

# RESUMES AND COVER LETTERS

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For sample resumes, cover letters, and companion job descriptions, please see our online guide at [CDO Handouts](#) on our website.

For arts, acting, and academic resumes (C.V.s), please see our guide [Specialized Resumes: The Arts and Academia](#) at [CDO Handouts](#) on our website.

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## A Resume and Cover Letter—Your Marketing Team

**Effective resumes and cover letters are essential partners in your job or internship search.** The cover letter introduces you and your resume to the reader, and the resume gives a more complete overview of your experience and qualifications. Together, these important marketing tools show where the match is between you and the position description, and determine if you'll be interviewed.

**Your resume and cover letter must be geared to your audience.** In order to do this, you'll need to do some preparation before you start writing:

- √ **Assess yourself.** Know what skills and experience you bring to the table. The CDO can help.
- √ **Research the field** so you can use its keywords in your resume and cover letters. This is important whether your docs are being scanned by computer or read by a person. Details on this research process are in our guide [\*Your Job Search\*](#).
- √ **Analyze the description of position for which you're applying.** Notice the key skills and competencies the employer seeks. Identify specific examples in your resume that match these qualifications and stress these in your letter. Guidelines on cover letter writing begin on page 6.

### Getting Started on Your Resume

Sample resumes, cover letters, and job descriptions are online in [CDO Handouts](#) on our website.

**Whether writing your first resume or updating a previous one,** it may help to begin with a master list of all your jobs, internships, campus and community activities, special courses and projects, schools attended, interests, travel, and skills. All this information will not end up in your final resume, but you want to be sure you don't leave out anything important. If you wrote a resume for your college applications, your professional resume for jobs or internships will likely be quite different.

### Length

**One page is standard for most fields and for most students and recent graduates.** This is especially important for business, technology, or communications firms (advertising or publishing, for example). Employers in many other fields appreciate a concise and attractive one-page resume.

**A longer resume is appropriate for certain applicants and fields.** For teaching, a two-page resume is acceptable if you have significant related experience. For fellowships, grants, or research jobs, you may need a Curriculum Vitae, or C.V. A resume for federal jobs is often longer than one page. Speak with a CDO advisor if you have any questions about what format is appropriate for your needs.

### Format

**Avoid templates or resume wizards.** Your goal is to have your resume stand out in a positive way, and template resumes often appear identical to those of many other applicants.

**Arrange your education and experience in reverse chronological order, present to past.** This lets your reader easily see your current and recent background. You may also use categories relevant to your audience, for example, Public Relations Experience, Laboratory Experience, and so forth.

**Some fields require specialized resume formats.** If you're seeking a research, scientific, acting, or performance opportunity, or if you're a studio art major promoting your work, consult our guide [\*Specialized Resumes: The Arts and Academia\*](#). This includes guidelines on writing a C.V. Note: Some employers and networking contacts may ask you to send a C.V. when they want a resume.

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## Writing a Resume Employers Will Read

- ✓ **Use action verb phrases** to describe your experiences. Instead of “Responsibilities included training staff” say “Trained five new staff.” A list of action verbs is on page 5.
- ✓ **Be concise; omit personal pronouns and “a,” “an,” and “the”** whenever possible. Instead of “I created and maintained a database using Excel,” say “Created and maintained database using Excel.”
- ✓ **Stress accomplishments and results; quantify your results when appropriate.** For example:
  - Draft #1: Waited tables. Opened and closed restaurant.*
  - Draft #2: Provided customer service to patrons of high-traffic café. Opened and closed restaurant.*
  - Draft #3: Provided quality customer service to patrons of high-traffic café, serving up to 100 meals during busy lunch and dinner shifts. Developed loyal return clientele. Selected by manager over more experienced wait staff to open and close restaurant. Totaled up to \$200 in tips per shift.*
- ✓ **Create different resumes for different audiences.** You may need to use different keywords. All fields have different expectations of resumes, so be sure yours is appropriate. You’re encouraged to have it reviewed by a professional in your field as well as by the CDO.
- ✓ **Make it clear.** Avoid confusing acronyms and abbreviations. Instead of S.O.S., say “Service Organizations of Smith.” It’s OK to use postal abbreviations for states, but be consistent.

## Sections of a Resume

Refer to the samples in our online guide as you choose and arrange your headings.

**NAME.** Put it at the top, centered or flush left. Use caps, bold, and a larger font to make it stand out.

**CONTACT INFORMATION.** List your current address, phone, and email on one line (saves space) or blocked. Also list a permanent or forwarding address if it’s in your search region.

**OBJECTIVE (optional).** We suggest you omit an objective from your resume and state it in your cover letter. If you have a very specific objective, you can include it, for example: “*A position as a hospital laboratory technician.*” Change the objective as needed.

**SUMMARY or PROFILE (optional).** More experienced applicants may begin with a summary geared to the reader. For example: *Five years communications and marketing experience in non-profit sector. Skilled researcher, writer, and editor. Excellent public speaking and workshop facilitation skills. Strong fundraising background with special expertise in grant writing. Experience recruiting, training, and motivating volunteers.* (These may be individual bullet points if you prefer.)

