most recent employment may not be your most relevant employment. Employment gaps are visible.</p>
Functional Resumé	<ul style="list-style-type: none"> ▪ Showcases skill sets that may otherwise be hard to detect ▪ Emphasizes transferable skills that may or may not relate to specific jobs <p>Weakness: You may appear to be covering up employment gaps or inexperience.</p>
Combination Resumé	<ul style="list-style-type: none"> ▪ Highlights relevant skills and accomplishments ▪ Customizable for emphasizing specific roles while maintaining the chronology of work history <p>Weakness: You will need to clearly present each section so that information is easily accessible to the reader.</p>

The most effective format for presenting information quickly and accurately to prospective employers is a chronological resumé. It can be enhanced with a targeted objective and/or professional statement.

Step 5 – Create Content for Each Section of Your Resumé

In 15 - 30 seconds, an employer must be able to find the key information s/he needs to make the decision to consider your resumé further. As a result, you have to make decisions about what to include and how to organize your information.

There are several sections of information you will find on almost every resumé:

- Education
- Volunteer Work
- Employment History
- Activities and Interests
- Academic Awards and Scholarships
- Achievements
- Professional Development, Additional Training, Professional Affiliations
- Relevant/Key Skills and Qualifications (Targeted Skills)
- References

These sections contain factual information and details that must be easy to read and logically presented. You will want to include only those sections that contain your most relevant and impressive qualifications to the employer.

Additional key sections (see Step 6)

- Objective
- Profile (Summary or Highlights)
- Professional or Executive Statement

Information Not Generally Included on Your Resumé

In North America, the following personal information is generally not included:

- Social Insurance Number
- Date of birth (including age)
- Disability disclosures
- Health or medical information
- Country of origin
- Political affiliations
- Religion
- Citizenship/Nationality
- Physical descriptions (height, weight)
- Marital status/dependants

Education and Training

The placement of this section is flexible and your decision on this should be based on relevance. If you do not have much experience (a recent graduate or current student), you could place this on the first page. If placed on the second page of the resumé (which takes the emphasis off education), you may wish to include your degree, if completed or almost completed, after your name on page one (e.g., John Smith, BSc Candidate).

You may include all post-secondary institutions attended. Only include secondary school information if you are in your initial years of undergraduate study or if attendance at that school has geographical or vocational significance. If you have completed a college diploma, studied abroad or have a degree/diploma from another institution or country, you may include this information as well.

- State your degree/diploma in full and include the name of the institution, location (include city, province, and country if outside Canada) and dates
- List your major(s), area of specialization or thesis title if relevant. Only list a maximum of five courses if they add real value (specialized, relevant or interesting). Do not list course numbers
- If you have a B+ average or better, you may consider including it. Use a letter grade/percentage instead of a GPA as numeric scales differ from institution to institution
- Include scholarships and/or awards here if you have less than three to list
- If you have relevant specialized training beyond your degree, you may include it in this section

Master of Social Work Wilfrid Laurier University, Waterloo, ON Concentration: Individual, Family and Group Therapy	20xx
Bachelor of Arts, Sociology Brock University, St. Catharines, ON	20xx

Awards and Scholarships

- If you have more than three awards, create a section called 'Awards' or 'Achievements'. Explain acronyms (e.g., ACE Award) and you may include the value if over \$1,000
- Mention high school awards only if you are a recent high school graduate or the award is widely recognized in the industry or community to which you are applying

Harry Jerome Award – Scholarship Recipient (Community Service, \$5,000)

20xx

Experience (Relevant, Additional, Paid or Unpaid)

There are times when it will be appropriate to create two or more 'experience' sections. The key is to ensure that your most relevant experiences (both paid and unpaid) are presented on the first page or as close to the beginning of your document as possible. It will more likely be noticed by an employer during the screening process. You may choose to present a separate 'employment experience' section, 'volunteer experience' section, 'relevant experience' section and 'additional experience' section.

- Relevant experience may include full-time, part-time, summer, contract, field placements, internships or volunteer positions (including clubs and associations) where you have demonstrated relevant skills
- List positions held in reverse chronological order (most recent first) including:
 - Position Title (if unpaid, indicate internship, unpaid or volunteer beside title)
 - Organization (name only); add a brief description bullet if the organization name is unclear or misleading.
 - Location (City and Province)
 - Dates of Employment (use a consistent format, e.g., month/year or season/year or years only)
- Do not include employer contact information
- Describe skills using action verbs and accomplishment statements where possible (e.g., increased sales by 20% through design and implementation of a promotional campaign)
- Stress activities that demonstrate position-relevant knowledge/skills
- For positions which are less relevant, include only short descriptions (one to two bullets maximum)
- If a specific detail is not relevant to the current job, focus on the relevant components (e.g., the fact that you were 'tutoring students' may be more important than the actual course tutored)
- Minimize redundancies; do not repeat the same job details with several jobs

Junior Analyst, Project Management Office (PMO)

Summer 20xx

Bank of Canada, Ottawa, ON

- Reduced **\$40K** in financial exposure by successfully closing 4 projects after evaluating the risks and business implications of dated active project budgets
- Screened and recruited 8 summer internship students as part of the Hiring Committee
- Researched and successfully presented a proposal justifying the benefits of hiring students during the economic downturn

Sample Action Verbs

Leadership & Management Skills	Communication & Interpersonal Skills	Administration & Clerical Skills	Creative Skills	Research & Technical Skills	Financial Skills
Analyzed	Addressed	Administered	Acted	Assembled	Administered
Assigned	Arbitrated	Adjusted	Conceived	Clarified	Allocated
Attained	Arranged	Approved	Conceptualized	Collected	Analyzed
Chaired	Authored	Arranged	Created	Computed	Appraised
Coached	Collaborated	Catalogued	Customized	Co-ordinated	Audited
Controlled	Convinced	Classified	Designed	Correlated	Authorized
Consolidated	Corresponded	Collected	Devised	Designed	Balanced
Contracted	Counselled	Compiled	Developed	Diagnosed	Budgeted
Co-ordinated	Developed	Confirmed	Directed	Engineered	Calculated
Delegated	Drafted	Dispatched	Established	Evaluated	Computed
Developed	Edited	Executed	Fashioned	Examined	Consolidated
Directed	Engaged	Generated	Founded	Extracted	Developed
Evaluated	Enlisted	Implemented	Illustrated	Facilitated	Forecasted
Executed	Facilitated	Inspected	Improved	Identified	Managed
Facilitated	Influenced	Monitored	Initiated	Inspected	Marketed
Improved	Interpreted	Operated	Instituted	Interpreted	Monitored
Increased	Lectured	Organized	Integrated	Interviewed	Negotiated
Led	Mediated	Prepared	Introduced	Investigated	Planned
Managed	Moderated	Prioritized	Invented	Organized	Presented
Organized	Negotiated	Processed	Originated	Overhauled	Projected
Oversaw	Persuaded	Purchased	Procured	Programmed	Reconciled
Planned	Promoted	Recorded	Produced	Remodeled	Regulated
Produced	Published	Retrieved	Proposed	Reviewed	Reported
Recommended	Reconciled	Screened	Planned	Solved	Researched
Reviewed	Recruited	Specified	Revitalized	Summarized	Restored
Scheduled	Spoke	Systematized	Refined	Surveyed	Tabulated
Strengthened	Taught	Streamlined	Redesigned	Systematized	Transformed
Supervised	Translated	Tabulated	Shaped	Upgraded	Validated
Validated	Wrote	Validated	Visualized	Validated	Verified

Activities and Interests

An attention-holding interests section highlights distinctive activities that are likely to prompt a conversation with a potential employer.

