

**Resumé & Cover Letter  
Development  
FSW Employment Preparation Series**

**Keturah Leonforde** MBA CHRP  
Graduate & Professional Programs

# Learning Objectives

- **Understand** the purpose of a resumé and cover letter
- **Discover** what makes an effective resumé
- **Learn** how to use a job description to target your resumé
- **Identify** resources for assistance with resumé and application development

In your own words,  
**What is a resumé?**

# The Resumé is a Marketing Tool

- **Supports** other job search communication efforts (e.g. cover letter, portfolio, networking and references)
- **Enables** reader to screen applicants (out) prior to an interview

An effective resumé will not get you a job  
but it may get you an interview

- **Presents** a snapshot of your relevant qualifications, like an ad...

# Compare these Advertisements

Member FDIC



**We make money  
with you,  
not off you.**

Introducing Ally. A bank that believes banking took a wrong turn somewhere with fees and penalties. A bank that believes in a quaint concept: it's your money, not ours. That's why we offer the most competitive rates in the country, we never hide behind fine print and we give you 24/7 access to a real human. Why? It's just the right thing to do.

**ally**  
Straightforward.



TAKE CONTROL OF YOUR FINANCES.

Shoes

CONTINENTAL SAVINGS BANK  
Money-Wise  
Center of Loans & Assets

# Your Resumé Is Your Advertisement

Alice Clark

Sample # 1 -  
Before

School Address:

222 Oakbluff Lane  
Waterloo Ontario N1N 1N1

email: AliceC@gmail.com  
Cell: 591.555.5555

Permanent Address:

333 Oak Avenue  
Hamburg, M1M 1M1

Education

Wilfred Laurier University

2007 - Present, Honours B.A. Political Science and Communications (GPA 9.3)

Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law I and II (PO342/343), Introduction to Marketing (PO229)

2006 - O.S.S.D Hamburg High School

Helped organize Fashion for Hunger Spring Event  
Top athlete grade 11 and 12 Varsity Athletics

Work Experience

Present, Clerk, The Gap

- Worked with customers in a friendly way
- Handled money, operated the cash register and sold merchandise
- Prepared and cleaned the store
- Covered for other staff or managers when they were ill or away

2008-9, Summer Playground Assistant, Recreation Department, City of Kitchener

I took care of children ages 6 - 16 taught them arts, crafts and sports  
I helped with personal needs and emotions

2007, Clerk (part-time), Summer Treats Ice Cream Parlor

Sold ice cream to the public and made sure store was clean

Worked as a Children's Swimming Instructor for different families in the town since I was 15

Obtained Bronze Cross and National Lifeguard service and Standard first aid training

Extra-Curricular Activities

Swim team member and intermural sports participant

Involved in the Communications Club and the Students for Responsible Government Club

Winner of the S.D. Community Award last year

Community Development Centre Volunteer

I played soccer all through high school

Skills

- Experience in Customer service
- Excellent computer skills and using the internet
- Friendly, hard working, dependable and creative
- Excellent communications skills
- Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

**TERESA ANN MERRITT** BA, MSW (Candidate)

48 Cravenwood Crescent ▪ Waterloo, ON M3R 5T4 ▪ (519) 543-0000 ▪ tmerritt@hotmail.com

**OBJECTIVE**

To obtain a counselling position within a community-based setting with a focus on crisis intervention, client assessment and group and individual counselling.

**PROFESSIONAL SUMMARY**

- Four years of combined professional, volunteer and practicum experience gained counselling individuals, families, couples and leading groups
- Consulted effectively as part of a multi-disciplinary team to develop and implement well-considered client action plans
- Solid ability to research and generate effective presentations and materials for use with individuals or to enhance the development and facilitation of group sessions
- Skilled in identifying relevant community agencies and services and ensuring appropriate referrals which will meet the needs of individual clients

Counselling and Group Facilitation Experience

- Counselling individuals and families using a variety of therapeutic modalities
- In-depth understanding of individual client assessments and the group process; utilized a range of therapies tailored to meet the needs of individual clients and groups
- Maintained well-documented client notes including observations and recommendations
- Developed, implemented and co-led a range of programs and groups including stress management group for hospital patients, self-esteem groups and assertiveness training

**EDUCATION**

**Master of Social Work**, Wilfrid Laurier University, Waterloo, Ontario

2008 - 2010

Specialization: Individuals, Families and Groups

Award: Graduate Scholarship (\$1,000)

