



**KENNESAW STATE**  
UNIVERSITY

DEPARTMENT OF CAREER PLANNING & DEVELOPMENT

# CAREER GUIDEBOOK



## YOUR GUIDE FOR HOW TO:

**COMMUNICATE THE VALUE  
OF YOUR PROFESSIONAL  
IDENTITY ONLINE & OFFLINE**

**BUILD A RESUME  
& COVER LETTER  
FROM SCRATCH**

**LEVERAGE SOCIAL  
MEDIA FOR YOUR  
JOB SEARCH**

## ABOUT US

Career Planning & Development offers programs and services designed to help you develop job search skills and strategies. In addition to improving your employment marketability, our office works with employers to recruit students for internships, co-ops and full-time positions.

## OUR MISSION

Career Planning & Development shares in the mission of Kennesaw State University by educating and facilitating the career development of students and alumni in preparation for the ever-changing work environment. Through strategic engagement with internal and external partners, we provide access to services, programs and experiences that develop competent and competitive professionals who will contribute to local and global communities.



# WRITING YOUR RESUME

This section will take you through developing a resume that meets your needs, including how to create strong bullet points using experience from jobs, internships, class projects and other activities. It will also teach you to determine what to highlight based on the desired position's job description.



CAREER GUIDEBOOK

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## THREE TYPES OF RESUMES:

### 1 CHRONOLOGICAL:

- Company culture leans toward traditional.
- The job posting says the ideal candidate is experienced in the field.
- Preferred by hiring managers and recruiters.

### 2 FUNCTIONAL:

- Company culture leans toward innovation.
- Job posting emphasizes the need for specific skills that you may have collected from various sources or experiences.
- Great if you are changing careers or have a gap in employment.

### 3 HYBRID/COMBINATION:

- If the job requires strong experience in an area that is not one of your strengths, you can add a functional element to your chronological experience.
- Emphasize relevant achievements in other areas that are indirectly related but equally beneficial, like student organizations or class projects ahead of work experience.

## WHICH RESUME DO I NEED?



Choosing which type of resume to use depends on what kind of information you're attempting to showcase.

As a rule of thumb, you want the most relevant information at the top of your resume. For example, let's say when it comes to the job you seek, your relevant coursework and projects are more aligned than your past employment. Note that in many cases, your education — especially while you are a current student or recent grad — is one of your most significant qualifications, and it should be listed first, ahead of work experience.

**REMEMBER:** List your most relevant achievements or highlights first in your bulleted lists!

## HOW TO DEVELOP STRONG **BULLET POINTS**

It is possible to have a great-looking resume that lacks the content employers are seeking. The problem is likely that your descriptions of past experiences are either too lengthy or too brief. Long descriptions cause critical information to be overlooked. Likewise if descriptions are too short, they may leave employers without the information they need to invite you for an interview. Use the information in this section to better illustrate your experience on your resume without being too long or too brief.

## HONE EXPERIENCE FROM **CLASS PROJECTS**

You may feel overwhelmed writing your resume or concerned that you may not have enough to include. Just because you may not have worked in your field yet does not mean you do not have the experience to offer to a potential employer. Often we recommend including project-based work from classes to showcase the learning that has taken place while earning your degree. The worksheet below helps you think through how you might frame the projects you have completed in classes.

### CLASS PROJECT WORKSHEET

Class Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Project Goal: \_\_\_\_\_

Group or Individual: \_\_\_\_\_

What did you do? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In what order did you complete various tasks? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If not listed above, what skills did you utilize to complete this? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Did you write project documentation? Did you present it to your class? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Did you earn a good grade? \_\_\_\_\_

**REMEMBER:** Choose projects that show the most complexity and variety of skills. Complete this exercise for all of your major-related or industry-related projects. The more you brainstorm in this exercise, the more comfortable you will be in relating your projects to real-world work. Typically, you would include one to three projects on your completed resume.

## SHOWCASE YOUR **EXPERIENCE**

Consider previous jobs, internships, campus organizations, volunteer positions and leadership roles as types of experience. Use the worksheet below to break down your contributions and key accomplishments in those roles.



### ASK YOURSELF THESE QUESTIONS ABOUT EACH EXPERIENCE YOU WILL INCLUDE ON YOUR RESUME:

- Did I obtain any product knowledge?
- Did I train new employees?
- Did I ever manage or supervise others? If so, how many people?
- Did I interact with customers (including the general public, other clients)?
- Did I ever have to speak in public to persuade others?
- What results can I pinpoint? Examples can include meeting or exceeding sales goals and any recognition received (e.g., Employee of the Month).
- What skills did I learn from the experience? Include examples of leadership, communication and organizational skills.
- How did I make a difference in the organization?
- Did I come up with any ideas that positively affected the organization?

