

The Ultimate Guide to

# RESUMES AND COVER LETTERS



**NORTHWEST**  
MISSOURI STATE UNIVERSITY

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CAREER SERVICES

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# RESUME STRATEGIES

The resume is often your first introduction to an employer, explaining why you are the best candidate for a position. The goal is to get invited for an interview. Most resumes will only get a 15-second scan, as employers look for reasons to screen out unqualified candidates quickly.

## **Begin documenting your experiences early**

- Create a master document to keep track of your activities in class, outside of class, and within the community
- Update your master document with projects, internships, part-time jobs, volunteer opportunities, organizations, research, and more
- Add experiences as you complete them rather than try to remember them later

## **Use the job description to develop your resume and cover letter**

- Customize your resume for each application
- Include specific details that outline why you are a good candidate for the position
- Highlight your qualifications and transferrable skills that relate to the job description

### **TIP**

*Career Services offers assistance with any of these steps*

## **Content is important**

- Review and customize the bullet items under your experiences
- Use numbers to quantify specific achievements and results when possible

## **Proofread your work**

- Resumes with errors, typos, and bad grammar will likely be discarded
- Ask others to review your resume to avoid errors and inconsistencies

# RESUME DESIGN

## Simpler is better

- Colors and lines can add uniqueness and individuality to your resume, but they should never stand out more than the text
- Consider how the document will photocopy in black and white
- **Boldface type**, underlining, and CAPITALS can bring attention to important headings and information on your resume
- Too many typestyles, lines, and bullets can create a cluttered appearance

## Formatting the document

- Pre-made resume templates often provide a quick starting point for resume creation, but they may also be difficult to adjust or edit in future drafts
- Right alignment of dates will balance the right margin of the resume and make it easier to read
- Avoid two-column resumes and text boxes
- Most resumes should be one page
- If you have a lot of content, strategically condense your experience to one or two pages
- Two full pages is the absolute maximum length

DO	DO NOT
Use an easy to read, common font Use a readable font size, 10-12 point Use uniform margins, 0.5 - 1 inch Be consistent with formatting Edit to avoid errors and typos Get as much feedback as possible	Use tables and graphs Use colors or designs, unless specific to your industry Use paragraph descriptions for experiences Use clipart or photos

# RESUME DESIGN EXAMPLE

## **Robert “Bobby” Bearcat**

BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468

### **Summary of Qualifications**

- Highly organized college student with more than 3 years of bookkeeping experience at local non-profit organization
- Maintained a 3.75 college GPA while working 25+ hours per week during academic year
- Actively involved in several student organizations, holding leadership positions in both Student Accounting Club and Student Senate

### **Education**

#### **Bachelor of Science: Accounting**

**April 20XX**

Northwest Missouri State University, Maryville, MO

Major GPA 3.75/4.0

### **Experience**

#### **Supply Chain Intern**

**May 20XX - August 20XX**

CNH Industrial Reman, Springfield, MO

- Collaborated with purchasing team on reporting activities and report building to assist with daily activities in the department
- Reviewed and reconciled more than 150 invoices and purchase orders per week to identify price discrepancies and track purchase variances
- Compiled a report of supply chain tools and processes and recommended improvements in final presentation to supervisors

### **Involvement**

#### **Lambda Pi Eta Member**

**August 20XX - Present**

#### **Secretary**

**January 20XX - Present**

- Record detailed, accurate minutes for each chapter meeting
- Communicate weekly with all 45 members about upcoming dates and important events through email and messaging apps

# RESUME SECTIONS

There are several sections on a resume. Some are required, while others are optional.