- You may create one or two sections, one for activities and one for interests
- Include volunteer work if it is not mentioned elsewhere

- Consider the omission or reference to specific religious/political groups (to avoid hidden biases of an employer). Instead, refer to these as community groups or political organizations.
- Avoid simply listing individual words; explain your interest or activity in such a way as to catch the reader's attention (e.g., running vs. training for 5th Boston Marathon participation)

Certified and active member of Toastmasters International since 20xx;
Continental traveler and photographer – plan to capture images from every continent by 20xx

Professional Development or Additional Training

- Provide a list, if relevant, of professional development and certification programs which you have attended or completed. List them in the same format as educational program listings. If you have only one entry, you may choose to include this in the section with your education.

Certified Human Resource Professional (CHRP) 20xx

Community Involvement or Extracurricular Activities

- In addition to activities and interests, there may be a few significant community projects, affiliations or clubs that warrant their own section on your resumé. Think about involvements that have a regional, provincial, national or even global impact. Also think of 'virtual' community activities that may interest a prospective employer including contributions to blog or e-zine communities.

Treasurer, 20xx Run-for-a-cure Campaign, supporting the annual poinsettia, book and rummage sales
Child Advocacy Blogger since 20xx, [http:// hearinglittlevoices.blogspot.com/](http://hearinglittlevoices.blogspot.com/)

References

- If references are requested, list these on a separate sheet of paper with your name and contact information at the top and the heading 'References'
- Include the person's name, **current** position or title, **current** organization, address and contact information. If the current position of the reference is **not the same** as when you previously knew the reference, indicate the former position
- Unless otherwise requested, provide three professional references. Although they do not need to be employers, they do need to be able to comment on your work skills/habits or academic accomplishments
- Consider having a personal, non-relative, reference (i.e., a family friend)
- Ask permission to use someone as a reference and send your reference a copy of your resumé. If available, you may include the job(s) to which you are applying

Step 6 – Summarize Your Best Qualifications

One of the most effective ways to ensure you capture and hold an employer’s attention with your resumé is to use the most prominent space in your resumé to answer the following questions:

- Type of position you are seeking
- What you can offer

A targeted objective, executive summary and/or professional profile section can assist you in using the most attention-drawing space on your resumé (usually the top half of the first page) to highlight your most relevant qualifications.

Targeted Objective

A targeted objective is typically one to three lines in length at the top of the first page, following your name and contact information. There may be times you are sending a resumé to an organization and you are willing to take almost any job available. You will find this is not usually an effective way to approach an employer.

A well-crafted objective will tell the employer quickly what you are seeking while also providing a glimpse of what you can offer to them.

It is usually recommended that you begin your resumé by clearly outlining the type of job (or at least the career field) you are targeting. A resumé which lacks a targeted objective leaves the reader without an area of focus. The key to capturing an employer’s interest with an objective is to not focus solely on what you hope to gain from the job, but also demonstrate what value you can add.

You can personalize your objective with a few relevant and authentic personality traits. You can now begin to create a win/win proposition with a prospective employer, e.g., “resourceful, creative and collaborative history student seeking to offer...”

Sample Objectives

An experienced writer with innovative ideas and a passion for journalism, seeking a summer internship as a reporter, contributing to the development of quality news coverage

Resourceful, meticulous and enthusiastic kinesiology student with previous reception experience seeking a part-time position assisting clients within a holistic health care practice

Whether you are a highly-skilled and experienced professional or truly just exploring a range of positions within an organization, you may begin with less targeted, but a personal and compelling **Executive Summary or Statement** in place of the objective.

Profile, Summary of Qualifications

This section is an excellent way to present your best and most relevant professional qualifications at-a-glance. With a strong Profile Summary section, you can quickly move into the 'maybe' or 'will interview' resumé pile.

Your profile or summary of qualifications is best presented as a point-form section with four to six points of relevant statements. The goal of this section is to demonstrate quickly to the employer that you have the specific and relevant qualifications for the job. To be effective in this section, you need to thoroughly research the position and organization so that you know what skills and qualifications you have that will most benefit the employer.

Key components of a profile summary include:

Key or relevant experience

- Needs to be relevant, and targeted

Specific job skills

- Select two to three of the most important, relevant skills needed to do the job
- Many employers use software to scan resúmes. Ensure key words from the job description are included on your resumé for this purpose
- Demonstrate these skills with insight into their purpose or application (do not just list a skill). Provide a tangible demonstration of the use or value of the skill

An achievement and/or bonus statement

- An achievement should relate to the target role and demonstrate a qualification
- A 'bonus' could be a skill or qualification you bring to the position which, although not a requirement, could be a benefit, (e.g., language or travel experience)

Certification or technical qualifications (if relevant)

- You may want to indicate that you have a specific certification or license required or listed in the posting. However, if the qualification is not a major component of the role you are seeking, simply list it in your Education or Additional Training section.

Sample Professional Profile

- 3 years of experience writing news and feature articles within academic and community publications
- Proven ability to generate reader interest by writing attention-grabbing articles that are accurate, fair and balanced on topics of current interest
- Experience conducting comprehensive research using thorough observation, investigation and interpretation so as to obtain key and factual information
- Active member since 20xx of the regional chapter of the International Association of Business Communicators (IABC)
- Recipient of the prestigious 20xx EU-Canada Young Journalist award for article submission 'The United States of Europe?'

The Test of a Good Profile Statement

This section can often have a significant impact on whether your resumé makes it through the screening process and is circulated among the key decision makers. If your profile is not unique, your resumé may not get a second look.

To test the strength of your profile statement, ask yourself three questions:

1. Is this a statement I could put on any resumé for any job to which I might apply? For example, the line 'Good customer service skills' could be included on a resumé for almost any job, therefore is not distinctive enough.
2. Could any other job seeker include the exact line? For example, what other student could not include the line 'good presentation skills' on a resumé?
3. Does the line say something unique or demonstrate that you understand the realities of the job? For example, replacing 'good customer service skills' with 'quickly responded to customer inquiries', shows you have good customer service skills, that you understand you will be responding to customer inquiries, and that you know you need to do so quickly.