### EXPERIENCE WORKSHEET

Organization: \_\_\_\_\_

Position Held (e.g., Manager, Volunteer): \_\_\_\_\_

Dates Position was Held: \_\_\_\_\_

What did I do in a typical day? (Be detailed in this brainstorming.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other Details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Want to have your resume reviewed before submitting it to employers?** Schedule an appointment with a Career and Internship Advisor! Call 470.578.6555 or schedule via Handshake ([kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com)).

## CREATING YOUR FIRST DRAFT

After you have completed the class project and experience worksheets, you can begin to write the bullet points that will accompany each entry on your resume.



In a competitive job market, your resume should be as targeted as possible. Pay attention to critical skills or experiences listed in the job description and align your bullet points to match these key characteristics. Every time you apply for a position, review your resume and possibly make adjustments to highlight different accomplishments and skills to stand out from the competition.

### KEEP THESE QUESTIONS IN MIND WHEN DECIDING WHAT TO INCLUDE IN YOUR BULLET POINTS:

**1** Does this experience make me qualified for the position in which I am applying?

**2** Does this experience account for a significant amount of time? *(Generally a semester or more, preferably a year or more.)*

If you answered 'No' to either question in many cases, you could leave it out.

Always consider your audience and what they will be looking for on your resume. Your 'Yes' or 'No' response could change job by job as you are applying — that is OK! The change in response is why most individuals have multiple versions of their resume. After choosing the items you will include in your bulleted lists, you can make changes appropriate for the position you hope to land.

**REMEMBER:** Each time you apply for a position, ask yourself: "Who is my audience? What skills, knowledge and abilities do they need an applicant to have?" Try to keep your bullets as brief as possible while still retaining the relevant information an employer needs. Resumes are tools to get you an interview, not an autobiography.

## INCLUDE DEMONSTRATED ABILITIES

It is not enough to simply list your abilities under a skills section. Your qualification for the job needs to be demonstrated through solid bullet points. Show the employer examples of when you excelled in a role by using strong communication or leadership skills. Thinking about ways to demonstrate your abilities is how you take your resume from standard to memorable.

### EXAMPLES OF SHOWING DEMONSTRATED ABILITIES:

**Communication Abilities:** Do you have the ability to organize your thoughts and ideas effectively? Can you express them clearly when speaking or writing? Can you persuasively present your ideas to others?

**Communication Example:** *Coordinated with three local nonprofit organizations to market and execute an event for middle-grade youth, focusing on positive body image and anti-bullying messaging.*

**Teamwork Abilities:** Can you collaborate with others to affect results? Do you know when to lead and when to support?

**Teamwork Example:** *Developed a business plan for a popcorn machine with four classmates, including strategies for building consumer market awareness and securing funding.*

## WHAT DO EMPLOYERS WANT TO SEE ON A RESUME?



Often, employers are more interested in transferable skills (also known as soft skills) than they are in highly technical, field-specific skills. This is because most employers seek teachable candidates who can easily adapt to their company culture.

You may find some of the below phrases or words listed in the job posting to which you are applying. These soft skills can help you build out the bullet points on your resume.

### SOFT SKILLS EXAMPLES:

- Strong communication skills
- Initiative
- Leadership
- Teamwork
- Ability to handle conflict
- Analytical
- Innovative
- Problem solver
- Motivated
- Flexible



**Our office is happy to help you determine how to translate your skills and experiences into sentences that articulate where you have been and where you are heading!**  
 Schedule an appointment with a Career and Internship Advisor! Call 470.578.6555 or schedule via Handshake ([kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com)).

## USE RESUME ACTION VERBS

It is easy to see why employers place importance on flexibility and communication when our world is ever-changing. Below you will find a list of resume action verbs to help you start describing your skills without repeating the same words.

