

Resumé & Cover Letter Development

FSW Employment Preparation Series

Career Development Centre
2015

Learning Objectives

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

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

Compare these Advertisements

Member FDIC



We make money with you, not off you.

Introducing Ally. A bank that believes banking took a wrong turn somewhere with fees and penalties. A bank that believes in a quaint concept: it's your money, not ours. That's why we offer the most competitive rates in the country, we never hide behind fine print and we give you 24/7 access to a real human. Why? It's just the right thing to do.

ally
Straightforward.



TAKE CONTROL OF YOUR FINANCES.

CONTINENTAL SAVINGS BANK
Money Wise
Corner of Tenth & Alamo

Each speaks to a different audience, with a different style & target

Your Resumé is an Advertisement

Alice Clark

Sample # 1 -
Before

School Address:

222 Oakbluff Lane
Waterloo Ontario N1N 1N1

email: AliceC@gmail.com
Cell: 591.555.5555

Permanent Address:

333 Oak Avenue
Hamburg, M1M 1M1

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 I 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 intermural 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

I played 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
- Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

TERESA ANN MERRITT BA, MSW (Candidate)

48 Cravenwood Crescent ▪ Waterloo, ON M3R 5T4 ▪ (519) 543-0000 ▪ tmerritt@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

- Counselling 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

2008 - 2010

Specialization: Individuals, Families and Groups

Award: Graduate Scholarship (\$1,000)

Honours Bachelor of Arts (Psychology), University of Guelph, Guelph, Ontario

2004

RELATED EXPERIENCE

Social Work Intern (field placement)