Executive Statement or Summary for Experienced Job Seekers

If you have solid experience in a career field in combination with the qualifications, you may want to consider using an 'Executive Statement' in place of a 'Profile' or 'Highlights of Qualifications' section. This section would not normally be used by a recent graduate unless you had significant relevant skills and previous experience.

Key components of the Executive Statement:

- Combine the objective/profile and present them in a three to four sentence paragraph
- Indicate a target position as in the objective and then expand to include qualifications such as related experience, specific job skills, major achievements and key qualities/characteristics

Sample Executive Statement

More than fifteen years of progressive public health administration experience gained within leading health care facilities. Demonstrated expertise in needs assessment as well as program development, implementation and evaluation. Committed to delivering programs independently and collaboratively that align to the stated mandate as well as time and budgetary guidelines.

Grouping Key Skill Set(s)

If you have specialized, position-relevant skill sets, you may want to group these skills for inclusion on the

first page as part of your Professional Profile or Summary, (e.g., Consultation Skills, Administrative Skills, Project Management Skills). You may still include a brief ‘summary’ of two to three sentences prior to these skill sets. The important factor is that you ensure that all of these statements are limited to the first page to create the greatest impact on the employer.

Sample Skill Set Grouping

Consulting & Facilitation Skills

- Sought-after keynote speaker and workshop facilitator for regional AGMs and Conferences
- Lead consultant for several regional ‘Crisis Management Protocol’ projects since 20xx

**If you highlight a skill set in your summary section,
you may not need to repeat these details within the experience description section.**

Possible Resumé Headings

There are many alternative titles that you may choose to use for naming your resumé sections. Headings are important, as they may be all that the reader remembers from a quick scan of your resumé. Following is a sample listing of titles that may be more suited to your target industry or personal style:

<p><u>Objective</u> Career Goal Career Objective Employment Objective Goals Professional Objective Career Focus</p>	<p><u>Profile</u> Key Competencies/Skills Highlights of Qualifications Career Profile Professional Qualifications Qualifications Professional Profile</p>	<p><u>Education</u> Academic Background Training Professional Education Additional Training Professional Development Professional Certification</p>
<p><u>Experience</u> Related Experience Employment History Work Experience Additional Experience Professional Background Professional Experience Relevant Experience</p>	<p><u>Other Skills</u> Career-Related Skills Computer Skills Technical Skills Computer-Related Skills Additional Skills Certification Specialized Skills</p>	<p><u>Professional Affiliations</u> Associations Club Memberships Professional Memberships Professional Associations Memberships Affiliations</p>
<p><u>Activities/Interests</u> Community Involvement Community Service Volunteer Activities Related Activities University Activities Special Interests Hobbies and Interests</p>	<p><u>Achievements</u> Accomplishments Awards Recognitions Scholarships</p>	<p><u>Academic Presentations</u> Publications Conferences Attended Conferences/Conventions Papers Presented Professional Presentations Seminars - Lectures</p>

Step 7 – Design Your Resumé

Your resumé needs to be attractive and visually appealing to your target audience....for a five second scan! Ideally it will be suited to the industry, job and employer you are targeting. Your resumé appearance may demonstrate your personal style, but keep in mind your target audience. One of the best ways to assess suitability is to spend some time reviewing the 'look and feel' of the employer's website, job postings and advertising. Often there will be a tone of formality or playfulness, conservatism or edginess that can provide helpful cues as you develop your resumé. Use these ideas to create your own industry-appropriate style of resumé and, if in doubt, gather feedback from industry professionals or career experts.

Header (Contact Information)

One of the best places to make a stylistic impression is on the top of your resumé in your header. The basic information you want to include is:

- Your full name (preferred first name may be included in brackets)
- Current street address, city, province, postal code, telephone number (include area code)
Important note: do not include address/phone on virtual resúmes!
- Email address (professional, not toocutesuzie@hotmail.com)
- Professional URL (e.g., LinkedIn address, your blog, twitter or so on).
- You do not need to include more than one phone number, address or email unless you will be relocating in the near future or your home address is in a location to which you are applying

Layout

Your resumé will be one of many read by a potential employer. A professional appearance will help it stand out from the others.

- Use point form so that it is easier for an employer to view key information
- Ensure your margins are even/balanced (typically 1" or 2.5 cm all around)
- A two-page resumé is recommended in most situations. The length will be dependent upon your experience.
- Place your name on each page of your resumé as well as a page reference number (e.g., *page 2 of 2*)
- You may choose to include brief employer or customer endorsements or testimonial statements on a side panel of your resumé which support the key skills and qualifications you are attempting to highlight.

Style, Graphics, Colours, Photographs

- Strategically use underlining, italics, boldface type, shading and boxes to highlight sections or key words
- Stick with only one or two easy-to-read font styles and ensure readability

- Choose neutral and light colours such as white, cream, ivory or light grey and subtly-textured backgrounds/skins (such as parchment) for printing your documents
- For most professions, it is not recommended that you include a photograph with your resumé (in North America). However, with virtual resúmes, more widely used in international hiring processes, communication or teaching roles, it is not uncommon to include video footage or other images.

Spelling and Grammar

- **Proofread, proofread, proofread!** - Always proofread your resumé and have it proofread by others

Video Resúmes

An employer may request a video application or video resumé, or you may decide that this would be an effective way to display your job relevant skills (e.g., for marketing or broadcast journalism roles). If you are going to expend the time and effort to create a video resumé, it is important that you do a professional, quality job. You do not need to hire a professional videographer, but the quality as well as the content will reflect on you as a candidate. The quality must be exceptional. There are several helpful YouTube videos that can provide you with tips and examples of effective video resúmes.

Final Checklist

Prior to submitting your resumé and cover letter to a prospective employer, ask yourself the question, “Is this document...”

- | | |
|---|--|
| <input checked="" type="checkbox"/> Brief? | <input checked="" type="checkbox"/> Accurate? |
| <input checked="" type="checkbox"/> Focused? | <input checked="" type="checkbox"/> Current? |
| <input checked="" type="checkbox"/> Attractive? | <input checked="" type="checkbox"/> Logical? |
| <input checked="" type="checkbox"/> Accomplishment-based? | <input checked="" type="checkbox"/> Position-relevant? |
| <input checked="" type="checkbox"/> Contemporary? | <input checked="" type="checkbox"/> Error-free? |

The Career Development Centre offers a proofreading service to review your resumé for spelling and grammatical errors. Visit the Career Centre or www.wlu.ca/career.

The Curriculum Vitae

The term ‘CV’ or curriculum vitae is sometimes used interchangeably with the term resumé, but a CV and resumé are not the same. A CV differs from a resumé in that it is a long, detailed document that is often used in the following application processes

- academic postings
- government positions

- high-level international or political jobs (for example jobs with the United Nations)
- training programs and internships
- further education programs (graduate or professional school or college)
- countries outside of North America

Characteristics of a CV

Comprehensive Content

Think of your CV as a full and detailed list of the accomplishments, skills, training, education, activities, interests and experiences you have acquired throughout your education and professional life. Unlike a traditional resumé (which should focus only on the most job-relevant information and be a maximum of two pages), the CV may span several pages, have a range of experiences and time, and may even include attachments. CVs are generally straightforward documents in appearance, with little variation in aesthetic features.