### Results

Achieve	Augment	Eliminate	Extend	Map	Prove	Succeed
Accelerate	Complete	Exceed	Improve	Maximize	Reduce	Trim
Accomplish	Compound	Excel	Increase	Measure	Restore	Validate
Advance	Decrease	Expand	Launch	Obtain	Stabilize	Widen

### Teaching

Accept	Challenge	Critique	Emphasize	Indicate	Model	Reinforce
Advise	Coach	Demonstrate	Encourage	Individualize	Modify	Reward
Appreciate	Command	Designate	Excite	Inquire	Observe	Structure
Assess	Compliment	Discipline	Facilitate	Instill	Ponder	Synthesize
Assign	Consider	Educate	Focus	Instruct	Postulate	Teach
Attend	Correct	Elaborate	Head	Listen	Praise	Tutor

### Technical

Activate	Configure	Design	Install	Program	Regulate	Solve
Apply	Construct	Devise	Integrate	Reconfigure	Resolve	Supply
Assemble	Contrive	Engineer	Navigate	Rehabilitate	Retrieve	Train
Build	Convert	Fabricate	Operate	Remodel	Screen	Troubleshoot
Compute	Detect	Fortify	Overhaul	Repair	Service	Upgrade

### Financial

Adjust	Audit	Calculate	Finance	Net	Project	Reconcile
Allocate	Balance	Control	Forecast	Prepare	Purchase	Reduce
Appraise	Budget	Estimate	Monitor	Procure	Qualify	Transfer

### Helping

Adapt	Assist	Cooperate	Facilitate	Orient	Rectify	Serve
Advocate	Clarify	Enable	Familiarize	Prescribe	Refer	Simplify
Aid	Collaborate	Enlist	Foster	Prevent	Rehabilitate	Support
Anticipate	Contribute	Ensure	Guide	Provide	Represent	Volunteer

### Leadership/Management

Appoint	Coordinate	Enforce	Hire	Merge	Preserve	Reorganize
Approve	Decide	Enhance	Implement	Motivate	Preside	Reward
Assign	Delegate	Establish	Incorporate	Orchestrate	Propose	Schedule
Assume	Develop	Evaluate	Initiate	Order	Realize	Strengthen
Conduct	Devote	Execute	Institute	Oversee	Recommend	Supervise
Consolidate	Direct	Generate	Leverage	Plan	Recruit	Terminate
Contract	Employ	Handle	Manage	Perfect	Relegate	Unify

### Organizational

Arrange	Compile	Inspect	Organize	Reshape	Schedule	Systemize
Categorize	Conserve	Integrate	Prioritize	Revamp	Specialize	Tabulate
Classify	Diagram	Log	Process	Review	Streamline	Target
Code	Distribute	Maintain	Record	Revise	Standardize	Update

### Research

Accumulate	Collect	Determine	Examine	Gather	Interpret	Study
Amplify	Compare	Discover	Experiment	Hypothesize	Investigate	Summarize
Analyze	Conduct	Disprove	Extract	Identify	Locate	Survey
Chart	Diagnose	Dissect	Formulate	Inspect	Research	Test

# RESUME FEATURES CHECKLIST

By now, you have developed significant evidence of skills and abilities with solid bullet points. Let's focus on the ins and outs of standard resume sections. Once you've completed this checklist, let us provide feedback on your resume! Schedule an appointment with a Career and Internship Advisor by calling 470.578.6555 or schedule via Handshake [kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com).

## PERSONAL INFORMATION

This section should be located at the top of the page and not take up excessive space.

### Information should include:

- First and last name
- Address (optional)
- Phone number, including area code (writing "Phone:" is not needed)
- Email address (should be some derivation of your name that makes a professional impression)
- LinkedIn short link (optional)

### EXAMPLE:

JOHN Q. OWL

1234 Parliament Avenue, Kennesaw, GA 30144  
(678) 123-4567, JohnQ@students.kennesaw.edu

## OBJECTIVE

This section is an optional element. A cover letter often replaces this. **Information should:**

- Provide focus for the content of your resume
- Target a specific position or career field
- Includes the term during which you would like to work (i.e., use if you are seeking an internship)
- Expand very slightly on what key skill or outcome you might contribute to the position

### EXAMPLE:

OBJECTIVE

Seeking an internship for Summer 2022 in the field of Civil Engineering, specifically Structural Analysis.

## EDUCATION

Begins with the university where you are currently enrolled. **Information should include:**

- City and state where the university is located
- Degree you are seeking (e.g., Bachelor of Business Administration, Marketing; Bachelor of Science in Biology)
- Date or anticipated date of graduation (e.g., July 2022)
- Complete title of majors, minors, licenses and certifications
- Cumulative GPA (optional and only if above 3.0)
- Relevant courses, listed by title and not course number, if different than major (optional)

### EXAMPLE:

Kennesaw State University, Kennesaw, GA

Bachelor of Science, Psychology; Minor in Management. Expected Graduation May 2022

Cumulative GPA: 3.15

Relevant Courses: Genetics I and II (lab), Anatomy and Physiology, Industrial and Organizational Behaviors