**EDUCATION** generally comes first for students and recent grads. From present to past, list school, location, degree, date awarded or expected, major, and minor. Study away, other degrees, thesis, related courses, projects, and research papers may be included. **GPA** is required for finance or consulting but optional for other fields unless requested. List major and cumulative GPA if you like.

**High school** experience is often included by first years and sophomores. Others may include it if relevant, for example, if you’re searching in the region where you attended high school, if you had significant high school experience related to your objective, if your school may have name recognition for your reader, or if you’re seeking a teaching job at a private school and attended one.

**HONORS and AWARDS**, if you have them, can go under Education or as a separate category.

**SKILLS** can include languages, computer skills, laboratory skills, equipment use, and other competencies of interest to your reader. Include skills under Education or as a separate category. Add relevant licensing and certifications.

**EXPERIENCE** can include paid jobs, internships, volunteer work, extracurricular activities, and course projects. From present to past, list title, organization, location, and dates. (Put organizations first, titles second if you like, but do so consistently.) Use specific titles such as “Administrative Intern,” rather than “Intern,” if your supervisor approves. Email her/him to ask if you’re in doubt.

**Remember: Choose headers that promote experience in your target field** ( for example, Communications Experience, Museum Experience, Research Experience, International Experience).

**ADDITIONAL EXPERIENCE** (also called Supporting Experience) is an optional category for content you’d like to include but is less directly relevant to your reader. You may use a second heading as described above.

**ACTIVITIES, INTERESTS, TRAVEL, AFFILIATIONS, PERSONAL.** Choose headings that work for the rest of your content. Be specific. Say “Enjoy modern British fiction” rather than “Enjoy reading.” If it’s not apparent that you’re a U. S. citizen or Permanent Resident, note it. Listing memberships that reveal your race, ethnicity, religion, political affiliation, sexual orientation, or gender identity may encourage or discourage employers from interviewing you. The choice is yours to make, and the CDO is happy to advise you.

#### **DO NOT INCLUDE:**

**References Available on Request.** Prepare a separate page titled “References for Your Name” with your references’ names, titles, and contact info (get permission). Send if requested.

**Personal statistics** such as age, height, and weight, except on a theatre resume. Marital/family status is never included.

### **Making Your Resume Attractive and Easy to Read**

- √ **Select a font size and style that are easy-to-read.** We suggest 10-12 point size in familiar fonts such as Arial, Times New Roman, or Garamond. Try a slightly larger font for headings and name.
- √ **Adjust the margins to fit your content.** 1.0” margins are typical, but not a strict requirement.
- √ **Use capital letters, bold type, italics, underlining, bullets, and spacing for emphasis.** Make important information stand out.
- √ **Be consistent** with spacing, dates, punctuation, and order of information. Details matter!
- √ **Proofread your resume with utmost care.** Don’t rely on spell check. Misspellings, grammar and punctuation errors, and inconsistencies make a poor first impression. You may not be asked for an interview as a result.
- √ **For hard copy resumes,** use bond paper (24 # weight is suggested) in white, cream, or gray. Use the same paper for your letters and get matching envelopes. If using a watermarked paper, get the mark right-side up. Use a letter quality printer with a fresh cartridge.

**Your resume will always be a work in progress.** Keep it polished and up-to-date. Revise it as you gain new experiences or change directions. The effort you put into this important marketing tool will be time well spent.

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## Action Verb List

The verbs listed below are only a few of the many you can use in describing your experience and accomplishments. Make sure you have an action verb for each entry in your resume's "Experience" section.

accelerated	delegated	instituted	reduced
accomplished	demonstrated	instructed	re-established
achieved	designed	interpreted	regulated
adapted	determined	introduced	rehearsed
adjusted	developed	launched	reinforced
aided	devised	led	renegotiated
allocated	devoted	lectured	reorganized
amplified	diagnosed	listed	reported
analyzed	diagrammed	maintained	researched
answered	directed	managed	reshaped
applied	displayed	modified	restored
appointed	distributed	molded	revamped
approved	edited	monitored	reviewed
arbitrated	effected	motivated	revised
arranged	eliminated	negotiated	scheduled
assisted	employed	observed	selected
assumed	encouraged	operated	set up
attained	enlisted	orchestrated	simplified
augmented	established	organized	solved
awarded	estimated	oriented	specialized
began	evaluated	originated	stimulated
brought	examined	oversaw	streamlined
built	expanded	overhauled	structured
calculated	expedited	participated	substituted
catalogued	extended	performed	suggested
chaired	fabricated	persuaded	summarized
compared	focused	planned	supervised
compiled	forecast	pinpointed	supported
completed	fortified	prepared	systematized
conceived	founded	presented	teamed
conducted	generated	preserved	trained
constructed	guided	produced	treated
consulted	handled	programmed	tutored
contracted	harmonized	promoted	unified
contrived	headed	proposed	updated
controlled	implemented	proved	used
cooperated	improved	provided	utilized
coordinated	incorporated	ran	volunteered
counseled	increased	received	widened
created	influenced	recommended	worked
dealt	initiated	reconciled	wrote
defined	inspected	recorded	
	installed	recruited	

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## Cover Letters: The First Impression

**An employer's first impression of you is often your cover letter**, so it must engage their attention quickly and convince them to take the time to read your resume. Your cover letter needs to show what makes you a *great fit* for the position. It is not sufficient to say you have the skills required for the position or are interested in it.