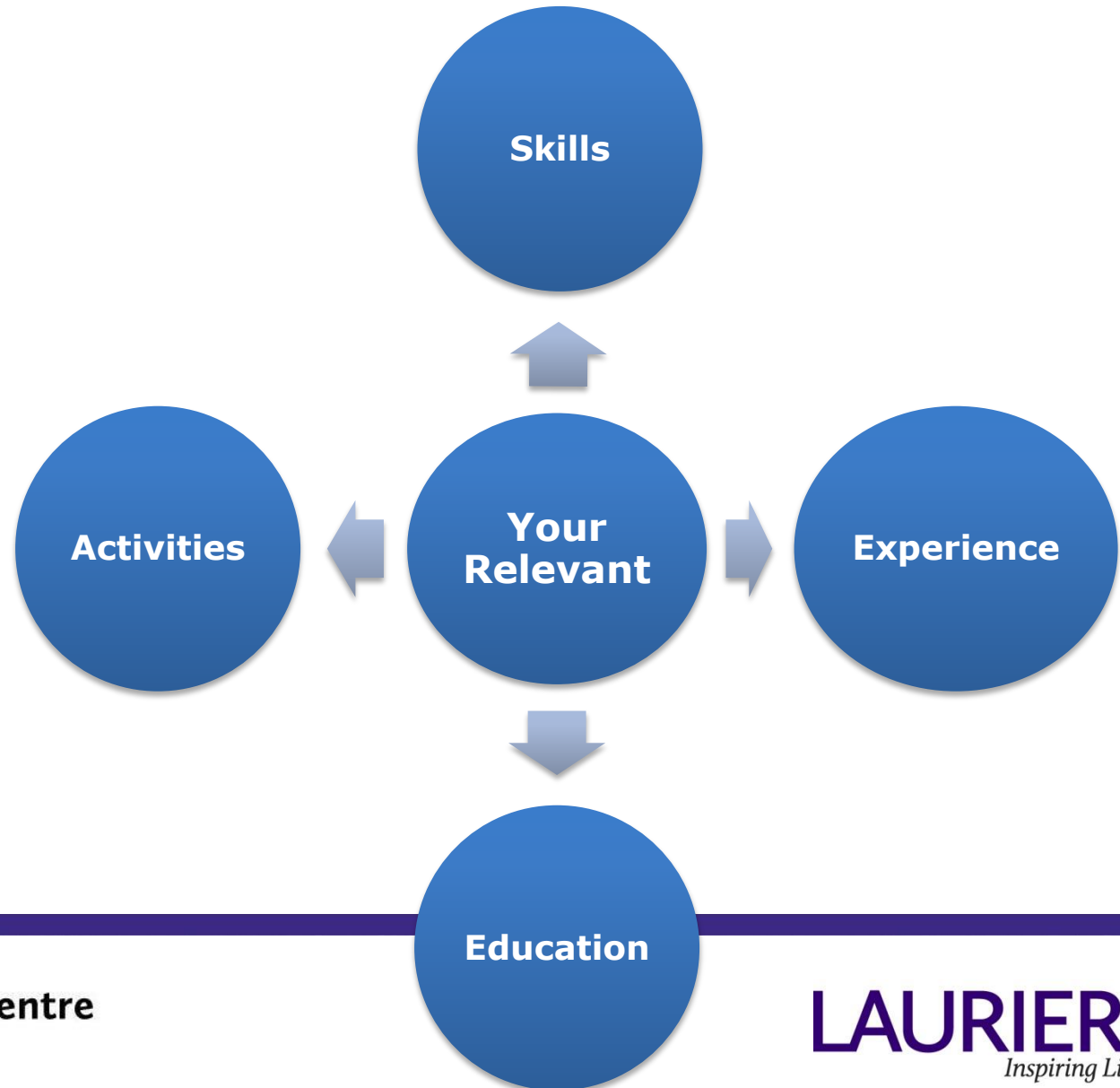
Fall 2009

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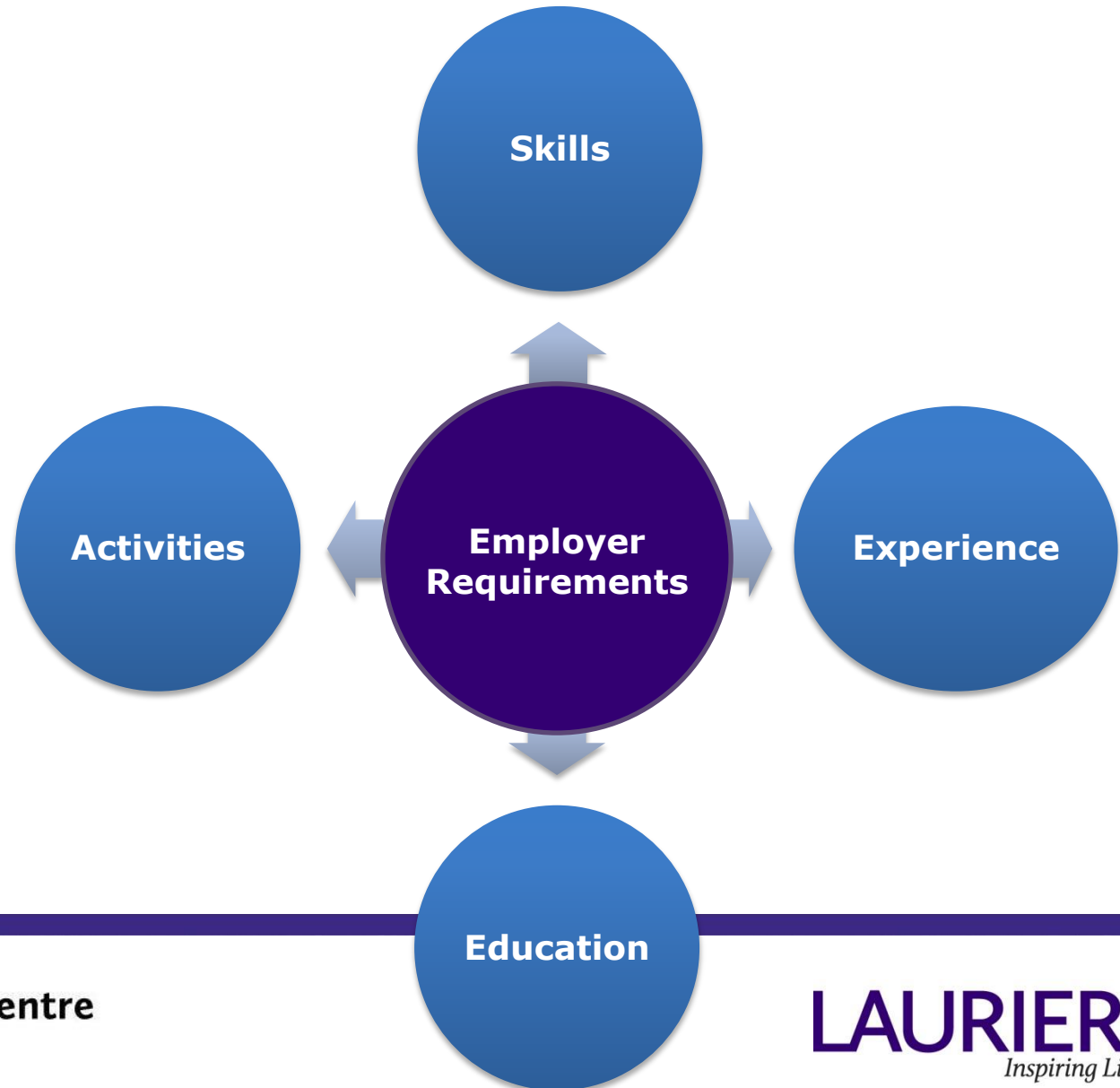
Primary Goal of Your Resumé

