

**Loyola University New Orleans**  
**College of Business**

# **Résumé and Cover Letter Guide**



**Student-Centered Professional Development**

## Résumé Writing Tips

# Catalog your Experiences and Strengths

Include all employment experience, volunteer and community service, student clubs & activities, military service, professional organizations, internships, unofficial transcripts & course projects.

All hobbies, travel, honors and awards, performance reviews, certifications, skills (including foreign language and computer-based), scholarships.

Although you probably won't include all of this in your résumé, it's good to have an electronic or physical file on hand, especially as you apply to internships or jobs in different industries.



## Do your Research

Analyze the position description, organization's web site, and any other information you can glean from news articles, Twitter, or LinkedIn.

Think about the skills and experiences you possess that match the qualifications the employer seeks.

See the following page for suggested content and placement.



## Review and Submission

### Double-check your language.

Be sure that your writing is concise, accomplishments-oriented, and not fluffy. Include industry and company -specific terminology when possible.

### Proofread a hard copy.

When employers have several résumés to review, they often weed out those that contain spelling, grammar, or punctuation errors. If you have typos, employers may assume that you lack strong written communication skills or attention to detail. Also, check that your format is aesthetically appealing.

### Request a résumé critique.

Career coaches in the Portfolio office are happy to review and provide feedback on your job and internship application documents. Friends, family, or associates already working in the industry may also offer suggestions.

### Convert your file to a PDF.

Follow whatever instructions are given for submitting. In many cases, converting to a PDF is good because it's easy to open as an attachment by different computers. However, if a company requests a plain-text format, practice sending it to yourself and to others, to ensure that it is easy to read and scan.

**Your Name Here**

**123 Current St. City, ST. 00000 504-000-0000 name@loyno.edu**

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**Summary of Qualifications**

- Computer: List computer software/hardware, programs, etc.
- Languages: List languages with level of fluency.
- Skills: List any skills relevant to the position.

**Education**

Loyola University New Orleans **City, State**  
 Bachelor of Business Administration {spelled out} **Expected mm/year**  
 Major: List Major(s)  
 Minor: List Minor(s)  
 Cumulative GPA: 4.0 Concentration GPA: 4.0 {optional: include if >3.0}  
 • Honors, scholarships, publications, special accomplishments, and/or certifications.  
 • Current and/or past relevant courses {spell out the course name}.  
 • Current and/or past involvement in relevant organizations, projects, and/or programs.

**Experience** {reverse chronological order in bullet or list format}

Most Recent Employer Name **City, State**  
 Position or Job Title **mm/yr---mm/yr**  
 State responsibilities/tasks/accomplishments:  
 • Use phrases, rather than complete sentences.  
 • Highlight your specific accomplishments by using action verbs.

Prior Employer Name **City, State**

Position or Job Title **mm/yr---mm/yr**  
 State responsibilities/tasks/accomplishments:  
 • Include accomplishments that are relevant to the targeted position.  
 • Quantify your results when possible.

**Activities** {optional}

List activities, clubs, and/or volunteer experience. Only provide information that relates to the position.

**Interests** {optional}

List hobbies or outside interests if they are relevant to your target position.

\*\*\*\*\***FinalTips**\*\*\*\*\*

Be consistent throughout: same verb tenses, formatting, spacing, etc. Avoid pronouns.  
 Use standard font, such as Arial or Times New Roman in 10-12 point font. Black Ink advised.  
 Stick to one page.

# JAMES ROBERT SMITH

9000 Metairie Road, Metairie, LA 70001

504-555-1234, jrsmith7@loyno.edu

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## SUMMARY OF QUALIFICATIONS:

- Strong quantitative and analytical skills developed through Accounting and Finance double major
- Proficient in Microsoft Word, Excel, QuickBooks, PowerPoint
- History of dedicated customer service and leadership

## EDUCATION:

**Loyola University New Orleans • New Orleans, LA**

**Bachelor of Accountancy • Double Major: Accounting and Finance**

Expected May 2016

Cumulative GPA: 3.68

### Academic Honors:

Dean's List Honors

Beta Alpha Psi Professional Fraternity, member

Phi Eta Sigma National Honor Society, member

**Relevant Coursework:** Financial Accounting, Intermediate Accounting I, Business Statistics, Calculus, Business Communications

## WORK EXPERIENCE:

**Metairie Lawns & Landscaping • Metairie, LA**

Owner and Operator • Spring 2010 – Present, Seasonal

- Started a successful lawn care and landscaping business for residential properties
- Managed all bookkeeping, billing, and financial data in QuickBooks
- Hired, trained, and managed three part-time employees
- Marketed business to homeowners and maintained a clientele of over 50 long-term customers
- Provided excellent customer service and addressed any questions promptly