- √ **First, research the field and organization.** Go beyond the website—use press releases, journal/news articles, annual reports, Google, LexisNexis, and informational interviews with alums and others. Knowledge of the organization shows your initiative and enthusiasm for working there.
- √ **Review the job description; notice the skills sought and field-specific terms used.** Identify specific examples from your resume that demonstrate how you've used the skills the employer wants. Stress accomplishments and results rather than simply listing your day-to-day responsibilities.
- √ **Whenever possible, address your letter to an actual person**, not "To Whom it May Concern." Phone or email to get the recipient's name and title if it's not included in the position description. If you can't get a name, use a title such as "Dear Director" or "Dear Internship Coordinator."
- √ **The cover letter is a sample of your writing and communication skills.** It must be clear, concise, and free of spelling, grammar, or punctuation errors. Keep it simple. Dense, academic language or slang are inappropriate—this is a business letter.
- √ **Tailor each cover letter.** Employers may receive dozens or even hundreds of applications for any given position. Careful research, relevant examples, and specific reasons why this position and this organization interest you will help distinguish your application.

## Framing Your Story: Questions to Guide Your Cover Letter

**Use the following to generate content for your cover letter.** Though it need not answer every question, a great letter will address many of these items and show you've considered the others.

- For what position are you applying?
- Why are you interested in this position? This organization? This field/industry?
- Describe the organization, its work, and its clients/customers/products.
- What do you feel distinguishes this organization from its peers?
- What specific skills and knowledge is the employer seeking for this position?
- How have your prior experiences influenced your interest in this position/organization/field?
- In what ways have your accomplishments during your prior experiences (extracurricular, volunteer, work, other) prepared you to excel in this position?
- What aspects of your academic experience will help you succeed in this position?
- Compared to other applicants, how might you be *uniquely* qualified for the position?
- How will the organization benefit from hiring you?

**Having difficulty answering any of these questions?** Revisiting the job description, further research, and clarifying your skills and interests may help.

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## Cover Letter Format

**Use standard business letter format for your letter.** Refer to the following page for guidelines on address format, greeting and closing, and spacing.

**A cover letter should be no more than one page.** Keep the paragraphs short and easy to read. Use a 10-12 point font size in the same font style as your resume. Set the margins so the letter is visually balanced on the page (1" is standard). For hard copy applications, use matching resume-weight paper and envelopes, and sign your letter in black ink. If using stationery with a watermark, be sure it is facing the correct way.

**Sample letters are in CDO Handouts on our website.** Each sample is paired with a corresponding resume and job description to demonstrate how the resume and cover letter should work together to respond to the skills sought by the employer.

## Emailing Cover Letters and Resumes

**Always follow an employer's preference when emailing your resume and cover letter.** Some employers won't open attachments; others prefer them. If you don't know an employer's preference, send your resume and letter as attached Word docs labeled with your name (ex: Jane Doe resume.doc). In the subject line say "Resume and cover letter for children's trade division editorial assistant position (#498)."

√ **If sending your letter as an attachment, make the email message short:**

Dear Ms. Nunez:

I am a senior English major at Smith College with administrative and publications experience interested in the children's trade division editorial assistant position (#498) advertised on bookjobs.com. The attached cover letter and resume provide details about my background and strong interest in Cricket Hill Press.

Please let me know if you have difficulty opening the attachments. I look forward to discussing this position with you.

Sincerely,

Jane Doe

**Before emailing your documents to employers,** email them to yourself and a couple of friends. This gives you a chance to address any technical or format problems.

## How the CDO Can Help

**Feel free to bring your resume or cover letter to a 15-minute drop-in appointment.** If you're currently away from Smith, you may get feedback on your resume and cover letter during a phone appointment.

## COVER LETTER FORMAT

Date ← **Note:** One inch top and side margins typical.

Suzan Smith  
Smith College, Box 0000  
Northampton, MA 01063  
413-585-0000  
[ssmith@smith.edu](mailto:ssmith@smith.edu)

← **Note:** You may use your resume header instead of this format and put the date between the header and the recipient's address.

Recipient's Name  
Recipient's Title  
Name of Organization  
Street Address  
City, State, Zip

← **Note:** Omit Mr. or Ms. here; include in greeting below.

Dear Ms. or Mr. Last Name: ← **Note:** If you don't know the recipient's gender, say Dear First Last:

**Opening Paragraph:** Introduce yourself to your reader (not, "Hi, my name is Suzan Smith," but something such as: "I am a senior at Smith College writing to apply for xxx."). Specify the position for which you're applying. State where you saw it posted. Mention the contact who referred you – with their permission – if the employer knows them. You might briefly summarize your specific qualifications for the position or interest in the organization.

**Middle Paragraph(s):** Use the position description as your guide to focus on one or two specific examples from your resume that demonstrate you have the skills the employer seeks. Don't repeat long sections of your resume. Instead, highlight the most relevant skills/experiences and emphasize accomplishments and results that relate to the position. Use terms and a language style appropriate to the field. Show you've researched the organization, but don't recite facts and figures from their website. Connect what you know about the organization to your experience.