**Honours Bachelor of Arts (Psychology)**, University of Guelph, Guelph, Ontario

2004

**RELATED EXPERIENCE**

**Social Work Intern** (field placement)

Fall 2009

Family Counselling Services, Waterloo, Ontario

- Developed and led programs on several topics including depression, anxiety and family relationship building with a focus on parents and teens
- Participated in individual counselling sessions with families and teens
- Provide initial screening, intake and referral support to the team

# 3 Components of an Effective Resumé

1

**Appearance**

2

**Organization**

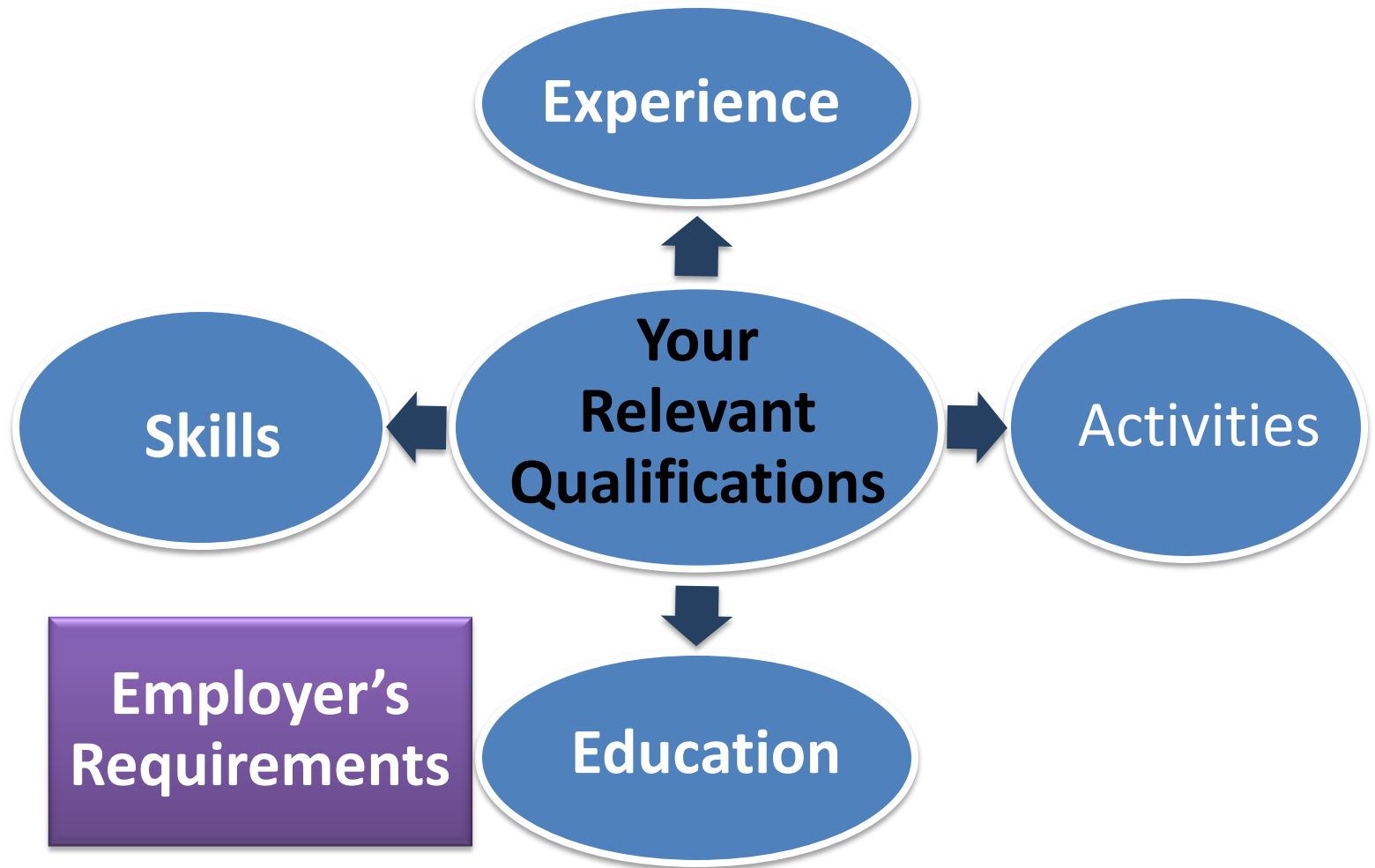
3

**Content**

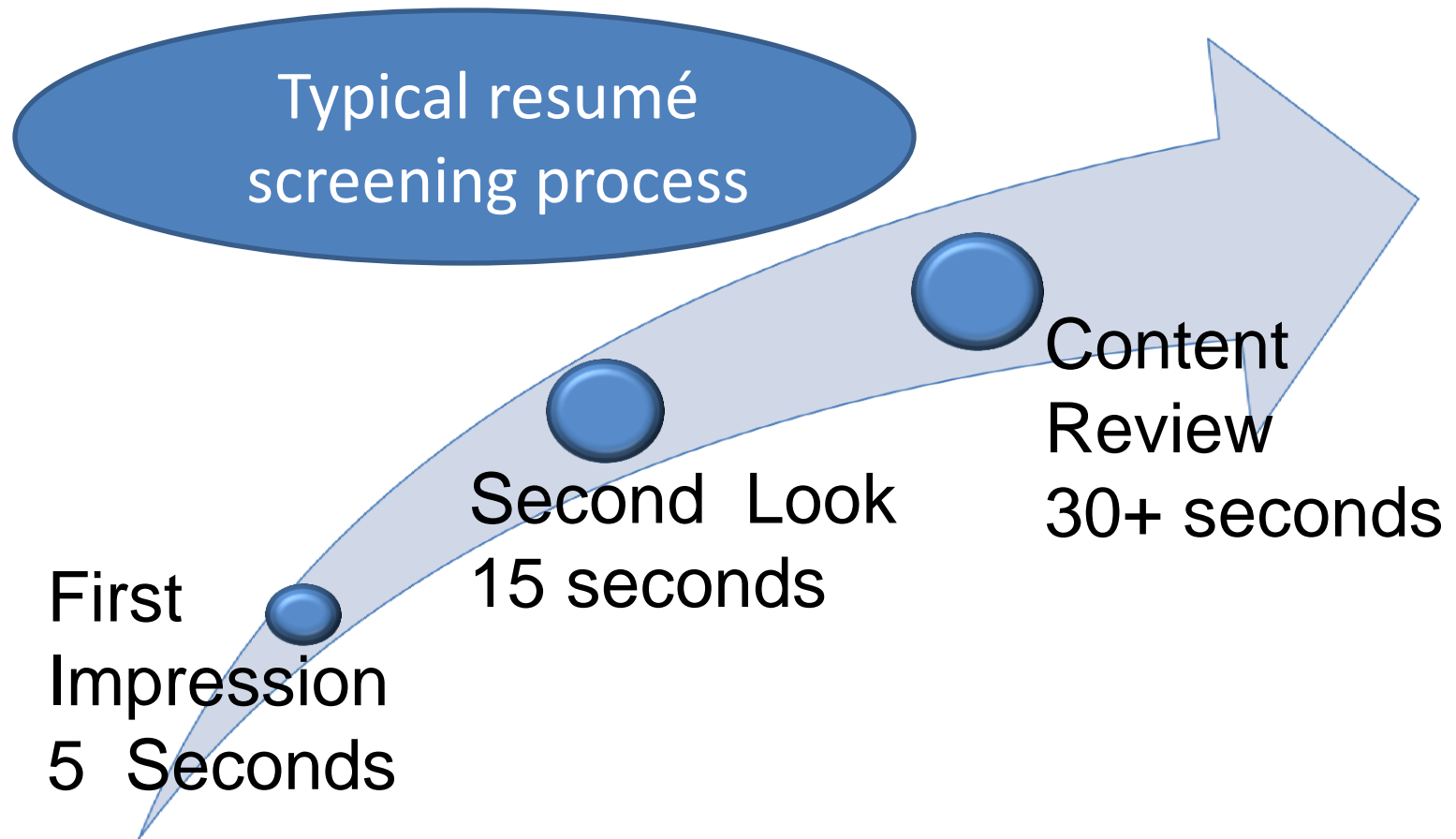
**Effective  
Resumé**



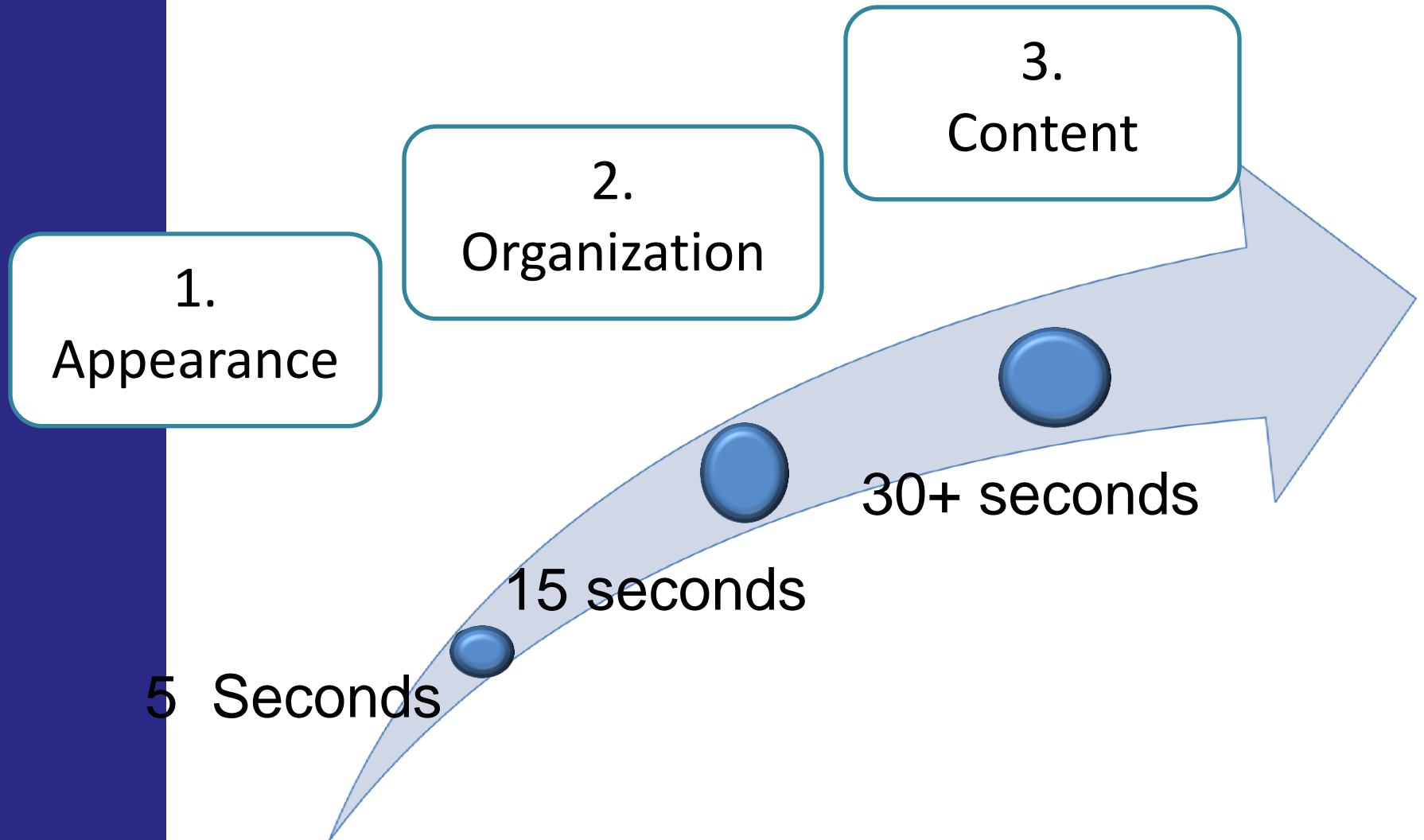
# Primary Goal of your Resumé



# How long does your resumé have to make an impression?

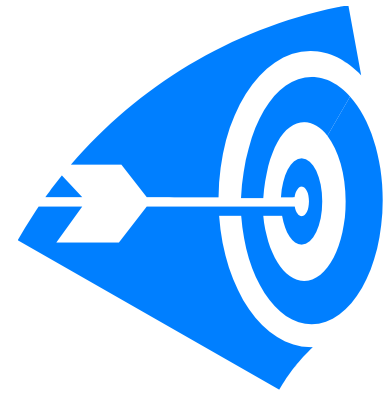


# How to avoid being screened out...



# The “best” resumé?

A targeted resumé is the most effective resumé.



**TIP: Use information obtained from the job posting and your research to target the content of your resumé**

# Appearance

- Attractive/Appealing?
- Suited to the agency/company style?
- Clear contact information?
- Easy to read (font size, not crowded)?
- Headings easy to locate?
- Sections stand out?
- Consistent in appearance?
- Professional/Modern ?
- Error free?

Like great  
ads,  
less is  
usually  
more  
on a  
resumé.