## EXPERIENCE

### Information should include:

- Full name of the company or organization
- City and state where the company or organization is located
- Dates the position was held (month–year to month–year)
- The title of the position held
- Bullet points emphasizing your skills & accomplishments, starting with a strong action verb
  - Does not use any "I," "my" or "me" statements
  - Action verbs in correct tense (past, unless position is current)
  - Entries in reverse chronological order (starting with most recent or current)

### EXAMPLE:

Home Depot, Atlanta, GA

Technical Analyst Intern, May 2020 – August 2020

- Reviewed new project requirements using interviews, document and workflow analysis, and surveys.
- Communicated and collaborated with external and internal customers to analyze information needs and functional requirements.
- Utilized experience with enterprise-wide requirements definition and management systems.
- Worked independently with users to define concepts under direction of project managers.
- Served as liaison between internal and external customer community and software development team.
- Collaborated with developers and subject matter experts to establish the technical vision.

WEAK	STRONG
Responsibilities included customer service	Provided customer service through resolution of problems, explanation of bank services, and knowledge of financial planning, resulting in greater customer satisfaction. Selected as Customer Service Employee of the Month for June, August, and October.
Duties included monitoring staff retention programs	Implemented strategic staff monitoring and incentive programs, which resulted in enhanced staff morale, optimized productivity levels by 77% and reduced staff turnover by 20%.
Responsible for clerical duties	Successfully designed and implemented systems to streamline office procedures, increasing productivity.

# RESUME FEATURES **CHECKLIST** (CONTINUED)

## LEADERSHIP/OTHER TYPES OF EXPERIENCE

Information should be listed in reverse chronological order, emphasize any leadership roles and include:

- Full name of the organization or the university
- City and state where the organization is located
- Title of the position held
- Dates the position was held by month and year
- Statements emphasizing your relevant skills and accomplishments
- Pertinent memberships and affiliations

### EXAMPLE:

Student Government Association (SGA), Kennesaw State University  
Co-Chair, Spring 2021 - Present

- Directly manage a budget of \$1,000.
- Construct and coordinate a minute-by-minute schedule for meetings.
- Assess risk in scheduled activities for a wide audience.

## REFERENCES (See “References” section for more information)

- Resume does not include references' names or addresses (references are on a separate page)
- Resume does not say “References Available Upon Request”

## OVERALL APPEARANCE

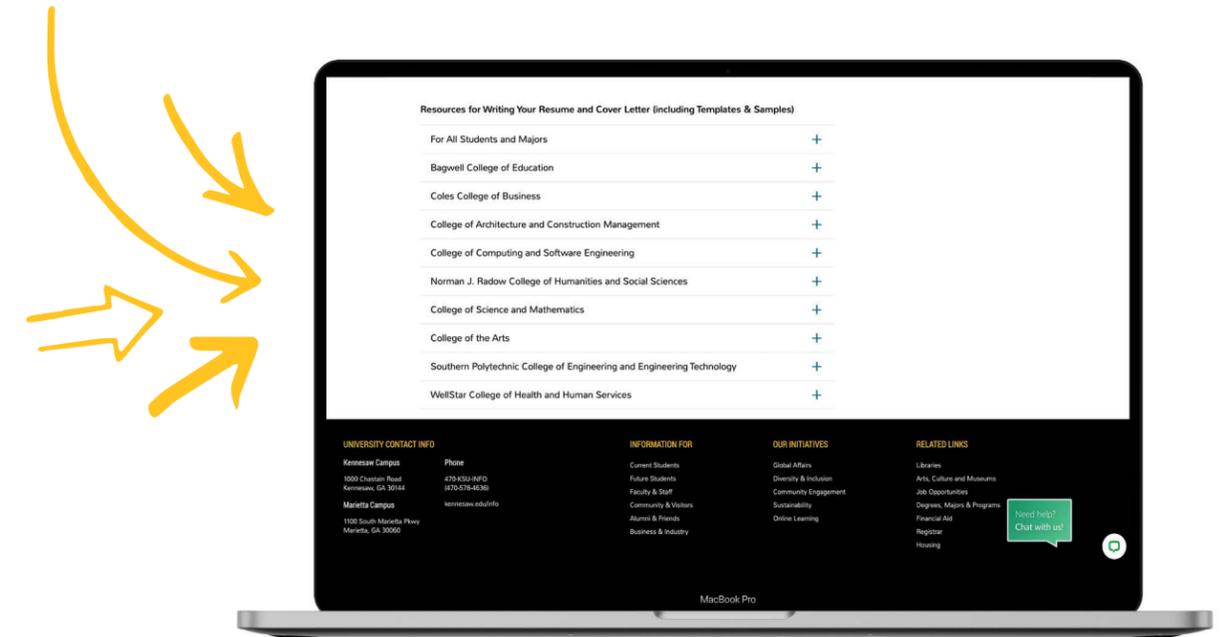
Complete a final check of your document to ensure:

- Appearance is professional and easily legible
- Resume is the appropriate length (for most undergraduates this means one page)
- Name and page number are included on all pages if document is longer than one page
- Page margins, font and font size are appropriate (Font size 10-12, .5” to 1” margins)
- Details are free from spelling mistakes and grammatical errors
- Bullet points and bold and italicized fonts are used consistently
- Categories are arranged in a logical order and relevant information is presented first



# REVIEW **SAMPLE RESUMES**

If you still need inspiration putting your resume together, you can find several sample resumes by visiting [careers.kennesaw.edu/students/student-resources.php](https://careers.kennesaw.edu/students/student-resources.php). Resume samples are organized by college. To find the samples that may be most helpful to you, scroll down the page and select your college from the gray menu.



## WHEN REVIEWING SAMPLES, KEEP IN MIND:

- **Do not plagiarize.** You should never copy the exact wording used in any resume.
- **Don't rely on content from pre-made templates.** Career Planning and Development does not recommend using pre-made templates for your resume. You should create your resume in Microsoft Word (or a similar program) and save it as a PDF before sending it to employers.
- **Don't copy formatting exactly.** Information on your resume does not have to be formatted exactly as it appears in sample resumes. Remember, it is your resume, and it should accurately represent your skills, experiences and accomplishments in order of importance to your potential employer.



**Still need help with formatting? Want to have your resume reviewed before submitting it to employers?**

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# WRITING YOUR CURRICULUM VITAE (CV)



## WHAT'S THE DIFFERENCE BETWEEN A CV AND A RESUME?

**Resumes are competency-based:** they are personal marketing documents intended to showcase your skills, achievements and experience.

**Curriculum Vitae (CV) is credential-based:** they provide a comprehensive listing of your education, certifications, research experience, professional affiliations and memberships. A CV is preferred when applying for jobs in academia, arts, scientific research and medical fields. Research positions often prefer using a CV since document length is not a concern, allowing for completeness rather than brevity.

**Want to have your CV reviewed before submitting to employers?**

Schedule an appointment with a Career and Internship Advisor! Call 470.578.6555 or schedule via Handshake ([kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com)).

- 1 JOHN Q. OWL**  
1000 Chastain Road NW  
Kennesaw, GA 30144  
jqowl@kennesaw.edu  
000.123.4567
- 2 RESEARCH INTERESTS**  
Ancient Greece and Mesopotamia Archaeology, Mythology, Classical Greek, Classical Latin
- 3 EDUCATION**  
PhD in Analytics and Data Science, June 2020 – KENNESAW STATE UNIVERSITY, Kennesaw, GA  
MS in Applied Statistics and Analytics, June 2016 – KENNESAW STATE UNIVERSITY, Kennesaw, GA  
BS in Mathematics (Emphasis: Statistics), June 2014 – UNIVERSITY OF TENNESSEE, Knoxville, TN
- 4 PROFESSIONAL EXPERIENCE**  
Adjunct Lecturer, Department of Mathematics, **Kennesaw State**, September 2019 – June 2020  
Senior Teaching Assistant, Department of Mathematics, **Kennesaw State**, September 2017 – June 2019  
Mathematics Tutor, Department of Mathematics, UNC at Chapel Hill, September 2015 – June 2020
- 5 RESEARCH / FIELD WORK EXPERIENCE**
  - STATISTICAL APPLICATIONS IN BUSINESS, Kalamata, Greece, Summer 2017 Field School
- 6 PUBLICATIONS**
  1. Owl, John Q. "Statistical Methodology in Business." Dissertation.
  2. Owl, John Q. Review of Commercial Business Implications for Greece, by A. Davidson. Business Journal, 7 n. 8, 2002, pp. 327-329
- 7 HONORS / AWARDS**  
H. Powers Dissertation Fellowship, 2020  
Universal Prize in Statistical Data, 2019  
KSU Teaching Award, 2020 and 2019  
American Institute Study Abroad Fellowship, 2018
- 8 MEMBERSHIPS / AFFILIATIONS**  
Society for Applied Mathematics  
Association of Mathematicians  
Mathematical Institute of America

The order for listing your credentials will vary depending upon your background and the requirements of your discipline. You will want your most important information listed first, and unlike with a resume, the description of your responsibilities and accomplishments should be comprehensive but still concise.