## Research your specific industry

- Make sure you are highlighting relevant job-related skills and experiences
- What you include should change from one resume to the next

### **REQUIRED**

- Resume Header
- Education
- Experience (paid and unpaid)

### **RECOMMENDED**

- Summary of Qualifications
- Organizations
- Activities

### **OPTIONAL**

- Related Coursework
- Awards
- Leadership
- Publications
- Speaking Engagements

### **NOT RECOMMENDED**

- References (separate page)
- Scholarships

# RESUME HEADER

## What to include

- Your name should be the most prominent text on the page
- Current contact information, including city, state, and zip code, phone number, and email address
- Provide an email address you check frequently and sounds professional
- Northwest student email is only active for one year after graduation
- A street address is not needed on your resume
- Links to your website, LinkedIn, and/or portfolio depending on your industry
- Remove hyperlinks for paper copies of your resume
- Use the same header for your cover letter and reference page

## EXAMPLES

### Robert E. Bearcat

BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468 | LinkedIn: bbearcat

### Robert “Bobby” Bearcat

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BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468

*Robert E.  
Bearcat*

BobbyBearcat@gmail.com  
660.867.5309  
Maryville, MO 64468

# SUMMARY OF QUALIFICATIONS

## What to include

- This section should be your most relevant and important information
- Use 3-5 bullet points that are tailored to the position
- Pay attention to the “preferred” or “ideal candidates” sections of the job description and prioritize bullet points to match
- Strong action verbs and quantifiable results will help you stand out
- Whenever possible, use numbers to show impact of actions

## EXAMPLE

### Sample Qualifications from Job Description

- Candidate must be organized, detailed oriented, and self-sufficient in record keeping, and conduct his/her self in a professional manner
- The position allows for high autonomy: Prospective candidate must be able to set tasks and prioritize the completion of set tasks
- Candidate must be able to work on projects as a team

URNS  
INTO

### Summary of Qualifications

- Highly organized college student with more than 3 years of bookkeeping experience at local non-profit organization
- Maintained a 3.75 college GPA while working 25+ hours per week during academic year
- Actively involved in several student organizations, holding leadership positions in both Student Accounting Club and Student Senate

# EDUCATION

## What to include

- Spell out the full name of your degree, which is never plural nor possessive
- Your actual or expected graduation date, never a date range
- Use expected graduation date if your degree is not completed
- The full name of the institution, city, and state
- Your GPA, depending on your industry, and only if above a 3.0 on a 4.0 scale
- It is not necessary to include high school information or other education experiences that did not lead to certification or degree
- Relevant courses or certifications
- Multiple majors and minors can be confusing, see examples below

## EXAMPLES

### Single major

**Bachelor of Science: Accounting**

**April 20XX**

Northwest Missouri State University, Maryville, MO

Major GPA 3.75/4.0

### Single major and minor

**Bachelor of Science: Accounting | Minor: Psychology**

**April 20XX**

Northwest Missouri State University, Maryville, MO

Major GPA 3.75/4.0

### Double major different degree programs

**Bachelor of Science: Accounting**

**April 20XX**

Northwest Missouri State University, Maryville, MO

Major GPA 3.75/4.0

**Bachelor of Arts: Broadcasting**

**December 20XX**

Northwest Missouri State University, Maryville, MO

Major GPA 3.25/4.0

# EDUCATION EXAMPLES

## Double major

<b>Bachelor of Science Double Major: Accounting and English</b>	<b>April 20XX</b>
Northwest Missouri State University, Maryville, MO	Overall GPA 3.5/4.0

## Transfer student with Associate degree

<b>Bachelor of Science: Accounting</b>	<b>April 20XX</b>
Northwest Missouri State University, Maryville, MO	Major GPA 3.75/4.0
<b>Associate of Arts: General Studies</b>	<b>December 20XX</b>
North Central Missouri College, Trenton, MO	Overall GPA 3.25/4.0

## Two degrees from the same institution, different times

<b>Master of Business Administration: General</b>	<b>December 20XX</b>
<b>Bachelor of Science: Accounting</b>	<b>April 20XX</b>
Northwest Missouri State University, Maryville, MO	

## Related coursework

<b>Bachelor of Science: General Biology</b>	<b>April 20XX</b>
Northwest Missouri State University, Maryville, MO	Major GPA 3.75/4.0
Related coursework: Genetics, Cell Biology, Human Physiology	

## Single major with certification

<b>Bachelor of Science: Accounting</b>	<b>April 20XX</b>
Northwest Missouri State University, Maryville, MO	Major GPA 3.75/4.0
<b>Certified Financial Planner</b>	<b>March 20XX</b>
CFP Board, Washington, DC	

# EXPERIENCE

This is your opportunity to show an employer how these experiences have prepared you for the position. Use the job description as a guide to focus your bullet points.