Your goal with the letter is to show where the match is between you, the position, and this organization. What is it about their mission, clients, programs, products, or services that attracts you? By now, the recipient should clearly understand what you'd add to the organization, be convinced of your enthusiasm for the position, and want to read your resume.

**Closing Paragraph:** You might briefly summarize your qualifications and interest in the position. Offer a next step: Will you be calling to arrange an in-person or phone interview? Will you be in the area on a certain day and follow up to set up a time to meet? If you prefer, use the closing paragraph to simply state that you look forward to hearing from the employer and thank them for considering your application.

Sincerely, ← **Note:** Not "Best," "Yours," or anything too casual.

← **Note:** If postal mailing, leave four spaces; sign in dark ink. If emailing, double-space between closing and name.

Suzan Smith

## **SAMPLE RESUMES, COVER LETTERS, AND POSITION DESCRIPTIONS**

A resume and cover letter should always work together as a team to respond to the ***specific*** skills and qualifications sought in the position description.

For this reason, each sample resume-cover letter pair that follows is preceded by the corresponding job or internship description.

We suggest you:

- Review the descriptions and identify the keywords and field-specific terms in each.
- Notice how each cover letter cites ***specific*** examples from the partner resume that show where the match is between the applicant and the position, focusing on results and accomplishments.
- Consider how the information on each resume, the categories chosen, and the language style used respond to the ***specific*** wording of the companion description.

Feel free to get help from the CDO as often as you like with your resume, cover letters, or any aspect of your search.

## Harlem RBI REAL Kids Summer Program Internship

Harlem RBI (Reviving Baseball in Inner Cities) seeks dynamic, motivated individuals to serve as interns in an innovative program for 9-12 year-old youth in East Harlem, New York City. Our REAL Kids (Reading and Enrichment Academy for Learning) program provides youth with a full day of educational, enrichment, and baseball activities designed to foster a positive and supportive learning environment.

Interns work directly with inner city youth and work independently to create and initiate new activities. Tasks can include:

- Serving as an assistant teacher in an innovative, literacy-based enrichment program
- Coaching and organizing baseball and softball teams for 9-12 year olds
- Collaborating with a co-coach and head teacher to design and document lesson plans and practice sessions
- Leading recreational activities and off-site enrichment field trips

Ideal candidates:

- Have experience working with children
- Are interested in and motivated to work with inner city youth
- Have the ability to take initiative and maintain flexibility
- Enjoy working independently as well as collaborating with others in a team environment
- Have a desire to do good and do it well

NOTE: Knowledge of baseball/softball is helpful but not required

Mission Statement:

Harlem RBI is a private, non-profit organization located in East Harlem, New York. Its mission is to use baseball, softball, and the power of teams to provide inner city youth with opportunities to play, to learn, and to grow, inspiring them to recognize their potential and realize their dreams.

Interested applicants should send a resume and cover letter addressing why the applicant is interested in working with Harlem RBI, as well as the skills and prior experiences that the applicant will contribute to a successful summer program. Mail to:

REAL Kids/Harlem RBI  
333 East 100<sup>th</sup> Street  
New York, NY 10029  
NO PHONE CALLS PLEASE.

For more information, visit us at [www.harlemrbi.org](http://www.harlemrbi.org).

## EMILIA RENZI

Smith College Box 1234, Northampton, MA 01063 (413) 585-1234 erenzi@smith.edu  
3478 Mango Ridge Road, Ocala, FL 34471 (352) 334-7894

December 8, 2009

Cat Goddard  
Assistant Director  
REAL Kids/Harlem RBI  
333 East 100<sup>th</sup> Street  
New York, NY 10029

Dear Ms. Goddard:

I am pleased to submit my application to be a teacher/coach with the 2010 REAL Kids/Harlem RBI summer program. A first year student at Smith College, I was immediately drawn to this position as an opportunity to make a positive difference in the lives of inner city youth.

As my resume shows, I have extensive experience working with children. As Assistant Coach of the Marion County Youth Softball League, I co-coached a team of beginning softball players, girls ages 10 and under. By designing fun, non-competitive practice sessions I motivated the team members to strive for their personal best. As the girls' skill level increased, so did their self-esteem and understanding of teamwork. Some later reported greater success working on group projects in school as a result.

Previously, as Arts Leader for Fine Arts for Kids in Miami, I taught arts and crafts to Hispanic youth, many whose schools had eliminated arts courses due to city budgetary constraints. Working with limited resources, I developed activities that enriched the children's appreciation of art, such as creating hands-on projects with household recyclables and initiating cost-free field trips to local arts organizations. Helping such a high-energy group of children learn to focus their attention in a whole new way was an accomplishment that sparked my interest in working with youth as a career.

As a teacher/coach with REAL Kids/Harlem RBI I hope to share with my students the important lessons about teamwork, leadership, and motivation I have learned from softball. I owe my academic success in large part to the committed coaches I have had since joining my first softball team at age six. I am excited by the prospect of similarly inspiring your students to play, learn, and grow this summer.