To demonstrate your **FIT** for the **job**



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3 Parts of an Effective Resumé

Part I

Appearance

Part II

Structure

Content

Part III

**Effective
Resumé**

Will the employer read your resume?

For How long?

3 steps to screening and making an impression

First Impression
5 Seconds

1.
Appearance

Second Look
15 seconds

2.
Organization

Content Review
30+ seconds

3.
Content

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





www.wordle.net



Appearance

Compare for Appearance

Basic Update

Alice Clark

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email: AliceC@gmail.com
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- Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

Alice C. Clark

222 Oakbluff Lane, Waterloo, Ontario, N1N 1N1 Cell: 591.555.5555
AliceC@gmail.com or <http://www.linkedin.com/in/AliceClark> ←

SKILLS

- Experience working with the public providing excellent customer service
- Strong computer skills and internet research skills
- Excellent verbal and written communications skills
- Friendly, hard working, dependable and creative
- Work well in a team or individually; enjoy working with culturally diverse people

EDUCATION

Honours BA, Political Science and Communication Studies 2008 - Present

Wilfrid Laurier University,

Double Major: (GPA 9.3)

Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law I and II (PO342/343), Introduction to Marketing (PO229)

Laurier Swim Team member, 2008, 2009 - Competed at CIS

Ontario Secondary School Diploma 2008

Hamburg High School

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

WORK EXPERIENCE

Sales Associate 2008 - Present

The Gap, Sunrise Centre, Kitchener, Ontario

- ❖ Provided customers with excellent service
- ❖ Responsible for handling money and tracking inventories
- ❖ Sold merchandise to the public. Made certain merchandise was properly displayed
- ❖ Assisted with opening and closing the store

Summer Playground Assistant 2008/09

Recreation Department, City of Kitchener, Ontario

- ❖ Supervised groups of children ages 6-16 at a summer playground experience
- ❖ Activities leader for activities such as arts and crafts, nature exploration, swimming, water safety, singing and dancing
- ❖ Worked with other playground assistants to ensure a safe and enjoyable experience for campers
- ❖ Helped children go to the bathroom and get changed for swimming

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.

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

*"A great asset to
our branch!"*

*"A key contributor
... to branch sales
growth."*

*Proven
"commitment to our
core values"*

*"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
branch... and (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

OBJECTIVE

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

- 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

RELEVANT EXPERIENCE

Client Assistant Officer, Canada National Bank 2004-present

Customer Services Representative I & II

- Meet or exceed sales targets on a consistent basis
- Build and maintain client loyalty by learning clients names and recommending appropriate financial solutions
- Obtained a perfect score in 10 performance categories including relationship with others, meeting deadlines and teamwork during most recent review

Committee Member, Wilfrid Laurier University Finance Club 2004-2006

- Researched and presented a market overview on various stocks
- Co-managed a portfolio of 10-15 stocks, which out performed the TSX for over a year

Construction Coordinator/Framer, Woodstock Renovators 2000-2003

- Directed the efforts of a team of 2-4 construction workers of stairs, walls and cottage roofs
- Maintained a safe job site through clear and on going communication with site team
- Designed cathedral front walls, including calculating the angles required

EDUCATION & PROFESSIONAL DEVELOPMENT

Honors Bachelor of Arts, Financial Mathematics with Co-op Option August 2007

Wilfrid Laurier University, Waterloo Ontario

- **Minor in Economics**
- **Career Development Certificate**

Canadian Securities Course - Completed 2007

INTERESTS

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

REFERENCES AVAILABLE UPON REQUEST

Steven B. Harris BA PMP MSW (Candidate 2010)

10 Parkway Drive, Waterloo ON - N1F 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

- 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 2010 Community Conversations Toronto Conference
- Key areas of expertise include -
Project management | Team Leadership & Development | Consensus Building | Evidence-based Consulting

RELEVANT EXPERIENCE

PROGRAM DEVELOPER (MSW Internship)

Winter 2010

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)

Fall 2009

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.