**Louisiana Youth Basketball • Kenner, LA**

Referee • Winters 2011 and 2012

- Refereed league basketball games for youth, ages 8-10
- Cultivated a fun environment for all participants and enforced safety regulations
- Resolved any parent or youth questions and concerns

## LEADERSHIP AND VOLUNTEER EXPERIENCE:

**Catholic Charities Archdiocese of New Orleans Tutor • New Orleans, LA • Fall 2012 – Present**

- Provide instructional assistance in Algebra, Geometry, and Calculus to high school students
- Develop materials to help students understand concepts

**Brother Martin High School Student Body Treasurer • New Orleans, LA • Fall 2011 - Spring 2012**

**Habitat for Humanity Volunteer • New Orleans, LA • Spring 2013**

# REBECCA HOWARD

6363 St. Charles Avenue  
New Orleans, LA 70118

(410) 555-4321  
rehoward@loyno.edu

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## PROFILE:

Creative and highly detail-oriented Marketing major with Graphic Design minor. Well-versed in social media and Adobe Creative Suite. Extensive leadership and interpersonal skills and experience.

## EDUCATION:

**Loyola University New Orleans**  
**Bachelor of Business Administration**

New Orleans, LA  
Expected May 2016

Major: Marketing

Minor: Graphic Design

## Relevant Coursework and Projects:

Basic Marketing

Business Communications

Graphic Design I

Typography I

- Researched and analyzed marketing strategies as member of five-person Business Communications team, charged with developing a marketing plan for Edible Schoolyard New Orleans
- Designed sample tourism posters and postcards using New Orleans images in Graphic Design I.

## EXPERIENCE:

**Loyola Ambassadors**

New Orleans, LA

Golden Mentor

September 2013 - Present

- Selected as a Golden Mentor based on demonstrated dedication to the organization
- Advise, train, and supervise current Ambassadors

Ambassador

September 2012 – May 2013

- Served as a student liaison between Loyola University and the public
- Provided formal and informal outreach to prospective students and their parents at Admissions events

**Dillard's**

Baltimore, MD

Sales Associate

January 2011 - July 2012

- Arranged and updated displays to highlight merchandise; provided recommendations to customers
- Operated cash register and balanced till at end of shift
- Handled thousands of dollars per shift during peak holiday seasons

## ACTIVITIES:

American Marketing Association, Member

American Institute of Graphic Arts (AIGA) New Orleans, Loyola Student Chapter, Member

Alpha Kappa Alpha Sorority, Vice-President: Recruitment

- Developed chapter web site using Wordpress; doubled recruitment over previous year

## SKILLS:

Social Media: Wordpress, Twitter, Facebook, Instagram, Pinterest

Computer Programs: Adobe Creative Suite, Microsoft Word, PowerPoint, Excel, Outlook

Loyola University New Orleans Business Portfolio Program

# Ana Gomez

4500 Magazine Street, #12, New Orleans, LA 70118 • 504-555-6789 • ana.gomez@gmail.com

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## QUALIFICATIONS

- Experienced in both quantitative and qualitative research.
- Proficient in SPSS, SAS, STATA, Microsoft Office, and Research Databases: LexisNexis, JSTOR, EBSCOhost, and ProQuest.
- Analytical, organized, and driven.
- Bilingual in Spanish and English.

## EDUCATION AND HONORS

**Bachelor of Business Administration. Loyola University New Orleans. New Orleans, LA.**

Major: Economics. Minor: Mathematics. Expected May 2016.

Cumulative GPA: 3.87.

- Awarded Loyola's Ignatian Merit-Based Scholarship – provides full tuition and housing for four years.
- Dean's List Honors – Every Semester.

## EXPERIENCE

**Research Assistant. Loyola College of Business. New Orleans, LA. Fall 2013 - Present.**

- Assist faculty in the Economics Department with research on international macroeconomics.
- Compile and analyze data using STATA.

**Intern. Hispanic Association of Colleges and Employers (HACU). Washington, D.C. Summer 2013.**

- Interned at the United States Department of Commerce, Economic Development Administration, through the HACU National Internship Program.
- Conducted impact analysis research for the Technical Assistance Program.
- Evaluated and presented research, along with recommendations, to program officers.
- Participated in professional development seminars and business meetings.

**Student Worker. Loyola University Office of Student Finance. New Orleans, LA. Fall 2012 – Present.**

- Demonstrate attentive customer service skills via telephone and in person to students, parents, and guests.
- Entrusted with access to over 5000 confidential student records.
- Provide accurate and efficient service in a fast-paced environment.
- Answer and resolve student concerns regarding tuition or make referrals as necessary.

## ACTIVITIES

**Economics Club, Secretary. Fall 2013 – Present.**

- Coordinate guest speaker invites with club executive board and advisor.