I am available at your convenience for an in-person or phone interview, and I look forward to hearing from you soon.

Sincerely,

**←NOTE: If postal mailing, leave four spaces and sign in dark ink.  
If emailing, double-space between closing and name.**

Emilia Renzi

## EMILIA RENZI

Smith College Box 1234, Northampton, MA 01063 (413) 585-1234 erenzi@smith.edu  
3478 Mango Ridge Road, Ocala, FL 34471 (352) 334-7894

### EDUCATION

**Smith College**, Northampton, MA  
B.A. degree expected May 2013 Intended major: Sociology

**Vanguard High School**, Ocala, FL  
Graduated June 2009  
Honors: National Honor Society (inducted as junior); Honor Roll (all 4 years)

**Computer Skills:** MS Word, Excel, PowerPoint  
**Languages:** Fluent Spanish

### LEADERSHIP AND COMMUNITY SERVICE

**Assistant Coach**, Marion County Youth Softball League, Ocala, FL (Summers 2008 and 2009)  
Helped plan and lead practice sessions to develop beginning level softball skills for 12 girls ages 10 and under twice weekly. Designed sessions with focus on players' self-esteem, motivation, and teamwork skills.

**Member**, Anchor Service Club, Vanguard High School, Ocala, FL (2005-2009)  
Participated in community volunteer projects. Supported and sponsored 2-3 families during holiday time. Assisted at several town events. Wrapped holiday presents at mall. Projects received awards from National Association of Anchor Service Clubs.

**President**, Spanish Club, Vanguard High School, Ocala, FL (2007-2008)  
Conducted meetings for 15 members. Organized activities and fundraisers including candy sale and holiday food and toy drive. Helped plan and implement school-wide Mardi Gras attended by 250 students. Collaborated with faculty advisor. Active member for two years before election as President.

**Arts Leader**, Fine Arts for Kids, Miami, FL (2006-2007)  
Led arts and crafts activities and cost-free field trips for 10 children ages 6-9. Designed projects using items from local recycling center. Maintained and replenished art materials and kept area clean and safe. Discussed children's progress with parents or guardians at drop-off and pick-up times.

**Other Activities:** Fastpitch Varsity Team; Shocker Park All-Star Travel Softball Team; Slowpitch Varsity Team; JV Soccer Team; Symphony Under the Stars Volunteer.

### ADDITIONAL EXPERIENCE

**Waitress**, Friendly's Restaurant, Ocala, FL (Summers 2007-2009)  
Provided polite and attentive customer service during 3-hour lunch and dinner shifts. Covered 5-6 tables totaling 20+ customers. Coordinated birthday parties for 10-15 children ages 6-12. Served as dining room hostess while handling high-volume ice cream walk-up window. Praised by manager for skillful handling of challenging customers.

## **The Philadelphia Orchestra Marketing Internship**

The Marketing Intern will assist in organizing communications about The Philadelphia Orchestra summer Neighborhood Concerts. The Marketing Intern will help to organize and maintain communication between The Philadelphia Orchestra, members of Campus Classics, and colleges and universities. The Marketing Intern will oversee distribution of Orchestra materials as well as participate in the analysis of campaigns and surveys. The Marketing Intern will also provide concert support when assigned and administrative support to the Marketing Department.

### **Essential Functions:**

- Maintain marketing materials, advertising schedule, and web activity for Campus Classics, The Philadelphia Orchestra's program for college students; maintain communication between the Orchestra, members of Campus Classics, and colleges and universities.
- Participate in the analysis of single ticket campaigns, subscription campaigns, and patron surveys.
- Assist with daily and weekly sales analysis and budget reporting.
- Oversee distribution of The Philadelphia Orchestra materials.
- Provide concert support for The Philadelphia Orchestra concerts, as well as special event concerts and free neighborhood concerts.
- Provide administrative support to the Marketing Department including Group Sales.
- Other duties as assigned.

### **Minimum Qualifications:**

- Interest or experience in marketing and statistical analysis a plus.
- Strong communication skills.
- Strong writing skills.
- Proficient in Microsoft Office.
- Project management skills.

This is a full time (35-40 hours per week) internship. Some evening and weekend work required.

# Elizabeth M. Page

Smith College, Box 1111 | Northampton, MA 01063 | 413.555.1212 | epage@smith.edu

January 16, 2010

John P. Smith  
The Philadelphia Orchestra Association  
260 South Broad Street, 16<sup>th</sup> Floor  
Philadelphia, PA 19102

Dear Mr. Smith:

I am writing to express my interest in the Marketing Intern position available this summer at The Philadelphia Orchestra Association. I am a junior at Smith College with both interest and experience in music and marketing, and I am confident that my background and qualifications are a good fit with your organization's needs.

As my resume indicates, I currently serve as Marketing and Public Relations Manager for the Smith College Smiffenpoofs, the oldest female collegiate a cappella singing group in the nation. Most notably, my efforts resulted in a 10% increase in concert ticket and CD sales last year. I am very familiar with marketing to college campuses and the college-age audience, and I believe this knowledge will be an asset to The Philadelphia Orchestra Association.