## **What to include**

- Experiences in reverse chronological order, most recent first
- Job title, employer, city and state, and dates of employment, followed by 3-5 strong bullet points describing your accomplishments/responsibilities
- Paid and unpaid experiences like academic projects, internships, work, and other relevant experiences
- Quantify items using numbers or percentages such as budget size, number of people supervised, etc.
- Present tense for current experiences, past tense for previous roles

## **Building your bullet points**

- Don't think of the tasks, think about the outcomes or achievements
- Start each with a strong action verb, they help describe your skills
- Use the job description to match key words to ensure you are highlighting the correct skills
- Avoid repeating action verbs as you talk about the various experiences on your resume
- Be as specific as possible, the more detail you can provide the better
- Use the following pages to help craft better bullet points

# POWERFUL BULLET POINTS

What did you do?	How did you do it?	Why did you do it?	Quantify
<p>Waited tables at a local family restaurant</p>	<p>Took orders, talk to customers, carried food to tables, ran credit card payments</p>	<p>To provide good dining experience</p>	<p>Served 50+ customers per shift</p>
<ul style="list-style-type: none"> <li>• Provided exceptional service to 50+ customers per shift by taking accurate orders, anticipating needs, and building rapport to ensure they had a positive dining experience</li> </ul>			
<p>Worked as a reading tutor in Student Support Services</p>	<p>Spent 30 minutes with each student, 3 times per week</p>	<p>Improved reading proficiency</p>	<p>6 students, 30 minutes per week each</p>
<ul style="list-style-type: none"> <li>• Tutored six students, spending 30 minutes per week with each student, improving reading proficiency by an average of two steps over the academic year</li> </ul>			

# STRONG ACTION VERBS

<b>Analyzed/Researched</b>				
Assessed	Computed	Detected	Examined	Investigated
Calculated	Concluded	Determined	Identified	Maintained
Clarified	Critiqued	Discovered	Inferred	Monitored
Compared	Deduced	Evaluated	Interviewed	Observed
<b>Assisted/Communicated</b>				
Advised	Consulted	Cooperated	Facilitated	Participated
Collaborated	Contributed	Corresponded	Interpreted	Translated
<b>Created/Developed</b>				
Acted	Conceived	Established	Illustrated	Originated
Adapted	Constructed	Executed	Improved	Performed
Authored	Corrected	Expanded	Initiated	Planned
Built	Designed	Fabricated	Integrated	Presented
Clarified	Devised	Formulated	Introduced	Prioritized
Composed	Drafted	Generated	Modified	Produced
<b>Improved/Increased</b>				
Achieved	Assured	Encouraged	Motivated	Renovated
Acquired	Augmented	Enhanced	Overcome	Revised
Advanced	Bolstered	Expanded	Provided	Strengthened
<b>Counseling/Instructed/Learned</b>				
Advised	Assessed	Consulted	Encouraged	Guided
Advocated	Charged	Coordinated	Established	Mentored
Aided	Coached	Demonstrated	Explained	Resolved
Applied	Communicated	Enabled	Fostered	Supported
<b>Organized</b>				
Arranged	Clarified	Engineered	Obtained	Reorganized
Assembled	Complied	Instituted	Planned	Reviewed
Budgeted	Coordinated	Located	Prepared	Scheduled
Built	Developed	Maintained	Prioritized	Updated
<b>Supervised/Managed</b>				
Authorized	Coordinated	Enforced	Implemented	Moderated
Coached	Delegated	Evaluated	Led	Motivated
Consulted	Directed	Expedited	Managed	Officiated
Controlled	Distributed	Facilitated	Monitored	Oversaw

# EXPERIENCE EXAMPLES

## **Supply Chain Intern**

**May 20XX - August 20XX**

CNH Industrial Reman, Springfield, MO

- Collaborated with purchasing team on reporting activities and report building to assist with daily activities in the department
- Reviewed and reconciled more than 150 invoices and purchase orders per week to identify price discrepancies and track purchase variances
- Compiled a report of supply chain tools and processes and recommended improvements in final presentation to supervisors