## YOUR CV CHECKLIST:

1. Name and contact information
2. Research interests (match to specific job posting)
3. Education
4. Professional experience (relevant research or job experience)
5. Research or fieldwork experience
6. Publications (use appropriate MLA citation format)
7. Honors, awards or fellowships
8. Memberships or affiliations

You can also include conference presentations, community service, departmental contributions, languages/international experience and any other relevant academic experience.

# REFERENCES



The choices you make regarding references can make a lasting impact on potential employers. Consider choosing references that will complement your resume and speak positively on your behalf. More strategically, select a handful of people who can talk positively about different facets of your personality and skill set.



### EXAMPLE:

John Q. Owl  
1000 Chastain Road NW  
Kennesaw, GA 30144  
000.123.4537  
jqowl@kennesaw.edu

Former Supervisor, ABC Inc.  
Known for four years

A good reference should be someone who confirms the details of your resume and offers positive feedback regarding your work or educational skills and experience. Ideally, they should have known you for at least one year — preferably three — and should never include friends or family. Your list should include three to five of the following (former or present):

- Supervisors or managers
- Professors or faculty
- Customers or clients
- Colleagues or subordinates
- Contacts from volunteer work or student organizations

**YOU SHOULD NOT INCLUDE REFERENCES IN YOUR RESUME. INSTEAD, INCLUDE REFERENCES IN A SEPARATE DOCUMENT. DO NOT SUBMIT REFERENCES TO EMPLOYERS UNLESS REQUESTED.**

- **Give your references notice.** Call your references and ask them if they are willing to provide favorable feedback to an employer on your behalf. As an additional courtesy, offer them an update on your career and information about the role you are applying for.
- **Provide confirmation.** Let your references know every time you give out their contact information and thank them for their efforts.
- **Be considerate of their time.** When your reference communicates with your prospective employer, it takes valuable time from their workdays. If you plan to use these references over the years, you need to give something back. For instance, each time your reference supports you, send them a personal thank you letter or (at a minimum) an email.
- **Keep them informed.** Keep your references informed of your career, educational progress and future aspirations. They will be more inclined to see you in a stronger light as you progress. If you obtain the new position, call or email your references and thank them again for their support.

# WRITING YOUR COVER LETTER

The cover letter, also known as a letter of interest, is your most customized submission as an applicant. It is the most direct way to link your skills, abilities and experiences to the job description. No two cover letters should be the same. This section will explain the rules and steps to draft an effective cover letter and provide examples of cover letters to assist you.

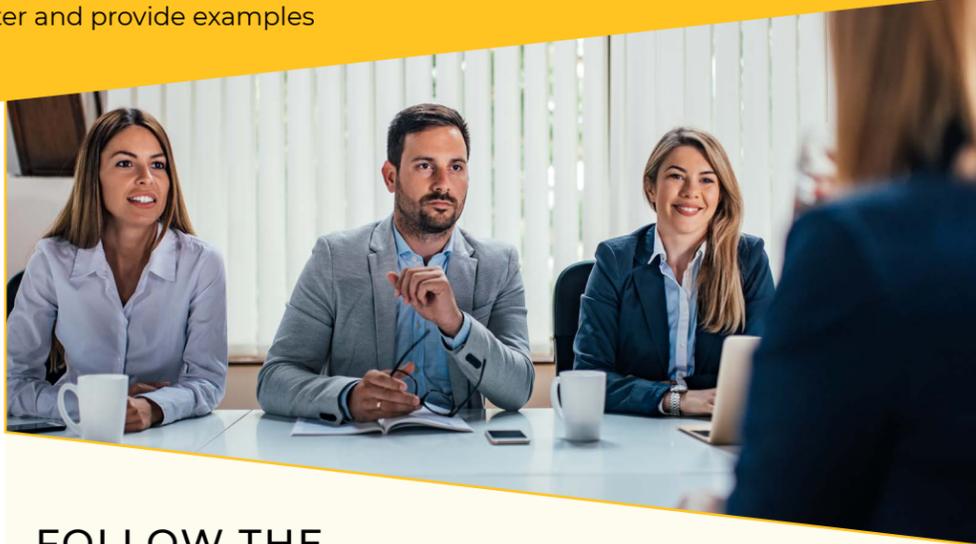
## WHEN SHOULD YOU SUBMIT A COVER LETTER?