In addition, I have developed strong analytical and statistics skills through my coursework at Smith. Specifically, I have taken Research Design and Analysis, and Statistical Methods for Undergraduate Research, both of which have strengthened my skills in data collection, data description, statistical inference, and techniques for analyzing both quantitative and qualitative data.

I have long been an active participant and supporter of the arts. I was first exposed to The Philadelphia Orchestra growing up in upstate New York. Attending summer performances at the Saratoga Performing Arts Center I gained a keen understanding of and appreciation for the breadth and depth of live performance. The Marketing Intern position interests me as an opportunity to contribute my analytical skills and marketing experience while learning about the business side of the arts.

I welcome the opportunity to talk with you further about my interest in The Philadelphia Orchestra Association. I am available for a phone interview or I can travel to meet in person during my spring break, March 15-19. I will follow up with you next week to see if we can arrange a convenient time to speak.

Sincerely,

Elizabeth M. Page

# Elizabeth M. Page

Smith College, Box 1111 | Northampton, MA 01063 | 413.555.1212 | epage@smith.edu

## EDUCATION

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### Smith College, Northampton, MA

BA, Psychology (Expected May 2011)

Related Coursework: Research Design and Analysis; Statistical Methods for Undergraduate Research; Seminar in Latino/a Identity; Social Psychology

## RELATED EXPERIENCE

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### The Smiffenpoofs, Smith College

*Marketing and Public Relations Manager*

**Northampton, MA**

*2009 - Present*

- Oversee all marketing, public relations, and media outreach for oldest female collegiate a cappella singing group in the nation
- Delivered 10% increase from previous year in concert ticket and CD sales through new marketing efforts
- Write and distribute marketing materials, press kits, and press releases; serve as liaison to press contracts and reporters
- Coordinate radio appearances for the group at college radio stations
- Secure in-kind donations for events and CD release parties
- Work closely with treasurer to track and analyze ticket and CD sales from concerts and performances
- Create brochures, flyers, and e-postcards to promote upcoming events and concerts and the Smiffenpoofs; use Adobe Illustrator to create collateral materials

## ADDITIONAL EXPERIENCE

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### Smith College Office of Advancement

*Phonathon Caller*

**Northampton, MA**

*June 2008*

- Cold-called alumnae and parents to update them on current events at Smith and to encourage them to financially support the college and upcoming initiatives

### The Scoop

*Server*

**Beverly, MA**

*Summer 2007*

- Maintained high level of customer service in high-traffic beach front ice cream store; served 75+ customers hourly
- Handled cash transactions and oversaw daily bank deposits
- Cleaned and closed store nightly; communicated with store manager regarding supplies and machine maintenance

## SKILLS

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Macintosh and PC fluency; proficient in Microsoft Word, Excel, and Publisher; Adobe PhotoShop and Illustrator; knowledge of Internet research and LexisNexis

## **Analyst, Barclays Capital Investment Banking and Debt Capital Markets**

Our Analysts fulfill a multitude of roles across the business. To become an Analyst at Barclays Capital you need at least an outstanding undergraduate degree. Work experience gained through internships can also be an advantage. Applicants need to be highly intelligent and numerate, with strong communication skills. Fluency in more than one language is an asset and the ability to work as part of a team is essential.

The Investment Banking and Debt Capital Markets area exists to provide effective global 'multi-product' solutions for clients seeking to raise capital or manage their risk exposure. As a result, Analysts within the team work in close contact with our client groups which are structured by geography and sector. Extensive research, internal briefings, and presentations are involved in the search for a client solution. Once these solutions are approved, models are built that provide the client with accurate projections. This role involves creative thinking, maintaining relationships, and providing the full range of the firm's services to the client – government agencies or corporate clients looking to raise capital.

Generating new business is an important part of the role. It demands an understanding of complex products and their pricing, as well as looking at issues from different angles and creating alternative ideas. Looking at the bigger picture in terms of client needs and wider market issues is also important. As such, you may spend your time developing ideas and solutions to pitch to clients. Following that, you may work on live deals involving products such as bonds, equity and credit derivatives, securitization, loans, foreign exchange, interest rates, and commodities.

Fundamental analysis and research into companies and markets is the starting point in Investment Banking and Debt Capital Markets. This offers an opportunity to work with teams across the firm, delivering more integrated solutions for our clients and across all areas of financing and risk management services. As relationship management skills develop you will be given more responsibility for client relationships.

### **Training**

From the moment you accept a job at Barclays Capital, you are offered the opportunity to participate in the pre-employment Global Campus Training Program. This is web-based training that focuses on product education. It is designed to give you a fundamental knowledge of products prior to joining the Graduate Program including an excellent understanding of the financial markets in which we operate, as well as the products, instruments, and services offered by Barclays Capital. This creates a strong platform on which to build more in-depth specialist expertise relevant to your chosen area. Upon joining the firm you will participate in the Graduate Training program at our London headquarters. The Graduate Program takes learning one step further, incorporating practical applications through a variety of case studies, workshops, and presentations. Once you return to the US, you will participate in many programs including product knowledge sessions, online tutorials, and our mentor program.