# Compare for Appearance

Sample # 1 - Before

**Alice Clark**

*School Address:*  
222 Oakbluff Lane  
Waterloo Ontario N1N 1N1

*Permanent Address:*  
333 Oak Avenue  
Hamburg, M1M 1M1

*email: AliceC@gmail.com*  
*Cell 591.555.5555*

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Obtained Bronze Cross and National Lifeguard service and Standard first aid training

**Extra-Curricular Activities**  
Swim team member and intermural sports participant  
Involved in the Communications Club and the Students for Responsible Government Club  
Winner of the S.D. Community Award last year  
Community Development Centre Volunteer  
I played soccer all through high school

**Skills**

- Experience in Customer service
- Excellent computer skills and using the internet
- Friendly, hard working, dependable and creative
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- Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

Basic Update

## Alice C. Clark

222 Oakbluff Lane, Waterloo, Ontario, N1N 1N1 Cell: 591.555.5555  
AliceC@gmail.com or <http://www.linkedin.com/in/AliceClark>

**SKILLS**

- Experience working with the public providing excellent customer service
- Strong computer skills and internet research skills
- Excellent verbal and written communications skills
- Friendly, hard working, dependable and creative
- Work well in a team or individually; enjoy working with culturally diverse people

**EDUCATION**

**Honours BA, Political Science and Communication Studies** 2008 - Present  
**Wilfrid Laurier University,**  
Double Major: (GPA 9.3)  
Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law I and II (PO342/343), Introduction to Marketing (PO229)

Laurier Swim Team member, 2008, 2009 - Competed at CIS

**Ontario Secondary School Diploma** 2008  
Hamburg High School  
Helped organize Fashion for Hunger Spring Event  
Top athlete grade 11 and 12 Varsity Athletics

**WORK EXPERIENCE**

**Sales Associate** 2008 - Present  
**The Gap, Sunrise Centre, Kitchener, Ontario**

- ❖ Provided customers with excellent service
- ❖ Responsible for handling money and tracking inventories
- ❖ Sold merchandise to the public. Made certain merchandise was properly displayed
- ❖ Assisted with opening and closing the store

**Summer Playground Assistant,** 2008/09  
**Recreation Department, City of Kitchener, Ontario**

- ❖ Supervised groups of children ages 6-16 at a summer playground experience
- ❖ Activities leader for activities such as arts and crafts, nature exploration, swimming, water safety, singing and dancing
- ❖ Worked with other playground assistants to ensure a safe and enjoyable experience for campers
- ❖ Helped children go to the bathroom and get changed for swimming

# ALICE C. CLARK

222 Oakbluff Lane · Waterloo, ON N1N 1N1

alicec@gmail.com

591.555.5555

Explore  
layouts!  
See what  
most  
suits you  
& your  
target  
industry

*"A great asset to  
our branch!"*

*"A key contributor  
... to branch sales  
growth."*

*Proven  
"commitment to our  
core values"*

*"An active listener  
and his ability to  
assess and resolve  
problems/concerns  
has earned him  
admiration from  
our clients on how  
quick he was to  
"get it right!"*

- Jane Doe,  
Branch Manager

*"I've dealt with quite  
a few people at this  
branch... and (Steve)  
was the first person  
to actually come up  
with a solution to the  
problem"*

Re-claimed client  
comment, as reported  
by Supervising  
Account Manager

## OBJECTIVE

A solution-focused, analytical and resourceful assistant officer, seeking to continue my post-graduation professional development as an account manager utilizing the knowledge gained from Honours Financial Mathematics studies as well as professionally applied client relationship and sales management skills.

## PROFILE SUMMARY

- Proven analytical and problem resolution capabilities as reported by Jane Doe, Manager of Client Care, Canada National Bank
- Solid relationship building and management skills as reported by managers, team members and clients
- Excellent time management skills displayed while successfully balancing professional, academic and co-curricular commitments.
- Proficient with Microsoft Office for creation and delivery of effective presentations, preparation of spreadsheets and business reports
- Reputation for extraordinary determination; recipient of the "Demonstrating Exceptional Salesmanship" Award

## RELEVANT EXPERIENCE

**Client Assistant Officer**, Canada National Bank 2004-present  
**Customer Services Representative I & II**

- Meet or exceed sales targets on a consistent basis
- Build and maintain client loyalty by learning clients names and recommending appropriate financial solutions
- Obtained a perfect score in 10 performance categories including relationship with others, meeting deadlines and teamwork during most recent review

**Committee Member**, Wilfrid Laurier University Finance Club 2004-2006

- Researched and presented a market overview on various stocks
- Co-managed a portfolio of 10-15 stocks, which out performed the TSX for over a year

**Construction Coordinator/Framer**, Woodstock Renovators 2000-2003

- Directed the efforts of a team of 2-4 construction workers of stairs, walls and cottage roofs
- Maintained a safe job site through clear and on going communication with site team
- Designed cathedral front walls, including calculating the angles required

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Honors Bachelor of Arts, Financial Mathematics with Co-op Option** August 2007  
Wilfrid Laurier University, Waterloo Ontario

- **Minor in Economics**    ▪ **Career Development Certificate**

**Canadian Securities Course** - Completed 2007

## INTERESTS

Enjoy reading the Business section, chess, squash and weight lifting.