Even when optional, it's recommended that you submit a cover letter, as this document serves as a warm introduction to your resume or CV. The cover letter shows the employer your writing skills, which are essential in any profession. It also allows you to highlight your skills and interests more than is feasible with the CV or resume alone.

## HOW SHOULD YOU SUBMIT A COVER LETTER?

When emailing your resume or CV, the body of your email can serve as the cover letter, with the resume attached. In other instances, like an in-person interview or mail, you will want to attach the cover letter as a separate document.

**REMEMBER:** Requirements can vary, so pay attention to the application instructions within the job posting.



## FOLLOW THE COVER LETTER RULES

1. You should include a typed cover letter when required or "optional" with your resume or CV submission to a potential employer.
2. Your letter should always be individualized and be addressed to a specific person whenever possible.
3. Bring a printed copy of your cover letter with your resume or CV to your in-person interviews. Use quality paper, preferably the same as your resume. White or cream colored paper is recommended.
4. Your letter should emphasize achievements and skills. Be sure to use examples with any claim made in the letter.
5. You should tailor content for your cover letter to the needs of the position you are applying for.
6. Be brief and concise. Like your resume, the letter will be skimmed.
7. Your document should be one page with a minimum of three and a maximum of five paragraphs.
8. Your cover letter should not mirror resume content. Cover letters are meant to add depth to their understanding of why you qualify or are a good fit for the position.

## COVER LETTER TIPS FOR STUDENTS

### ADDRESS

- Your cover letter should address a specific person when possible.
- If it is not possible to address a specific person, use the company's address and "Dear Hiring Manager" introduction. **DO NOT** address your letter "To whom it may concern."

### OPENING COPY

- You should open the letter with a statement of why you are writing.
- Opening copy should indicate the position and your enthusiasm as an applicant.
- Express knowledge of the employer and provide details on how you found the opening.

### BODY COPY

- Give details to the employer on why you are a good fit for the position.
- Highlight your education and experience as they relate to the position.
- Connect the requirements of the job to your qualifications. Use specific examples – but do not simply make a narrative of your resume.
- Provide evidence of critical skills, knowledge, experience and personality traits that match the job requirements.
- Explain why you are interested in their company, specifically.

### CLOSING COPY

- End the letter by re-emphasizing your interest in the position.
- You should state what your next steps will be (e.g., "I will contact you next week...")
- Convey your appreciation for their consideration of you as a candidate.
- Indicate the best means of reaching you.

### SIGNATURE

- You will type your name or scan a signed copy of your signature.
- Possible salutations include: Sincerely, Best Regards, Best, Regards.

### FORMATTING

- Because employers will likely skim your cover letter, make sure the format of the letter allows the reader to gather important information quickly.
- Ensure you review the "Formal Letter Template" for proper configuration on the following pages.



# DEVELOPING YOUR ONLINE BRAND

Prospective employers and recruiters regularly visit social media sites to source candidates and learn more about the potential hires they interview. Investing time into your virtual presence is necessary for any professional seeking employment to develop, monitor and enhance their online brand.



## 10 TIPS TO MANAGE YOUR VIRTUAL IDENTITY

Follow the 10 tips outlined below to use your online presence and social media accounts to your advantage in a job search.



## 6 TIPS TO CREATE A POSITIVE SOCIAL PRESENCE

- 1 PROFILES:** Think of your profile as your online business card. It is important for your profile to convey a professional message about you as a potential employee. Review and edit any information which does not meet this standard.
  - FACEBOOK:** This site has a more personal focus. However, many employers use the information you post to screen applicants. Employment has also been terminated as a result of this site. Use Facebook with caution, and monitor your privacy settings.
  - LINKEDIN:** The focus of this site is professional networking and LinkedIn has strict rules about how to use the system to connect with people. Therefore, you should learn how to leverage this site in order to successfully expand your network. In addition, LinkedIn uses the skills, experience and goals you've listed in your profile to match you with relevant job listings from a wide range of employers. This feature makes LinkedIn great tool when actively seeking employment.
- 2 FRIENDS:** Keep in mind it is important to monitor the content on your friends' pages on which you are linked. Review their profiles and any pictures they may post of you to determine if there is any inappropriate content you would like removed.
- 3 PRIVACY SETTINGS:** Facebook in particular has been known to change the privacy settings often on user accounts. As a result, it is important for you to review these settings regularly to make sure only friends have access to view your profile.
- 4 MONITOR YOUR NAME:** It is a good idea to use multiple search engines to find out what employers might be able to find if they search for your name. If you find anything that could be detrimental in your job search, you can look into having it removed. Conduct a Google search on your name using an incognito browsing session. This method will allow you to see what someone with no connection to you might see.
- 5 EMAIL:** Ensure you have a professional email address that uses some derivation of your name to create a professional first impression. Choose a host that avoids spam issues (e.g., Hotmail).
- 6 VOICEMAIL:** Be sure the voicemail greeting on your phone is professional and your mailbox is not full. Every form of communication sends a message to prospective employers.