### **Qualifications**

- Strong-to-superior verbal, quantitative, and analytical skills
- Resourcefulness, team orientation, enthusiasm, and an entrepreneurial spirit
- Proven leadership qualities, a strong work commitment, and high ethical standards
- Minimum GPA of 3.2
- Knowledge of another language desired

For additional information or to apply for an opportunity, please visit [www.barclayscapital.com/campusrecruitment](http://www.barclayscapital.com/campusrecruitment).

## MARGOT A. PÉREZ

Smith College, Box 1111, Northampton, MA 01063 ▪ 413.585.1111 ▪ [mperez@smith.edu](mailto:mperez@smith.edu)

October 22, 2009

Jane Doe  
Hiring Manager  
Barclays Capital  
Investment Banking Division  
200 Park Avenue  
New York, NY 10166

Dear Ms. Doe:

I am a senior economics major at Smith College very interested in the investment banking analyst program at Barclays Capital. After researching Barclays and attending the recent on-campus information session, I believe my finance experience combined with my quantitative, teamwork, and communication skills – including foreign language fluency – make me well-suited to this opportunity.

As my resume shows, last summer I interned at Morgan Stanley where I sharpened the research and analytical skills gained during Smith courses such as econometrics and international finance. Preparing pitch books and analyses for client presentations as part of a deal team, I learned how client needs are best met while working under the pressure of time. For example, my analysis of potential investors, buyers, and acquisition targets was highly quantitative, yet our team goal was always to present the information in an accessible, concise format, while being fully prepared to respond to clients' questions during the pitch.

Throughout college, I have balanced rigorous academics with campus jobs and volunteer work with our local Big Brothers/Big Sisters, an organization from which I benefited growing up in New York City. As current treasurer of Smith's Student Government Association, I have proven my ability to maintain a high level of productivity and energy while administering financial transactions for over 120 student organizations and overseeing a \$500,000 budget. I am as proud of the contributions I've made to my community as I am of my 3.7 GPA, making Barclays' commitment to programs such as the Workplace Mentoring Program of Big Brothers/Big Sisters NYC one of many reasons I'd like to join your team.

I'm attracted to the firm's practice of bringing together a flat hierarchy of diverse team members, each with the opportunity to make a difference through creative problem solving, as this is how I've discovered I work best. The firm's "client is first" philosophy, team-based problem solving approach, and global market position coupled with its strong earnings report since last year's purchase of Lehman's North American investment banking assets makes Barclays Capital an exciting place to build my career.

I would welcome the opportunity to talk with you further about my qualifications, experience, and interest in the analyst program at Barclays Capital. Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,

Margot A. Pérez

# MARGOT A. PÉREZ

Smith College, Box 1111, Northampton, MA 01063 ▪ 413.585.1111 ▪ [mperez@smith.edu](mailto:mperez@smith.edu)

## EDUCATION

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### **Smith College, Northampton, MA**

Bachelor of Arts, expected May 2010; Major: Economics; GPA: 3.7

*Related Coursework:* Econometrics, Statistics, Money and Banking, Financial Accounting, International Finance, Game Theory, International Trade and Commercial Policies

**Université de Genève, Geneva, Switzerland;** Smith College Junior Year Abroad Program (2008 – 2009)

## EXPERIENCE

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*June – August 2009*

### **Morgan Stanley, New York, NY**

*Investment Banking Intern*

- Helped prepare pitch books for client presentations, including shareholder information, earnings versus expectations charts, and indexed stock pricing graphs
- Built financial models for leveraged buyouts and credit review
- Researched potential investors, buyers, and acquisition targets
- Used Bloomberg to prepare graphs on daily market performance and earnings estimates

*June – August 2008*

### **New York City Economic Development Corporation, New York, NY**

*Internal Audit Intern*

- Reviewed and analyzed legal documents to synchronize fiscal information among departmental databases
- Prepared audit information to be sent to independent auditors at close of fiscal year

## LEADERSHIP

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*2009 – Present*

### **Smith College Student Government Association (SGA), Northampton, MA**

*Treasurer*

- Write SGA budget for fiscal year; successfully manage all accounting transactions
- Oversee application and allocation process of three SGA Cabinet funds for student body at large; assist organizations with fiscal needs

*2007– 2008*

*Student Finance Committee*

- Allocated \$500,000 student activities budget for college's student organizations

*2007 – 2008*

### **Bangs Community Center, Amherst, MA**

*Big Brother/Big Sister Volunteer*

- Created and implemented programs and activities for 5 children in kindergarten through 5<sup>th</sup> grade

## ADDITIONAL EXPERIENCE

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*2008 – Present*

### **Smith College Career Development Office, Northampton, MA**

*Student Worker/Receptionist*

- Answer phones and greet clients in busy, high-traffic student services office

## COMPUTER AND LANGUAGE SKILLS

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Bloomberg, Mathematica, SPSS, Microsoft Word, Excel, PowerPoint

Fluent French and Spanish

## **Communications Assistant, the CAIA Association**

The CAIA Association is a global non-profit in the area of professional credentialing for finance practitioners.