## **Cashier**

**September 20XX - Present**

Hy-Vee, Maryville, MO

- Deliver prompt checkout to more than 200 customers per day
- Provide exceptional customer service by addressing customer questions and concerns
- Close and balance register with 100% accuracy at the end of every shift
- Monitor self-checkout stations to ensure smooth operation and reduce loss from theft and scanning errors

## **Craniofacial and Dental Research Project**

**Summer 20XX**

University of Minnesota

- Worked independently to design and execute experiments on how sugar levels affect bacteria in human mouths and document findings
- Spent 35 hours per week analyzing bacterial cultures and gram stains
- Presented poster and report of study findings at research summit at the end of project

# ORGANIZATIONS

Documenting activities and organizational involvement demonstrates to employers that you are active in the community.

If the activity or experience is significant and relevant to your career goals, you may want to list it under experience.

## What to include

- Name of organization, position title, dates of membership, and if needed, a description of responsibilities and accomplishments
- This information is the first item to be left off when space is needed

## EXAMPLES

### **Lambda Pi Eta Member**

**August 20XX - Present**

### **Secretary**

**January 20XX - Present**

- Record detailed, accurate minutes for each chapter meeting
- Communicate weekly with all 45 members about upcoming dates and important events through email and messaging apps

### **Volunteer**

**May 20XX - Present**

Big Brothers, Big Sisters of Nodaway County, Maryville, MO

- Develop one to one relationship with “little” through encouragement, role modeling, and consistency
- Plan and participate in various enrichment activities twice per month
- Tutor at Eugene Field Elementary school after school program 1-2 hours per week

# RESUME SUBMISSION

## **Naming and saving**

- When naming and saving your resume, use your full name and the position title, this ensures that you send the correct resume and allows the employer to quickly find the correct document
- If you are submitting your resume electronically, save it as a PDF to ensure the formatting is locked and universally accessible
- Do not send your resume as a hyperlink in place of a PDF

## **Printing the resume**

- If submitting your resume in person, use the same paper and heading for your cover letter and reference page
- Consistency is essential to demonstrate your attention to detail
- Print your document on high quality paper

## **Other things to consider**

- Artificial Intelligence (AI) can be a useful tool in resume and cover letter creation, but it should never be your final draft
- AI generated text is often overly formal and may contain errors or incorrect information
- Be prepared to expand on your resume bullets in an interview
- Even though it may seem repetitive, be sure to fully complete any sections of the online application that ask for information similar to what is on your resume
- An incomplete application or repeated use of “See attached resume” may result in your application being rejected
- Keep track of your applications and dates, using a simple spreadsheet can help you know when to follow up and reach out to employers

**If you have additional questions about resumes or applying for positions, please contact us at [career@nwmissouri.edu](mailto:career@nwmissouri.edu) or visit our website at [nwmissouri.edu/career](http://nwmissouri.edu/career)**

# COVER LETTER STRATEGIES

The purpose of a cover letter is to provide an employer context for your interest in the position. It can provide strong evidence of your ability to communicate effectively. You can send a cover letter even if it is not requested. You should always send a resume with a cover letter.

## Things to consider

- Cover letters are usually a single page and are clear and concise
- The letter should be typed in a professional business-style format
- Cover letters should explicitly address what you can do for the employer, not what they can do for you
- Your resume, cover letter, and reference sheet should all have a consistent heading and font
- Read all application instructions closely and send your materials exactly as requested by the employer
- Connect your cover letter to the job description and resume, but do not repeat the same information in both documents
- Avoid addressing the cover letter “To Whom It May Concern” look for a contact name on the application or use “Dear Hiring Manager” if you cannot find a specific contact

## Questions to consider in your cover letter

- What are your strengths?
- What accomplishments are worthy of emphasis?
- Do you possess specific skills or talents that are relevant to the job?
- How do your goals and values align with the organization?

# HEADER AND EXAMPLE

The header of your cover letter should be in business letter format. This is different than your other application documents.