~ 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

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- Participated in individual counselling sessions with families and teens
- Provide initial screening, intake and referral support to the team

“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.

-R. Sternum,

Executive Director,

Local Health Integration Network

□
ENGAGE
INSPIRE
TRANSFORM

□



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
- **May also include**
 - Objective (Optional)
 - Profile or Key Qualifications (Recommended!)

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 impacts 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”

**What you want
and the benefit
to the employer**

**What qualifies
you as an ideal
candidate**

**How you
obtained your
qualifications
using targeted,
accomplishment
-based
statements**

*"A great asset to
our branch!"*

*"A key contributor
... to branch sales
growth."*

*Proven
"commitment to our
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*"An active listener
and his ability to
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REFERENCES AVAILABLE UPON REQUEST

Targeting your Objective

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

Generic

To obtain a position as a PROGRAM FACILITATOR

Targeted

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 20xx-xx

Bachelor of Arts, Psychology 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**
 - Speak to transferable skills
 - Use accomplishment-based statements
- In general, include last 5 – 10 years or 5 jobs
- List history in reverse chronological order

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 verbs**
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 virtual)

Advocacy Blog Facilitator

20xx-Present

- Right to Play International www.play.com/blogspot

Committee Member

20xx

- Global Conference on Women's Issues, New York NY

Interests...

Ask yourself ...**are they really 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
- Supervisors
- Other Managers
- Dean
- Colleagues
- Directors

Have a
Conversation
& Keep them
informed!!

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



The Cover Letter

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

Layout Option

3-5 short paragraphs

3 key questions to be addressed

Introduction

Why Them?

- **Connects** you to the employer, industry, or community
- **Clarifies** how you learned about the position
- **Highlights** a distinctive attraction to this role/employer
- **Projects** your enthusiasm for their posting

Body Text

Why You?

- **Indicates** that you have researched the position
- **Demonstrates** how your unique background and skills appropriately match their current requirements and future plans

Conclusion

Why Now?

- **Confirms** your enthusiasm, course completion timeline and availability for an interview
- **Requests** an opportunity for further discussion

Options for paragraph organization

Option 1: Organized based on what you offer

- Discuss the relevance of your education and/or training
- Discuss the relevance of your experiences (paid/unpaid)

Option 2: Organized based on the job's demands

Example:

- Customer/client management needs of job
- Technical/administrative needs of job

*Do **not** repeat specific details and facts from your resumé*

Selling Education

- Mention specific, relevant skills you developed or knowledge you acquired during your education (**do not** list your courses)
- Focus on your **applied** knowledge and its relevance – do not focus on the fact that you **learned** something
 - Do **not** say “During my studies, I learned...”
 - Instead, say . . . “My knowledge of _____ (counselling or child development, etc.) includes...” or “I understand the importance of _____.”

Selling Qualifications

When discussing specific skills/qualifications:

- **Do not** simply list a number of skills and claim to have them
- **Do** provide relevant, specific examples of **key** skills
- **Do** indicate that you understand how the **key** skills are relevant or how they will be used on the job

Example: "My background **working with the public** has provided me with the skills to effectively **manage customer inquiries and relationships**. My ability to listen and explain information with clarity and enthusiasm **makes the customers feel welcome**. This will be a **benefit to your organization** when you seek to increase repeat customer business."

Selling Experience

When discussing previous work experiences:

- Mention specific relevant skills you developed, but do not focus on **the exact job** where you developed them
 - For example, if you had previous experience working as an assistant manager at a retail store, you do not need to list the job title and name of the store.
 - You could say . . .
“As a result of my previous experience working in retail managing complaints from the public, I have a solid understanding of...”

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 and Cover Letters – IFG and CPPO**
- **Social Work Related Action Verbs**
- **Writing Accomplishment Statements document**

- **Resumé Slides** www.wlu.ca/career
- **Appointments**
 - **Kitchener - TUESDAYS – FSW104 (Feb 24, Mar 3)**
 - **Waterloo – WEEKDAYS** - in-person, telephone or email

- **Upcoming Workshops:**
 - FSW Interview Skills – Feb 24 12-1pm**
 - NEW FSW LinkedIn – Feb 24 1-2pm**
 - FSW Let’s Talk: Career Success Strategies for transition to the Canadian Workforce – Mar 3**

Connect With Us!

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