Academic Focus

The overall emphasis in a CV is usually on academic credentials and experiences. Depending on the targeted use of a CV, you will need to make adjustments to some of the content and the order in which you present information. If you are applying for further education or a job in academia, you will focus on your educational credentials and experience on the first few pages. Other information such as work experience, interests or professional affiliations will be included later in the document. If the position for which you are applying involves research (a job or education program), research experiences may appear prior to other types of work experiences. Research may include thesis work, research assisting professors (including research as part of any Teaching Assistant duties), research with which you were involved during a summer job, as a volunteer or a research project for a class. If you are applying to a Master's level or post-grad college program, it may be helpful to think of your CV as an academic resumé. Since you will not have the same range of experiences as those further in their career, you will not be able to include as much content.

Institutional practices and preferences vary. Prior to submitting your CV, it may be helpful to contact your target institution(s) to obtain clear instructions about the format and style that they prefer for applicant packages.

Although you may include a significant amount of information on your CV, you should still ensure that you specify and include relevant information. As with the resumé, you want to include experiences you have had since arriving at university.

A comprehensive CV and Academic Application Guidebook is available at the Career Centre or www.wlu.ca/career.

Employment Letters

Cover Letters

It is recommended that you always include a cover letter with your resumé unless otherwise directed.

The cover letter supplements and accentuates information provided on the resumé. It states the position for which you are applying, identifies those qualifications which are relevant to that position, and contains a request for an interview. The cover letter should be no longer than one page in length with three to four paragraphs.

Many employers will read your resumé prior to reading your cover letter. It is important that your cover letter does not simply repeat the content of your resumé. Your cover letter should augment your resumé by demonstrating how the qualifications and information provided will enable you to undertake various aspects of the job for which you are applying. It will demonstrate how your professional goals and values align to the position and organization. There are generally three types of letters of application or cover letters.

1. **Prospecting cover letter.** This letter is one where you have initiated the contact with an employer based on your research and not based on a specific job posting. In this situation, you have initiated the contact and may maintain control of the process by requesting an opportunity to meet or indicating you will follow up.
2. **Personal Referral:** If a specific individual has referred you to a contact person and the contact person would know the referrer by name (or would recognize them by job title and/or organization), you may send a letter which mentions the referral. As with a prospecting letter, you are in control of this process and can indicate you will initiate further contact.
3. **A Response to a Job Posting** or advertised job. A typical cover letter in response to a posting. In this situation the employer has more control over the process and response.

Cover Letter Content

1. Introduction

The opening paragraph of a cover letter tells the reader why you are writing. Consider your motivation for applying to the organization. Did you learn of a position from the newspaper or in conversation with a friend, professor or colleague? Were you inspired by the reputation of the company? Are you prospecting an organization for potential openings?

The key to an effective opening paragraph is to include information which will create employer interest. To accomplish this, you can draw attention to one or two of your key qualifications. Secondly, you can demonstrate you have done your homework on the organization. Do not miss this opportunity to include

information which will encourage the employer to read your resumé further to see how well you back up the ‘attention grabber’ you presented in the opening paragraph. Do not waste this paragraph by simply saying, “Here is my resumé. Please read further.”

2. The Body

The main body of the cover letter is the key to effectively communicating why you are an appropriate candidate for the job. In these paragraph(s), the more you can demonstrate that you understand the job to which you are applying and understand how/where your qualifications fit, the more you will stand out.

When constructing these paragraphs, think about the position for which you are applying. It is always a good idea to add organization or job specific information to the middle paragraph(s). Do not just reiterate the organization’s mission statement or repeat the facts from your resumé. This is an opportunity to show the employer that you have done your research, know about the organization, know the job and understand how your skills and qualifications will fit with the job. Your goal is to persuade the employer that you possess the skills and qualifications to actually work successfully in the specific job.

Often, the body of a cover letter consists of two to three paragraphs. These paragraphs may be divided into two general areas. For example, in one paragraph you could demonstrate how your education and training are relevant. In the other paragraph, you could present information which demonstrates how your experiences (work, volunteer, school and other activities) have enabled you to develop the key skills required to undertake the job.

Another option would be to divide the body into two paragraphs by examining the job and identifying key competencies (skill or competency areas) of the job. In each paragraph discuss how your skills, education, experience and so on will enable you to undertake the functions associated with these key components.

The fact is that you cannot fit all of your qualifications or address every detail or requirement of the job in one page. Given this fact, it is important to communicate a few points very well. Tell the employer, “I have ‘X’ skill and I will use this skill to perform a specific component of the job well.”

3. The Conclusion

The final paragraph gives you an opportunity to draw attention to a key qualification or skill and tell the employer what your next form of communication will be, or to request further information. In the closing paragraph, you can draw attention to your understanding of the job with a statement where you indicate what in particular it is about one or two of your strengths which you know are important on the job.

Cover Letter Tips

- Each cover letter must be an original. Do not use copies
- Use the same type of paper, layout, font and header as on your resumé

- Address your letter to a specific person, such as the manager of a department. You can also send a second resumé to Human Resources. If you are unable to obtain a person's name, you may address the letter to a position title. You may then use the title in the salutation, e.g., Dear or To the Human Resources Manager
- Be specific about your qualifications. Do not merely state that you are 'well-qualified' for the position. Identify your skills and training. You do not need to provide many, if any, specific details about where you obtained a skill or qualification, as that information is contained in your resumé. For example, you do not need to say, "while working as the assistant manager at ABC Retail store in 20xx..." Instead, you could say "My experiences as an assistant manager"
- Keep your letter to one page in length using proper business letter format
- If the letter was unsolicited, indicate you will follow up with a call
- Do not overuse the word 'I' or begin every sentence with 'I'
- Limit the length of your paragraphs to keep the employer's interest
- Do not be negative or apologetic. Avoid statements such as, "I do not have a lot of experience but ..."
Highlight what you do have, not what you may be missing

Thank-you Letters (Follow-up Letters)

Writing letters is an essential part of any well-organized job search campaign. Thank-you letters can be used effectively to convey interest, to clarify details discussed and to demonstrate professionalism. The point is not the content; it is the effort you make.

