

Samples of References

CHRIS SMITH

83 Prospect Road • Orlando, FL 32837
(407) 555-8975 • ChrisSmith@msn.com

REFERENCES

Dr. Robert Jones
Chair, Biology Department
University of Central Florida
4000 Central Florida Blvd
Orlando, FL 32816
(407) 555-0000
Rsmith@mail.ucf.edu

Ms. Louise Parker
Research Coordinator
Centers for Disease Control and Prevention
101 Peachtree Center
Atlanta, GA 30001
(404) 555-1111
louparker@cdc.gov

Dr. Jonathan Hopkins
National President
American Society for Microbiology
1000 Dupont Circle
Washington, DC 58221
(202) 555-2222
DrJohn@asm.org

ALICIA MOORE

▪ 2122 KIMBERWICKE CIRCLE ▪ OVIEDO, FLORIDA 32765 ▪
▪ CELL: 407.270.5555 ▪ AMOORE@GMAIL.COM ▪

REFERENCES

Ms. Corrine Jenkins
Supervisor
Cingular Wireless
100 Oak Street
Orlando, FL 32824
407-888-1111
C.Jenkins@cingular.com

Mr. Joseph Lakely
Manager
Dial America
5136 W Street
Orlando, FL 32801
407-888-2222
Lakelyj@dialamerica.com

Dr. Richard Green
Professor, College of Arts and Humanities
University of Central Florida
P.O. Box 0123
Orlando, FL 32816-0123
407-823-8233
rgreen@mail.ucf.edu

How to Save Your Resume

- ❖ PDF is the preferred format for saving and submitting resumes
 - » Always include your name when saving your resume
 - » i.e. SandraSmithResume.pdf
- ❖ Resume you post online (that anyone can view):
 - » Limit personal information & include email only as a way to contact
 - » Keyword loading is important



Standout Resumes

Do!

- ❖ Take inventory of your skills & promote those relevant for the job
 - » Focus on the employers needs
- ❖ Quantify your information whenever possible
- ❖ Use action verbs
- ❖ Use consistent formatting
- ❖ Have your resume reviewed and critiqued

Don't!

- ❖ Fail to convey your knowledge, skills and abilities
- ❖ Use "I" on your resume
- ❖ Ever exceed 2 pages
- ❖ Fabricate, exaggerate or misrepresent
- ❖ Use paragraphs or large blocks of text

Kahoot Time!

- ❖ Get your phones out and ready to test your knowledge!
- ❖ Ready, GO!

Cover Letter - Purpose

- ❖ Allows you to explain why you are a match for the position
- ❖ Provides insight about your communication skills
- ❖ Market your Knowledge, Skills and Abilities (KSAs)
- ❖ Outline your strongest qualities
- ❖ DOESN'T summarize your resume



Cover Letter - Basics

- ❖ Include a tailored cover letter with each resume you send out for consideration
- ❖ Address to a specific name and title
- ❖ State your purpose in the first paragraph
- ❖ Active writing style that is direct, powerful & error free
- ❖ Keep it short and to the point; avoid complex and run-on sentences
- ❖ Use appropriate language, correct grammar and punctuation
- ❖ Maintain a positive tone