- 1 DEVELOP A PROFESSIONAL PRESENCE.** What do people find when they Google you? Improve your online appearance by creating a profile on LinkedIn and add professional details to your Facebook, Instagram and Twitter profiles.
- 2 FILL YOUR PROFILES WITH KEYWORDS.** All of your social media profiles should include keywords and phrases that a recruiter or hiring manager might type into a search engine to find a candidate like you. The best place to find relevant words is in the job listings and the profiles of people who have the positions you want.
- 3 FIND YOUR PATH WITH LINKEDIN.** Not yet sure what career is right for you? Browse through LinkedIn. LinkedIn offers a huge database of other people's career paths and provides info about companies, job titles or professions that might be a good fit for you.
- 4 GET PERSONAL.** When you're looking for a job, your online network can and should include friends and family. Parents, classmates, professors, neighbors and other close contacts are the best people to provide you with warm referrals to the contacts in their networks.
- 5 BE A JOINER.** Another way to form valuable relationships is to join online communities with which you already have an affiliation. Once you're a member of a group, you can comment on discussions, meet people who share common interests and find exclusive job listings.
- 6 TWEET.** Twitter is an amazing tool to research and connect with recruiters, industry experts and potential employers. Even if you set up a Twitter profile to "listen" more than you tweet, you'll get enormous value out of the information you'll discover. Plus, many organizations are now tweeting out their job postings!
- 7 BLOG.** Consider staking your own ground in the social media world. You can blog in writing or video about your career interests, campus life, travel, sports, activities or anything else. Blogging can demonstrate your knowledge and passion to a potential employer.
- 8 SHARE.** One of the best ways to maintain a strong professional network is to support other people by sharing helpful information like articles, blog posts and YouTube videos. A small, helpful gesture like forwarding a link is a great form of networking.
- 9 KEEP FOLLOWERS UPDATED.** Update your social media statuses with information about events you're attending, books you're reading, or other career news. To remind people that you're job hunting, post updates like, "I had a great second interview this morning — cross your fingers for me!"
- 10 USE SOCIAL MEDIA TO ACE INTERVIEWS.** Before a job interview, study the LinkedIn profiles of the people you'll be meeting and the social media presence of the company. The more preparation you do, the more confident you'll feel — and the more likely you'll make a great impression and land the job!



# CAREER PLANNING AND DEVELOPMENT



**KENNESAW STATE**  
UNIVERSITY

## JOB FAIRS

Each year, over 700 different companies visit KSU to attend our job fairs and recruit students for internships, co-ops and full-time positions upon graduation.

**FAIRS INCLUDE:** STEM, ALL MAJORS, ACCOUNTING & FINANCE, EDUCATION, CAMPUS JOBS, VIRTUAL AND GRADUATE SCHOOL.

## CAREER PREPARATION SERVICES

### HANDSHAKE CAREER MANAGEMENT SYSTEM

Handshake, KSU's Career Management System, connects students and alumni to local, state, national and international organizations seeking talent. Log in and complete your account set-up to begin searching and applying for jobs. *Visit [kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com) to get started!*

### ONE-ON-ONE CAREER ADVISING

*To schedule an appointment, visit [kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com).*

- Career Exploration
- Resume and Cover Letter Development
- Internships & Co-ops
- Job Search Strategy

### MOCK INTERVIEWS

*To schedule an appointment, visit [kennesaw.joinhandshake.com](https://kennesaw.joinhandshake.com).*

Mock interviews provide you the opportunity to practice and hone your interview skills. We offer both in-person practice interviews with our professional staff and 24/7 practice virtual interviews.

## WORKSHOPS & PRESENTATIONS

### TOPICS INCLUDE:

- Internships & Co-ops
- Salary Negotiation
- Job Fair Prep Days
- Resume & Cover Letter Writing
- Career Exploration
- Interviewing Skills
- Networking *and more!*

## CAREER EXPLORATION EVENTS

Recruiters from various industries gather at KSU multiple times each semester to help students network and explore a variety of career possibilities.

## OWL JOB SHADOW PROGRAM

Job shadowing is an opportunity for you to experience a "day-in-the-life" of a position that interests you by following a working professional and observing the real-life responsibilities of their specific job.