- Send a letter immediately following an interview/meeting (24 - 48 hours) to express your interest and/or include information that may have been missed during the meeting
- Always address your letter to the person who met with you. If you met with two people, send a letter to each individual slightly changing the content of each letter. If you met with three or more people, send the letter to your primary contact. In the opening line of the letter, ask the person to express your appreciation to his/her colleagues. If you met with a senior employer (a president, vice-president, regional manager, partner or owner), also send this person an individual letter
- Be brief and courteous. Watch for correct spelling of the person's name. If you are unsure of the correct spelling of a person's name, call the organization and ask
- The letter can be handwritten on a thank-you card or typed in business letter format. Mail or drop off the letter. If time is a concern, fax is an option or attach a letter with an email (not the email itself). Email alone is too informal and forgettable (subsequent letters to the same person may be emailed)

Acceptance Letters

- Acceptance letters confirm the details of your employment such as the start date, position title, salary and other arrangements such as reimbursement of moving expenses

Declining an Offer

- Should be tactful, friendly, professional and normally done over the phone
- Declining letters should express your regret that you will not be accepting the position. You should leave the door open in case you want to re-apply in the future. Stating a reason for declining the offer is optional. Thank the organization and express your appreciation

Response to a Rejection Letter

- Always begin by thanking the employer for the opportunity to be interviewed
- Emphasize your ongoing interest and possibly suggest interest in another opportunity within the organization

Requesting a Reference Letter (letter of reference or letter of recommendation)

A letter of reference or recommendation may be requested by a potential employer or as part of an application for an education, training or internship program. These letters can vary in length and purpose. Typically, a letter of recommendation or reference is one page in length and either provides the factual details of your dates and terms of employment or an endorsement of your professional and/or personal qualifications. It is important to clarify which type of letter an employer is requesting.

- If you are contacting a past employer, professor, coach or other contact, you may phone or send a letter (typically email) requesting a reference or recommendation letter
- When requesting a reference or recommendation, you will want to inform the person of the use of the letter (part of an application for a job or further education). Provide a job description or information about the job/program to which you are applying. You should also consider sending a reference (who is providing you a recommendation) a copy of your resumé for information purposes
- A basic letter of reference should include information about your relationship with the person or organization including position title and/or context of the relationship (job title, volunteer title, student, member of a team), dates of contact and key aspects of the situation such as tasks, responsibilities/duties and the organization with which the contact was affiliated
- As part of the letter (or on the telephone), you should remind the person of some of the skills and accomplishments you demonstrated previously. Highlight skills and abilities that you want the referee to emphasize which demonstrate your suitability for the job to which you are applying and appropriate information about your work characteristics and relationships.
- In some situations you may be asked by a referrer to draft your own letter (this is not uncommon with professors or past employers). Prior to this, you will want to talk to the person and come to an understanding of some of the skills and abilities you will highlight. During this conversation, you should take the initiative to focus on the highlights of your skills especially as they apply to the type of opportunity you are seeking.

Electronic Applications

Many organizations have moved to sourcing applicants through online submission procedures. In some circumstances, this simply involves requesting that job seekers forward or attach an electronic copy of a resumé in an email. In general, PDF formats (Adobe Reader) are recommended for electronic resumé submission in order to retain the integrity of the formatting, graphics and content for the reader(s). It is important to pay attention to the file name and uploading of your attachment to ensure that the right organization, position and version of your documents are being delivered.

Sample Email sent with an attached Resumé

Subject: Resumé and Cover Letter for _____ Position

Dear _____ (as appears in the cover letter):

In response to your request inviting electronic applications for the position of _____, I am forwarding a document containing my Cover Letter and Resumé.

I am in the process of completing my final year of study in _____ at Wilfrid Laurier University. I have a background in _____ and _____ which I am confident will enable me to bring both knowledge and experience to the position of _____.

If you have any problems receiving the attached document, please contact me and I will be happy to re-submit. I will contact you soon to confirm that you have received and were able to open my document. Thank you for your consideration.

Sincerely,

Full Name

Phone number

For a full discussion on tips for electronic applications, visit the Career Centre or www.wlu.ca/career.

Submitting Applications Through Online Forms

Some employer organizations have moved away from accepting personal resúmes and have developed application forms to be completed online. In some situations, you may have an opportunity to review and prepare your answers prior to completing the application. In other situations, you may have to complete the application the first time you view it.

Virtual Resumés (Websites, Videos, Visual)

If you are considering the creation of an online or virtual resumé, you have a variety of options. If you post your resumé online at a job posting site or if you create your own virtual resumé (such as a personal website, LinkedIn or video resumé), continue to actively seek out opportunities.

If you decide to post all or a portion of your resumé and profile information on social networking or public websites, ensure that you exclude personal information such as your home address, SIN or phone number. Simply provide an email address that can be used by prospective network contacts to connect with you. It is important that you protect your privacy.

Disclosing Personal Information

As in the resumé, the cover letter is not generally the place to disclose any type of personal information. However, there may be times when including information about your personal experiences (not personal data) or background can be advantageous. You want to be certain that disclosing personal information is appropriate and serves a purpose. Sometimes disclosing personal information may be useful in helping the employer prepare prior to an interview. In general, it is more useful to disclose information after you receive an offer for an interview, during an interview, prior to accepting a job, or even shortly after beginning employment (or never if that is your choice).

If you are interested in disclosing information about a disability in a letter (or application form), you do not need to provide much detail. You may, for example, indicate in a letter (or when accepting an interview) that you have a mobility disability which requires an accessible interview location. Think about your reason for any disclosure and determine if it is appropriate to disclose this personal information (this applies to any personal information). Whenever you disclose any information that is personal in nature, be subtle and do not lead with this information. Include this information in the context you believe is relevant. For example, if you were applying for a job which involved international travel and you lived outside of Canada, you may want to reference this information as you are discussing your ability to do the job.

If you are applying for admission to an educational program, the question of disclosure may be difficult. In some circumstances there may be a reason to disclose if it is relevant to the program to which you are applying. Consult the educational institution's diversity or disability office, for example, and seek their advice on the impact of disclosure on acceptance into the school.

Unfortunately, your decision to disclose may need to be partially based on the type of disability and/or on the perception of the disability by others. Some disabilities may make it more difficult for an employer to envision you performing successfully on the job. Before you disclose any information about a disability, ensure that you have a clear idea of the implications and any accommodations you may require. While an employer may have an obligation to accommodate an employee with a disability, you can demonstrate your professionalism and your ability to manage your disability by being the expert on your own requirements.

The decision of when and how to disclose any personal information during the job search is a personal decision. If you want to maximize your opportunities to obtain the job you want, you must remember that **the application process is a self-marketing process**. As such, you want to consistently highlight only the information which demonstrates your ability to do the job. You are not including information about what you do not do well, do not know, do not like to do, or for which you may need adjustments. **Include only information you feel is relevant and beneficial.**

Next Steps

Review the sample resumés, CVs and employment letters which follow in this Guidebook. Visit www.wlu.ca/career to view additional resumé and letter styles.

In addition to these online resources, there are a number of profession-specific and experience-related resumé books available for viewing at the Laurier Career Development Centre.

Once you have attended a **Resumé Writing Workshop** and drafted your resumé using the principles within this guidebook, book an individual **Resumé Critique** appointment with a Career Consultant to obtain personalized feedback.