## What to include:

- The current date in month, day, and year format
- The name, title, organization, and street address of the person you are sending the letter to
  - Research the job description or company to ensure you are addressing the correct person
  - If you cannot find a specific name use Hiring Manager
- Salutation or greeting (“Dear” is the most common)

Pay close attention to the correct spelling of the person’s name and company, as well as other contact information you include

## EXAMPLE

### Robert E. Bearcat

BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468 | LinkedIn: bbearcat

September 21, 20XX

Mr. Gustavus Gorilla  
President and CEO  
Gorilla Industries, Inc.  
123 Easy Street  
Pittsburg, KS 66762

Dear Mr. Gorilla,

# INTRODUCTION AND EXAMPLE

The introduction should catch the reader's attention and make them want to continue reading the rest of the document.

## **What to include:**

- Mention the name of the position you are applying for and the name of the organization, this shows that you put effort into customizing the cover letter
- Reference how you learned about the position
- Include a brief statement about why you are interested in the position and why you want to work for the organization

## **Things to avoid:**

- Do not overuse I and me in the text of your cover letter, it will make you sound self-centered and put off the employer
- Do not talk about what the organization can do for you, focus on what you can offer them

## **EXAMPLE**

I recently learned from Dr. Blackford that Gorilla Industries has a new summer internship program for accounting students. I have been impressed with the high-quality work you are doing at Gorilla Industries. For this reason, I am eager for an opportunity to learn more about your business. I have always had a love for numbers and in my first three years as an accounting major at Northwest Missouri State University, I have developed a real passion for corporate accounting.

# BODY AND EXAMPLE

The body of a cover letter is where you can explain to the employer what you have to offer and why you should be considered.

A strong cover letter is not a repeat of the resume, it should illustrate for the employer additional information about who you are, what you have done, and how they would benefit from you joining the organization.

## **Tips for success:**

- Try to sound like a real person, avoid overusing jargon
- Refer the reader to your resume and mention a few of the main qualifications and skills from your previous experiences and education and expand on them
- Emphasize the connection between the job description and your experiences
- Avoid vague statements and provide concrete examples without repeating information from your resume bullet points
- Research the organization and position and tie that information to your skills and accomplishments

## **EXAMPLE**

As a student at Northwest, I have been involved in several student organizations including the Accounting Society, the Financial Management Association, and the Pi Beta Alpha business club. In each organization I have sought out leadership positions. As Treasurer, I managed budgets of up to \$20,000 per academic semester. This student leadership and financial management experience has given me the tools to be a fast learner in this internship.

# CLOSING AND EXAMPLE

The closing section is a chance for you to tie everything together and tell the employer how to contact you for more information.

## What to include:

- Thank the employer for their time and consideration
- Express your interest in meeting with them to discuss the position and learn more about the team
- List your contact information, including phone number and email address
  - Make sure any phone number you provide has a professional voicemail set up that you will check and return calls from
  - Your email address needs to be as professional as possible, avoid using your Northwest student email and think about the impression your email address could make with an employer
- Include a signature when possible, if you cannot use your handwriting use a script style font that looks like handwriting with your typed name underneath

## EXAMPLE

Thank you for your time and consideration. I look forward to an opportunity to discuss this internship, your company, and team further. Please contact me at BobbyBearcat@gmail.com or at 660.867.5309.

Sincerely,

*Robert E. Bearcat*

Robert E. Bearcat

# COMPLETE COVER LETTER EXAMPLE

## Robert E. Bearcat

BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468 | LinkedIn: bbearcat

September 21, 20XX

Mr. Gustavus Gorilla  
President and CEO  
Gorilla Industries, Inc.  
123 Easy Street  
Pittsburg, KS 66762

Dear Mr. Gorilla,

I recently learned from Dr. Blackford that Gorilla Industries has a new summer internship program for accounting students. I have been impressed with the high-quality work you are doing at Gorilla Industries. For this reason, I am eager for an opportunity to learn more about your business. I have always had a love for numbers and in my first three years as an accounting major at Northwest Missouri State University, I have developed a real passion for corporate accounting.

As a student at Northwest, I have been involved in several student organizations including the Accounting Society, the Financial Management Association, and the Pi Beta Alpha business club. In each organization I have sought out leadership positions. As Treasurer, I managed budgets of up to \$20,000 per academic semester. This student leadership and financial management experience has given me the tools to be a fast learner in this internship.