**Loyola University Community Action Program (LUCAP), Volunteer. Fall 2013-Present.**

**Loyola Intramural Soccer, Participant. Spring 2013 – Present.**

# JASON VUONG

**Current Address:**  
9900 Freret Street  
New Orleans, LA 70118  
Cell: 415-555-9876

**Permanent Address:**  
2855 Division Street  
San Francisco, CA 94117  
jbvuong2@loyno.edu

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## SUMMARY OF QUALIFICATIONS:

- Bilingual in Vietnamese and English; Intermediate level Chinese
- Time management skills developed through experience as an intercollegiate student-athlete
- Demonstrated leadership and managerial experience

## EDUCATION:

**Loyola University New Orleans**

New Orleans, LA

**Bachelor of Business Administration**

May 2016

**Double Major: International Business and Management**

Relevant Coursework:

- Introduction to International Business, Management and Organizational Behavior, Business Communications, Intermediate Chinese I

Loyola Summer Study Abroad in Europe Program

Summer 2013

- Law for International Business, Current Topics in International Accounting

## EXPERIENCE:

**Assistant Manager/Baker**

San Francisco, CA

The Family Baker

Spring 2010 – Present, Seasonal

- Contributed to all aspects of starting and running a successful family-owned bakery and restaurant
- Hired and trained new servers and counter help
- Ensured accurate balance of financial accounts and assist with bookkeeping
- Developed company Facebook and Twitter accounts, tripling business in just first year
- Performed additional responsibilities including opening and closing, cleaning, and baking products

**Track Student-Athlete**

New Orleans, LA

Loyola University New Orleans

Fall 2012 - Present

- Balance a full academic course load with over twenty hours per week dedicated to practices or track meets, including twice daily practices
- Develop teamwork and leadership skills by anchoring 4x100 and 4x400 meter relay teams

## LEADERSHIP AND ACTIVITIES:

**Loyola Asian Student Organization (LASO), Vice-President**

2013-2014

- Attend Executive Board meetings and contribute to organization event planning
- Assist President in running monthly member meetings

**Loyola International Buddies Program (inBUS), Member**

2013-Present

- Welcome incoming international students and assist in their transition to American culture
- Participated in inBUS training and monthly social and cultural events

Loyola University New Orleans Business Portfolio Program

**COVER LETTER  
FIRST STEPS &  
GENERAL TIPS**

In addition to your résumé, your targeted cover letter is the sales pitch you will use to market yourself to prospective employers. Writing a strong cover letter (or “letter of application”) requires you to tailor your pitch to the company, position, and individual to whom you’re applying.

Include a cover letter, cover email, or short note with each résumé you submit.

- Job seekers can spend hours perfecting their résumés, only to send a quick, generic cover letter or skip the cover letter completely. **This is a mistake.**
- Your targeted cover letter introduces you to the employer, and a well-written cover letter can prompt an employer to view your résumé favorably and invite you for an interview.

Grab the reader’s interest by demonstrating how you’re uniquely qualified for the particular position.

- If you’re applying for similar positions, e.g. summer marketing internships, you don’t need to start from scratch with each letter. However, if one internship is at a non-profit that outreaches to local youth, while another internship focuses on search engine optimization for high-end clients, you will emphasize different skills and experiences in your cover letters.

- The cover letter should be one page at most. If you can state your qualifications more concisely, that’s even better.

**Content:**

Heading & Salutation

- Start with your name and contact information.
- Include your name, phone number, email address, and mailing address on every document you submit.
- Create a personalized look; use the same name and heading font and style from your résumé.

**Body Paragraphs:**

See back page for example.

- If you have never written a cover letter before, start with the three-paragraph format.
- Your letter will have a beginning, middle, and end. These will cover why you are writing, why they should hire you (i.e. your relevant qualifications), and what you want to happen next.

**Closing:**

- End your cover letter with a standard business letter signature.
- Include “Sincerely,” then skip three lines down, and your first and last name, typed.
- In the three lines, you can include your signature in pen, if it’s a hard copy, or in typed cursive font, for an emailed copy.

**Submit:**

Convert your file PDF.

- Follow all of the submission instructions. In most cases, converting to a PDF is good because it’s easy to open as an attachment by different computers.
- However, if a company requests a plain-text format, practice sending it to yourself and to others, to ensure that it is easy to read and scan.



**Your Full Name**

**123 Current St. \* City, St. 00000 \* 504-000-0000 \* youremail@loyno.edu**

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Date

Mr./Ms. First & Last Name

Department/Title

Company Name

Mailing Address

Dear Mr./Ms. Last Name:

Include the position you're applying for and where you learned about it. If someone has referred you to this position, include their name and relationship to you. Capture in a sentence or two why your broad background is suited for the position and why it interests you. If you are writing an unsolicited, or prospecting, letter, to inquire whether a company has any openings, use the first paragraph to demonstrate your knowledge of the company's needs and mention how you could meet them.