Appendix – Sample Resumés, CVs and Employment Letters

The following samples are intended as guidelines only.

To view a full range of styles and formats,
visit www.wlu.ca/career or browse through the many resource books available at
the Career Development Centre

Andrew Jones

222 Oakbluff Lane, Waterloo, ON N1N 1N1
591 •555 •5555 email AndrewJ@gmail.com

Objective

To obtain a position in a **Communications/Public Relations** consultancy as a **Junior Account Manager**, assisting in the development and implementation of effective communications campaigns

Profile

- Experience developing marketing plans, creating promotional material, and developing and managing public events and membership drives
- Solid knowledge of emerging media communications trends including effective use of print, electronic and social mediums to successfully target different audiences
- Excellent sense of design and aesthetics with a demonstrated ability to create eye-catching designs which quickly and effectively communicate a clear message
- Skilled in the management of projects and teams from conception through decision making to implementation; managed and executed an event with over 125 attendees
- Strong skills in the management of details including compiling information, tracking resources, balancing finances and ensuring consistency of core messaging
- Always bring enthusiasm and a spark to any project or situation which enables the building of effective relationships with co-workers, customers and the public

Education

Honours Bachelor of Arts, Communications
Wilfrid Laurier University, Waterloo, ON

20XX – Present

Relevant Experience

Event Committee Chair (Volunteer)

20XX

Laurier Communications Club, Wilfrid Laurier University, Waterloo, ON

- Successfully developed and organized an event to enhance the profile of the club resulting in over 125 attendees and securing 15 new members
- Selected and arranged a venue for the event and negotiated with the host to provide the venue at no cost
- Developed a marketing plan and ensured distribution of promotional materials
- Effectively lined-up high profile guest speakers and ensured their immediate needs were met; arranged for thank-you gifts following the event
- Liaised with community media, including radio and print, creating a press release and website content which promoted the event and the club

Relevant Experience Continued

Sales Associate (part-time)	20XX – 20XX
The Gap, Sunrise Centre, Kitchener, ON	
<ul style="list-style-type: none"> ▪ Provided exemplary service in response to customer enquiries and concerns ▪ Designed creative displays to enhance promotion of key merchandise ▪ Ensured thorough knowledge of all products and trends to provide customers with comprehensive guidance and feedback ▪ Assisted with the reconciliation of accounts and the management of inventories 	

Additional Experience

Summer Playground Assistant	Summer 20XX
Recreation Department, City of Kitchener, ON	
<ul style="list-style-type: none"> ▪ Organized, planned and supervised youth programs 	
Clerk (part-time)	Summer 20XX
Summer Treats Ice Cream Parlor	
<ul style="list-style-type: none"> ▪ Provided service to the public 	

Volunteer Experience

Newsletter Editor (Volunteer)	20XX - 20XX
Oakbluff Community Association, Waterloo, ON	
Raise the Roof Fundraising Event (Volunteer)	20XX - 20XX
Youth Supporting Youth, Waterloo, ON	

Associations

Committee Chair Laurier Communications Club	20XX - Present
Student Member International Association of Business Communicators (IABC)	20XX - Present

Activities and Interests

- | | |
|---|-------------|
| <ul style="list-style-type: none"> ▪ Intramural sports participant, Wilfrid Laurier University ▪ Movie enthusiast who enjoys going to the Toronto International Film Festival | 20XX - 20XX |
|---|-------------|

References and Portfolio Available Upon Request

CATHERINE WONG

321 Erb Street, Waterloo, Ontario N2N 2N2 519.888.8888

<http://www.linkedin.com/in/catherinewong/>

ccwong@wlu.ca

OBJECTIVE

To join a mid-sized accounting firm as a **Junior Accountant** with a focus on providing personal client service and working towards the Chartered Accountancy designation

RELEVANT COMPETENCIES

- Previous **experience in the accounting field** performing accounting and auditing functions with a well-developed knowledge of accounting practices (GAAP)
- Solid ability to **compile, review and assess** detailed financial and statistical data
- Conducted **financial analyses** and prepared well-written and thorough reports
- Experienced in all aspects of bookkeeping, e.g., accounts payable and receivable
- **Interacted effectively** with colleagues/clients to ensure appropriate information was gathered and clients were provided with and understood relevant details
- Recognized as a **motivated/dedicated employee** with a record of achievement
- Proficient in a variety of computer applications and **accounting software** including MSOffice (Excel), COGNOS and SAP

EDUCATION

Honours Bachelor of Business Administration

Wilfrid Laurier University, Waterloo, Ontario (20xx – Present)

Concentration: Accounting

Average: A-

Awards: Certificate of Excellence for contribution in a finalist group in the prestigious third-year Integrated Case Exercise (I.C.E.)

RELEVANT EXPERIENCE

Junior Accountant

LBW Accountants, Waterloo, Ontario (Summer 20xx)

- Responsible for completing specific sections on year-end audits, including A/R, A/P
- Contributed to interim audit procedures, including system updates and walkthroughs
- Identified discrepancies and ensured appropriate resolution and reconciliation
- Participated in training programs which taught practical skills for entry-level auditors

Junior Accountant (Student Placement)

City Manufacturing, Waterloo, Ontario (Summer 20xx)

- Performed review and compilation engagements for small/medium companies
- Prepared personal tax returns and returns for small business professionals
- Assisted on audits by doing substantive procedures and preparing financial reconciliations
- Improved data-entry process through streamlining information protocols and entry procedures

Treasurer (Volunteer)

Laurier Accounting Club, Waterloo, Ontario (20xx – Present)

- Managed financial resources, established budgets and distributed financial resources
- Involved in club decision making and policy development

ADDITIONAL EXPERIENCE**Peer Advisor: Student Career Leader Program (Volunteer)**

Career Development Centre, Wilfrid Laurier University, Waterloo, Ontario (20xx – 20xx)

- Provided individual/group services to fellow students on employment preparation topics
- Assisted in the development of a recruiting plan and participated in hiring peer advisors
- Developed and delivered presentations and led outreach initiatives which involved public speaking

Quality Assurance

City Manufacturing, Waterloo, Ontario (Summer 2007, 2008, 2009)

- Utilized excellent observational skills to detect flaws and remove defective products
- Worked diligently to ensure quotas were achieved daily
- Maintained accurate reports of product deficiencies and reported on patterns of deficiencies

ADDITIONAL SKILLS

- Fluent in English and Mandarin with a conversational knowledge of French
- International travel experience (Asia and the South Pacific)

PROFESSIONAL AFFILIATIONS

Canadian Chartered Accounting Association (Student Membership, 20xx – Present)

Member of Laurier Accounting Club, Wilfrid Laurier University (20xx – Present)

Member, Past Executive, Laurier Chinese Students Association (20xx – 20xx)

INTERESTS

- Reading current business and financial news
- Learning to cook new cuisines with a current interest in Thai cooking