Thank you for your time and consideration. I look forward to an opportunity to discuss this internship, your company, and team further. Please contact me at BobbyBearcat@gmail.com or at 660.867.5309.

Sincerely,

*Robert E. Bearcat*

Robert E. Bearcat

# REFERENCES

References should be listed on a separate page from your resume or cover letter.

Use the same header as your resume and cover letter for a consistent look and feel for your application documents.

Include 3-5 people as references

## **Ask for permission**

- Don't assume someone will be a positive reference for you, make sure to ask them if you can include them on your reference list
  - Ask them "Can you be a positive reference for me?"
- Good places to start looking include previous supervisors, co-workers, professors, and advisors
- Avoid asking family members and personal friends to be a reference, the person needs to be objective

## **Provide references with the appropriate tools**

- Sending your references a copy of your resume, cover letter, and the job description helps them know what type of information you are sharing with the employer
- Let your references know the time frame and keep them informed of the different stages of your application process, they will likely be contacted after an interview
- Make sure to thank your references even if you do not get the position, send them a thank you card or email and ask if you can use them as a reference again in the future

# REFERENCES EXAMPLE

## Robert E. Bearcat

BobbyBearcat@gmail.com | 660.867.5309 | Maryville, MO 64468 | LinkedIn: bbearcat

Mo Mule

Professor of Economics and Finance

University of Central Missouri

116 West South Street

Warrensburg, MO 64093

660.543.4111

momule@ucmo.edu

Roary Lion

Director, School of Business

Missouri Southern State University

3950 East Newman Road

Joplin, MO 64801

866.818.6778

rlion2012@mssu.edu

Max Griffon

Career Development Specialist

Missouri Western State University

4525 Downs Drive

St. Joseph, MO 64507

816.271.4200

maxgrif@missouriwestern.edu

# OTHER TYPES OF COMMUNICATION

After you apply and submit your resume and cover letter you may want to reach back out or contact the employer again to make sure it was received and ask follow up questions.

Remember that these are still forms of professional communication even if they are sent in a more informal method like text messages or emails.

## **Written communication tips**

- Use clear and concise language, keep your messages short and to the point to be respectful of the employers time
- Use an active voice, lead with the subject first
- Use short paragraphs or sections and break up large blocks of text

Always be thankful of the employer's time and attention.

When possible, have someone proofread your writing before you send it, mistakes in grammar, spelling, or punctuation can leave a bad impression. If you cannot find someone to proofread a message before you send it, reading the message out loud can help you identify mistakes.

Use the following examples as a guide to get started, but remember that your own communications should reflect careful self-analysis, and research of the employer and position.

**If you have additional questions, please contact us at [career@nwmissouri.edu](mailto:career@nwmissouri.edu) or visit our website at [nwmissouri.edu/career](http://nwmissouri.edu/career)**

# EXAMPLES

## Application status email

Hello, this is Bobby Bearcat. I am reaching out to check the status of my application for the Accounting student internship at Gorilla Industries, Inc. During our October 2nd interview, you mentioned that decisions would be made and sent out by October 15th. I am still very interested in the position and look forward to hearing from you soon. Thank you for your time and attention.

## Thank you letter or email

Thank you for meeting with me today to discuss the Accounting student internship at Gorilla Industries, Inc. I appreciated the opportunity to talk about your organization's future and enjoyed meeting and interacting with the staff.

I feel confident from our discussion that my skills and experiences mirror your needs and I would contribute to your already amazing team. I look forward to hearing from you soon. Thank you for your time and attention.

## Position acceptance and thank you

I am pleased to accept the Accounting student internship at Gorilla Industries, Inc. I look forward to working with you and learning from your amazing team.

Per our conversation, I will start work on June 1st. This internship is for academic credit, so you may receive an email from my advisor in the next few days. Thank you for this opportunity!



**HIRE  
A  
BEARCAT**



**ADMIN BUILDING 130**



**CAREER@NWMISSOURI.EDU**



**NWMISSOURI.EDU/CAREER**