Your second paragraph is where you will make a direct connection for the reader between the skills and experience they seek and the qualifications you have, without merely repeating your résumé. How do you do this? You do this by providing specific examples and support. For example, if you're applying for an internship that requires: *the ability to work independently and with a team, strong communication skills, and the ability to learn quickly in a fast-paced environment*, you demonstrate you have those skills. You could write "*My educational background, leadership roles in students organizations, and retail experience have provided me with the communication and organizational skills to succeed in a fast-paced work environment.*"

In closing, you are requesting an opportunity to interview with them, as well as thanking them for their consideration. For example, *I would like the opportunity to speak with you about this position and answer any questions you might have about my qualifications. Please feel free to contact me via email or telephone.* An alternative is to state that you will contact them (unless they request no phone calls). For example, *I will call you next week to ensure that you've received my attached résumé and to discuss the possibility of arranging an interview. Thank you in advance for your consideration.* **If you state that you will contact the recruiter by a certain date, be sure to follow-up within that stated period.**

Sincerely,

Signature {Handwritten or italicized font}

Print Full Name

# **JAMES ROBERT SMITH**

**9000 Metairie Road, Metairie, LA 70001**

**504-555-1234, jrsmith7@loyno.edu**

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August 22, 2013

Ms. Alicia Booker  
Senior Manager  
PwC  
1 Canal Boulevard  
New Orleans, LA 70130

Dear Ms. Booker:

As a sophomore double majoring in Accounting and Finance at Loyola University New Orleans, I am interested in your Spring 2014 tax internship advertised on Employola. PwC's brand, "Building Relationships, Creating Value," is attractive as it matches well with the values I can bring to an organization.

Through my education and experience, I have developed the analytical, leadership, and interpersonal skills necessary to succeed in a tax internship. As a member of the Beta Alpha Psi professional fraternity with a cumulative 3.68 GPA, I am on track to graduate with 150 credit hours. My accounting and business coursework have provided me with the background to think critically and act professionally. For the past three years, I have owned and managed my own lawn care and landscaping business. In this position, I have developed a reputation for providing prompt and customized service to clients, as well as enhanced my ability to lead and effectively manage multiple priorities.

Please contact me if I can provide further information. Thank you for your consideration, and I hope to hear from you soon.

Sincerely,

*James Robert Smith*

James Robert Smith

Dear Mr. Lucarelli:

One of your board members, Janet Thompson, suggested I contact you regarding marketing internships at the Baltimore Museum of Art. As a Baltimore native, I regularly visited the museum with my family and enjoyed seeing the changing exhibits. I would welcome the opportunity to promote the museum's visibility and mission to a wider audience.

I am a Marketing major and Graphic Design minor at Loyola University New Orleans with extensive experience in public outreach and customer service. Through my work as a Loyola Ambassador (peer liaison) and a Dillard's sales associate, I have developed the ability to interact with people from diverse backgrounds and to promote to targeted markets. Through my coursework and activities, I have gained experience in developing a web site and a marketing plan.

I will be home in Baltimore next summer and would appreciate the opportunity to discuss summer marketing internships. Thank you for your consideration.

Sincerely,

Rebecca Howard  
(410) 555-4321  
rehoward@loyno.edu

## Sample Action Verbs for Resumes

As you write your résumés and cover letters, you should use action verbs and incorporate details to highlight your specific responsibilities and accomplishments. The list below includes over 60 sample verbs that you can refer to as you develop your materials.

Achieved	Explained	Publicized
Adapted	Facilitated	Promoted
Administered	Founded	Recommended
Advised	Hired	Referred
Allocated	Implemented	Researched
Analyzed	Initiated	Restored
Assessed	Instructed	Reviewed
Audited	Launched	Scheduled
Budgeted	Led	Served
Coordinated	Maintained	Structured
Created	Managed	Studied
Conducted	Marketed	Summarized
Constructed	Moderated	Supervised
Deleted	Operated	Supported
Designed	Organized	Synthesized
Developed	Performed	Taught
Directed	Planned	Trained
Distributed	Prepared	Translated
Established	Produced	Updated
Evaluated	Promoted	Volunteered
Expanded	Proposed	Wrote

### Example of Action Verbs in Use

Instead of:

- Worked at a camp.

→ *Too general – What type of “work” did you do?*

Write:

- Designed and led drills for 15 eight-year olds at a month-long basketball camp.

→ *Specific – This gives the reader a sense of your leadership role and responsibilities.*