REFERENCES

Will be provided upon request

RENA RESAL BSC (CANDIDATE)

OBJECTIVE

To secure a Research Technician role within an internationally-recognized research and development corporation

QUALIFICATIONS PROFILE

- ❖ Two years experience conducting research in the field of chemical and biological analysis and sampling
- ❖ Strong laboratory skills including collecting and preparing samples, selecting and conducting a range of tests and documenting observations and results
- ❖ Conducted analysis of chemical and biological reactions using computer software to conduct theoretical tests and to process and manage data and information
- ❖ Solid understanding of field research including experience following proper procedures for sample collection, processing, recording and storage

EDUCATION

Bachelor of Science 20XX – Present
Wilfrid Laurier University, Waterloo, ON
Majors: Chemistry and Biology
Concentration: Molecular Biology, Biochemistry

RELEVANT EMPLOYMENT

Teaching Assistant 20XX - Present
Wilfrid Laurier University, Waterloo, ON

- ❖ Responsible for creating term paper assignments, grading term papers and supervising midterms
- ❖ Led weekly discussion sessions for second year Molecular Genetics and Inorganic Chemistry classes

Research Technician II 20XX (Summer)
New Technology Health Centre, Toronto, ON

- ❖ Responsible for creating and managing a database of testing information and results
- ❖ Gathered, prepared and processed slides for analysis by researchers
- ❖ Other responsibilities included presenting data, preparing manuscripts, designing experiments, organizing lab equipment and training student volunteers

Quality Control Analyst 20XX (Summer)
ABC Beverage Company, Waterloo, ON

- ❖ Monitored beverage production to ensure high standards for safety and sterilization
- ❖ Collected samples on an ongoing basis using established collection and processing procedures
- ❖ Conducted quality assurance analysis on products using laboratory equipment

LABORATORY AND TECHNICAL EXPERTISE

- ❖ Familiar with and/or have used many chemical analysis instruments including: NMR, UV-Vis, IR, Mass Spec, AA, HPLC, Gas Chromatograph, CV, and Grans Plot
- ❖ Experience with slide preparation and analysis for the purposes of testing and examination
- ❖ Previous experience using mass spectrometry and spectroscopic methods of molecular structural analysis
- ❖ Experience with a range of methods for conducting wet analysis
- ❖ Analysis of DNA, RNA and Protein: isolation, purification and quantification
- ❖ Gel electrophoresis; Southern and Western Blot analysis
- ❖ Cloning (aseptic technique, transformation, transfection, bacterial culture, DNA preps)
- ❖ Restriction Enzyme Digests; Cell Culture

ADDITIONAL WORK HISTORY

- | | |
|--|----------------|
| Clerk/Cashier (Part-time)
Lucky Dollar Store, Waterloo, ON | 20XX - Present |
| Cashier
Quick Fill Gasoline Mart, Kitchener, ON | 20XX - 20XX |

EXTRACURRICULAR ACTIVITIES AND VOLUNTEER EXPERIENCE

- | | |
|---|-------------|
| Volunteer, Big Sisters of Waterloo Region
Waterloo, ON | 20XX |
| Elected to the Executive of Laurier’s Biology Club
Wilfrid Laurier University, Waterloo, ON | 20XX – 20XX |
| Environment Guide
Kids Summer Playground Experience, City of Kitchener, Kitchener, ON | 20XX – 20XX |

INTERESTS

- ❖ Enjoy studying and playing Jazz horn with a local amateur Jazz group
- ❖ Hiking in the undeveloped North; spent a month in the Yukon during the long days of summer
- ❖ Educating children on the environment and the value of recycling

REFERENCES AVAILABLE UPON REQUEST

Sample CV Content and Layout

Your Full Name and Credentials (e.g., BSc, MSW, PhD)

Contact Information

(one address, phone number and email. A professional web page can also be listed here)

Qualifications Profile (optional)

- A bullet point summary of 3 - 5 of your most relevant highlights

Education

Doctor of Philosophy, Discipline (ABD)

University, City, Province (Defense) 20xx

- add thesis title, supervisor and committee
- comprehensive exam fields and committee members (optional)

Master of Science/Arts/Social Work/Discipline 20xx

University, City, Province

- add thesis title and/or supervisor

Bachelor of Science/Arts/Business Administration 20xx

University, City, Province

- add academic awards or GPA if it is particularly high
- an undergraduate applying to further education may include related courses

Awards, Distinctions and Fellowships

You can list awards/fellowships here if they are very strong. If you have many, you may highlight some here and include more in a separate section.

Teaching/TA Experience

List any courses/seminars you lead (include TA roles). Include course numbers, name, year and, optionally, a one-line statement of course content.

Include your Name on top of each page and include page

Course Name and Number, Department

University, City, Province

Winter 20xx

- provide a one-line statement about the course content

Research/RA Experience

List any research experience (may combine teaching and research experience sections if you have only a few or one of each). For undergraduates applying to further education, you may include your undergraduate thesis

Name of Position, Department

University/College, City, Province

20xx – 20xx

- use brief sentences to describe your activities

Clinical/Laboratory/Field Experience/Knowledge

You may list relevant clinical experiences, field experience, laboratory experience and areas of expertise. You might include a list of 'techniques', theoretical frameworks, populations, equipment you are familiar with.

Research Techniques/Research Interests

If you are applying for a job in research or an education program, present both your existing research interests and point to future research directions (this section may appear earlier when applying to graduate school). If you have obtained grants and written grant proposals you may also list this information here.

Publications/Presentations/Conferences/Posters

If your publication list is extensive (i.e., more than one page) present this list on a separate page(s) at the end of your CV, before references. If you have less than one page, list your publications/presentations here (prioritize peer-reviewed journals). Cite the date of the publication/presentation, the publisher/title/location of the event. If you have several, divide into different subsections. If you are an undergraduate you may include poster/presentations from conferences.