### **Location:**

Amherst, Massachusetts

### **Position Overview:**

This position will support the strategic objective of promoting the organization and providing a high quality of service for its membership by implementing and executing communications programs and development activities. These activities shall include, but not be limited to, media partnership development, marketing management assistance, membership chapter support services, conference and event strategies, and copywriting of all types of communications.

### **Responsibilities:**

Under the direction of the Directors of Marketing, Member Services and Global Events, the Communications Assistant is responsible for:

- Creating, copywriting and updating Association newsletters and updates; Annual Report, presentations, and other communications and collateral. Drafting and oversight of collateral design.
- Copywriting and updating website content.
- Establishing and implementing corporate communications and media partnership tracking systems and managing communications calendar. Providing email and telephone support for inquiries from membership and the public
- Developing and managing event itineraries, registrations and travel arrangements; off-site collateral placement; and follow-up communications and tracking.

The ideal candidate will possess the following skills:

- Excellent written and oral communications skills
- Experience working in all Microsoft Office programs (Access optional but preferred)
- Must show initiative and have experience working in a team environment
- Must be comfortable learning new technology systems
- Basic HTML and wiki experience preferred

Competitive salary, full benefits.

Interested candidates should mail resumes to:

Search Committee: Communications Assistant  
The CAIA Association  
29 South Pleasant Street  
Amherst, MA 01002

Resumes can also be sent to [marketing@caia.org](mailto:marketing@caia.org).

February 3, 2010

Suzan Smith  
742 Evergreen Terrace  
Springfield, MA 01103  
(413) 387-4321

Search Committee: Communications Assistant  
The CAIA Association  
29 South Pleasant Street  
Amherst, MA 01002

To the Search Committee:

I am a Smith College senior writing to express my interest in the Communications Assistant position posted in our Career Development Office job database. A go-getter with strong communication and technology skills, I'm confident I could make an immediate contribution to the CAIA team.

As my resume demonstrates, I have solid experience developing communications and publicity strategies that produce results. In spring 2008, for example, I assisted with promotion and planning for a two-day business leadership conference for women in New England. I communicated with regional businesses and colleges and created a website and publicity materials using Dreamweaver. My talent for managing logistics helped the conference go off without a hitch while my creative efforts increased visibility and attendance by 15% from previous years. Similarly, as an intern for Smith's Poetry Center I initiated and maintained new promotional contacts that built exposure for our upcoming events.

CAIA's team-oriented focus and the value placed on taking initiative greatly appeal to me. This environment sounds similar to the newsroom at CNN where I gained writing and editing experience as an intern last summer researching, creating, and updating web content including CNN's entry on Wikipedia. Along with my creative skills I offer CAIA administrative and technology skills gained as an office assistant on campus.

I am very excited about contributing my creativity and communication skills to CAIA's goals of expanding promotional efforts while providing exceptional customer service. I look forward to speaking with you soon about my interest in the Communications Assistant position at CAIA.

Sincerely,

Suzan Smith

**Note #1: A non-personalized greeting – ex: “To the Search Committee” – should only be used if you cannot get an actual name by emailing or phoning the organization.**

**Note #2: Certain wording in this letter – ex: “go getter” and “without a hitch” – is appropriate for more creative fields such as marketing, PR, or advertising. This language style should not be used for more conservative industries such as finance. Always gear the style and tone of your letter to your reader.**

# **SUZAN SMITH**

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742 Evergreen Terrace, Springfield, MA 01103  
(413) 387-4321 ssmith@smith.edu

## **EDUCATION**

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**Smith College**, Northampton, MA  
Bachelor of Arts degree expected May 2010  
Major: The Study of Women and Gender; GPA 3.6

## **COMMUNICATIONS EXPERIENCE**

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**News Intern**, June - August 2009

*CNN*, New York, NY

- Collaborated with production and reporting teams to create and update website content
- Researched, wrote, and posted company data on Wikipedia
- Contributed to story research for finance and business reports
- Researched and documented stock footage; entered information into database

**Intern**, September 2008 - May 2009

*Poetry Center at Smith College*, Northampton, MA

- Designed, wrote, and edited publicity materials for visiting poets
- Publicized readings, researched alumnae poets and poetry centers nationwide; attended Poetry Center Committee meetings with director and other faculty members

**Assistant to Event and Volunteer Coordinator**, February - May 2008

*Women in Business Leadership Conference*, Northampton, MA

- Planned and executed publicity campaign for 200+ colleges and media organizations throughout New England; strategies increased attendance 15% from previous years
- Created dynamic website using Dreamweaver (<http://www.smith.edu/Women/conference/>)
- Assisted in planning conference events and schedules
- Coordinated panelists' hotel and travel; managed schedule for 50 panelists and participants

## **SUPPORTING EXPERIENCE**

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**Board Member**, September 2008 - May 2009

*Smith College Judicial Board*, Northampton, MA

- Evaluated and ruled upon alleged cases of ethics and code violations

**Office Assistant**, September - December 2007

*Smith College Student Affairs Office*, Northampton, MA

- Supported office scheduling and assisted with management of staff itineraries
- Actively responded to phone and email inquiries
- Used MS Excel for office database management

## **COMPUTER SKILLS**

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MS Word, Excel, Access, Publisher, PowerPoint; Dreamweaver; HTML