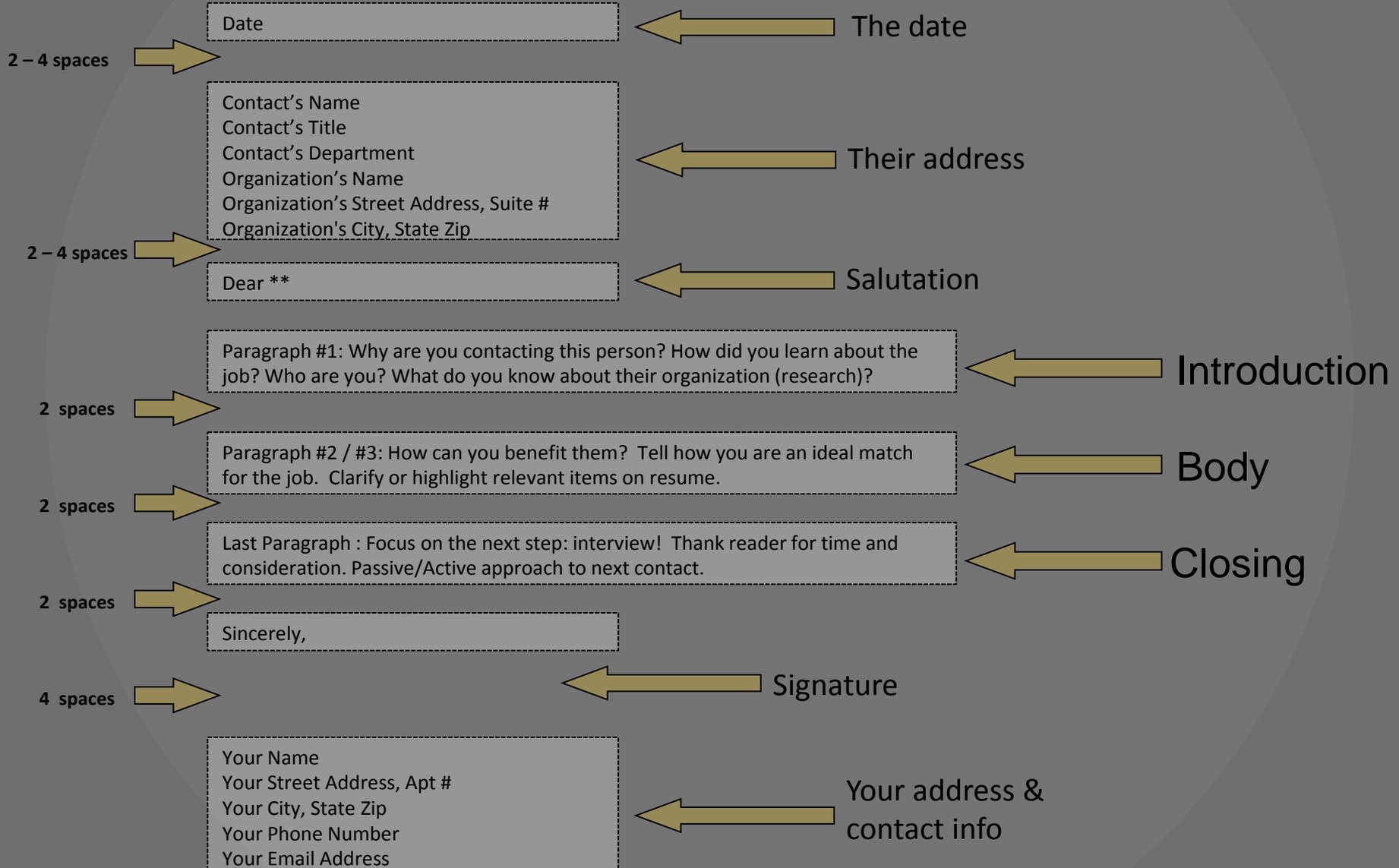
Format & Appearance

- ❖ Length
 - » Generally one page
- ❖ Margins
 - » 1 – 1 ½ inches on all sides
- ❖ Fonts
 - » Use standard fonts such as Times New Roman or Arial
- ❖ Type Size
 - » 10 – 12 point
- ❖ Completed letter should be vertically centered on the page
- ❖ White, beige, or light gray quality bond paper

Top 5 Things Recruiters Look for in a Cover Letter

- 5 Readability
- 4 A sense of the applicant's personality
- 3 How an applicant found out about the job opening
- 2 Something attention – grabbing such as a major accomplishment
- 1 Evidence that the applicant has researched the company

Cover Letter Format



Types of Cover Letters

- ❖ **Job Listing**
 - » Responding to an advertised job opening
- ❖ **Cold Mailing/Prospect**
 - » Toughest entries into a company (you are completely unknown)
 - » Shows your initiative and genuine interest in a company
- ❖ **Networking**
 - » Not asking for a job
 - » Asking for career advice, information on the industry or more contacts



Emailing Cover Letters

❖ Cover Letter as an attachment

- » Include at least one sentence

“I have attached a copy of my cover letter and resume for your review”

- » Include your name and contact information

❖ Cover Letter in the body of the email

- » Write a complete cover letter, not just a few lines
 - » Should be of the same quality as if you mailed it
 - » Format: Left-justified headers, avoid text enhancements (bold, italics, bullets, underlines)
 - » Incorporate the formalities of paper-based communication
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- » Do not be over casual or informal (no slang or emoticons)
 - » Save a copy of whatever you send by BCCing your email address
 - » Fill in the “To:” field last

Avoid Cover Letter Errors



- ❖ Avoid grammatical, punctuation or spelling errors
- ❖ Omit negative information
- ❖ Don't make demands
- ❖ Keep the language simple and concise
- ❖ Do not restate your resume
- ❖ Do not start every sentence with "I"
- ❖ Be thoughtful when drafting your cover letter, don't rush
- ❖ Be sure to have your cover letters critiqued

Are they Necessary?

- ❖ Survey by reCareered found that 90% of hiring contacts surveyed stated that they ignored every cover letter sent to them
- ❖ However, a recent opinion from an employer in *Slate* stated: “If I hate a cover letter, I won’t even look at a résumé.”
- ❖ Google, it’s said, often prefers to see the coding already being done by individuals before reaching out to them—skipping the cover letter entirely.
- ❖ Some social media companies now require tweets as proof of competency, not long-form writing.
- ❖ Times are changing! Needs may depend on the industry

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The UCF Creed

Integrity, scholarship, community, creativity, and excellence are the core values that guide our conduct, performance, and decisions.

Integrity

I will practice and defend academic and personal honesty.

Scholarship

I will cherish and honor learning as a fundamental purpose of my membership in the UCF community.

Community

I will promote an open and supportive campus environment by respecting the rights and contributions of every individual.

Creativity

I will use my talents to enrich the human experience.

Excellence

I will strive toward the highest standards of performance in any endeavor I undertake.