Name	page number		
<p><u>Performance and Professional Repertoire</u> Music/performance students may include performance highlights (include performance title, location, organization or event, and date)</p>			
<p><u>Professional Affiliations</u> A list of professional organization/association affiliations</p>			
<p><u>Professional Development/Courses Taken</u> This section provides a basis for evaluating the breadth of your knowledge. You may list seminars, lectures, conferences you attended outside your regular class. For music students, you may include a list of 'Master classes' (present this earlier in the document, on the first or second page).</p>			
<p><u>Course/Curriculum Development</u> If you were involved in the development of a new course or the re-development of an existing course or area of study, you can include this with the above or highlight it separately.</p>			
<p><u>Relevant Work Experience</u> List any jobs you held (paid or unpaid) which may be relevant to the position or program to which you are applying. If you are applying to jobs such as government or international, this section may come earlier in the CV (possibly after formal education). Position, Organization, City, Province 20xx</p> <ul style="list-style-type: none"> ▪ Brief summary of role and may include a brief description of organization/population 			
<p><u>University Community Involvement</u> List the committees and student organizations in which you were involved. Include <u>initiatives</u> you took and/or <u>achievements</u> you had with results.</p>			
	<th data-bbox="1003 131 1997 191">Name</th> <th data-bbox="1003 131 1997 191">page number</th>	Name	page number
	<p><u>University Community Involvement Continued</u> Name of Position, Department, University, City, Province 20xx</p> <ul style="list-style-type: none"> ▪ Briefly describe the committee type, focus and your role 		
	<p><u>Community Involvement/Activities</u> If you served on boards of directors, committees or volunteered in a professional capacity. For example, a social work student may volunteer at a community crisis unit or a physics student may volunteer to teach physics at a local physics and astronomy club in the community.</p>		
	<p><u>Additional Professional Experience</u> You may list other jobs you feel provide relevant skills. List basic, brief information such as:</p>		
	<p>Name of Position, Organization, City, Province 20xx</p> <ul style="list-style-type: none"> ▪ Brief description (one line is acceptable) 		
	<p><u>Languages</u> If you are perfectly bilingual add 'fluent written/spoken'. Describe levels of fluency according to the following: 'Basic', 'Intermediate', 'Fluent'.</p>		
	<p><u>Interests</u> You can include one section which includes both Interests and Volunteer/Community Activities if you have only one or two volunteer activities. If you include interests (hobbies), present them in full sentence form (do not say, 'reading', say, 'avid reader of historical biographies and novels; make an interest worth including/discussing).</p>		
	<p><u>Attachments and References</u> Indicate additional attachments included here (e.g., write 'attachments included').</p>		

Steve Wood csc

20 University Avenue ▪ Waterloo, ON N1J 2K9 ▪ (519) 555-2211 ▪ s.wood@hotmail.com

January 9, 20xx

Mr. Curtis Kentle
Director , ABC Financial Management
123 Rawdon Street
Toronto, Ontario N2H 2H2

Re: Position #22108 - Financial Management Trainee

Dear Mr. Kentle:

I am writing in response to your advertisement of January 6 in the *Toronto Star* inviting applications for the position of Financial Management Trainee. As a financial math student with a background in sales and marketing, experience in the financial industry and outstanding client service skills, I would be interested in an opportunity to learn more about your trainee program.

I will be graduating in May 20xx from Wilfrid Laurier University where I obtained a solid knowledge of **finance, economics and business**. My technical knowledge, combined with my work experiences, will enable me to quickly integrate my current knowledge with the training I will receive at ABC Financial. My experience as an active member of the Finance Club at Laurier provided me with the opportunity to develop **solid research and assessment skills** and enhanced my ability to work with others to make financial planning and investment decisions. According to the material I reviewed on your program, you emphasize the commitment to taking a team approach to learning and work, something which would fit well with my approach to financial management and working with colleagues and clients.

My recent work experience has also provided me with a range of skills relevant for a role within your organization. While working as a customer service representative in the banking industry, I developed a reputation as a key contributor to the organization. My supervisor consistently identified me as **a top performer** and praised my **initiative and client service abilities**. I know my drive and ability to make connections with clients will enable me to make an impact at the front end of the job, but I also understand how to effectively prioritize tasks and balance customer interactions, paperwork, research and the development of new initiatives.

I believe my qualifications, in particular my ability to quickly apply training, manage multiple tasks, and above all, develop excellent relationships with colleagues and clients will be of interest to you in the selection process. I would appreciate the opportunity to discuss employment possibilities with you at your earliest convenience. I will follow up with a phone call to you the week of January 18 to discuss a possible meeting.

Sincerely,

Steve Wood CSC, HBA

SAMPLE: Thank-you Letter

Zack Saulk

22 Bricker Road, Waterloo, ON L9L T2T
(519) 555-7070 - saulk07@mymail.com

February 16, 20xx

James Jones, President
The Health and Wellness Site
12 Summer Drive
Guelph, ON N3G 5J6

Dear Mr. Jones:

It was a pleasure to meet with you and Mr. Rush on Friday, February 15, 20xx and to learn more about your organization's philosophy and growth. I especially appreciated the opportunity to tour your site and to meet some of the other employees.

It was of particular interest to me to learn about your desire to include a nutrition consultant on site as part of your whole lifestyle change campaign. I would welcome an opportunity to work with this person and to learn more about this area.

I appreciate the information you shared about the number of candidates you have yet to meet and I look forward to hearing from you by the end of next week. I would certainly be willing to forward any additional information you might require.

Sincerely,
Zack Saulk

SAMPLE: Acceptance Letter

January 22, 20xx

Mr. Curtis Kentle
Director, ABC Financial Management
123 Rawdon Street
Toronto, ON N2H 2H2

Re: Position #22108 - Financial Management Trainee

Dear Mr. Kentle:

I was very pleased to receive your offer and I am very interested in working as a Financial Management Trainee in your organization. I am able to begin work on May 1 under the conditions stipulated in the contract we discussed in our telephone call.

Your organization's training program offers an excellent start to my career. The projects we discussed will offer challenges as well as the opportunity for me to make a significant contribution to your team. I look forward to seeing you again soon.

Warm Regards,

(insert signature here)

Steve Wood

<p>Sample: Declining an Offer</p> <p style="text-align: right;">321 Erb Street, Waterloo, ON N2N 2N2 519.555.5555 ccwong@wlu.ca</p> <p>May 5, 20xx</p> <p>Mrs. Pamela Small Manager, ABC Accounting 456 Wellington Street Cambridge, ON M1A 5G6</p> <p>Dear Mrs. Small:</p> <p>I very much appreciate the offer to join your organization as a Junior Accountant. However, after much careful deliberation, I must respectfully decline your offer.</p> <p>Although many aspects of the position were of interest to me and I enjoyed meeting with you, I have decided to accept a position which more specifically relates to my career goals. However, I would appreciate the opportunity to keep in touch in the future.</p> <p>I thank you for your time and consideration.</p> <p>Sincerely,</p> <p>Catherine Wong</p>	<p>Sample: Response to a Rejection</p> <p style="text-align: right;">123 INNOVATION STREET GUELPH, ON N2R 2R2 (519) 544-4444</p> <p>March 1, 20xx</p> <p>Mr. Bob Jenson, Group Product Manager The Beverage Company Ltd. 5-340 Yonge Street Guelph, ON M3H 4H8</p> <p>Dear Mr. Jenson:</p> <p>I would like to thank you for the opportunity to interview for the position of Research Assistant.</p> <p>Although I regret not being chosen for this position, I am still very interested in the opportunities your company offers. I would appreciate any feedback from you on what steps I could take to be a more successful candidate in the future. I hope you do not mind if I contact you in the next few weeks to discuss some ideas as to how I might position myself for future opportunities at The Beverage Company Ltd.</p> <p>Thank you for your consideration.</p> <p>Sincerely,</p> <p>Rena Resal</p>
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