REFERENCES AVAILABLE UPON REQUEST

# Steven B. Harris BA PMP MSW (Candidate 2010)

10 Parkway Drive, Waterloo ON - N1F 2G3 Canada - 519.555.0000

[www.stevenharris.ca](http://www.stevenharris.ca)

## SAMPLE: SOCIAL WORK RESUME

**CAREER TARGET:** Experienced, results-focused, conscientious **project manager** with a blended community service and business background, seeking to contribute to program development and service excellence within a not-for-profit agency.

## HIGHLIGHTS OF QUALIFICATIONS

- More than 10 years of successful **program development, project management and consulting experience** gained within dynamic corporate and community settings.
- Advanced training and **certification in project management and conflict resolution.**
- Demonstrated commitment to community development as evident through long-term community involvements
- Stellar reputation for establishing collaborative, high-performing **multidisciplinary work teams**
- Sought-after **keynote speaker**, noted for “dynamic and riveting” deliveries to groups ranging from 20 – 1200+
- Entrusted with **budgetary and administrative oversight** responsibilities for the majority of projects managed
- Recent training in Group Facilitation and attendance at 2010 Community Conversations Toronto Conference
- Key areas of expertise include -  
**Project management | Team Leadership & Development | Consensus Building | Evidence-based Consulting**

## RELEVANT EXPERIENCE

### PROGRAM DEVELOPER (MSW Internship)

Winter 2010

Regional Medical Care Facility

- Co-led a project team charged with identifying a program that eliminated or reduced disruptive behavior in agency residents (Regional Medical Care Facility).
- Conceptualized and conducted a needs assessment survey with input from key stakeholder groups
- Analyzed survey results to determine and isolate key factors contributing to resident behaviours
- Collaborated with managers and staff to review findings and identify recommendations for addressing key issues and assessing success measures
- Recommended a low-cost, high-impact solution for addressing identified scheduling challenges impacting resident behaviour
- KEY ACHIEVEMENT:** Observed a 20% reduction in disruptive behaviours within a 4 week testing period.

### COMMUNITY ENGAGEMENT CONSULTANT (MSW Internship)

Fall 2009

Local Health Integration Network

- Conducted secondary research to understand the community engagement mandate and challenges faced by the newly formed agency
- Interviewed executive leaders and Board members internally as well as community leaders externally to gain insight into the perception, progress and obstacles faced by the agency within the community
- Conceptualized and implemented a series of 14 Town Hall meetings to build public awareness and introduce agency leaders to community members
- Facilitated group dialogues within the Town Hall meetings to gather recommendations for future forums and preferred modes of ongoing communication from community members
- KEY ACHIEVEMENT:** Agency received high-profile regional newspaper and television coverage, commending leadership for outstanding efforts in building dialogue with community members.

~ In every community there is work to be done. In every nation, there are wounds to heal.

In every heart there is the power to do it. ~ Marianne Williamson

# TERESA ANN MERRITT BA, MSW (Candidate)

48 Cravenwood Crescent ▪ Waterloo, ON M3R 5T4 ▪ (519) 543-0000 ▪ [tmerritt@hotmail.com](mailto:tmerritt@hotmail.com)

## OBJECTIVE

To obtain a counselling position within a community-based setting with a focus on crisis intervention, client assessment and group and individual counselling.

## PROFESSIONAL SUMMARY

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- Skilled in identifying relevant community agencies and services and ensuring appropriate referrals which will meet the needs of individual clients

### Counselling and Group Facilitation Experience

- Counselled individuals and families using a variety of therapeutic modalities
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- Developed, implemented and co-led a range of programs and groups including stress management group for hospital patients, self-esteem groups and assertiveness training

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2004

## RELATED EXPERIENCE

**Social Work Intern** (field placement)

Fall 2009

Family Counselling Services, Waterloo, Ontario

- Developed and led programs on several topics including depression, anxiety and family relationship building with a focus on parents and teens
- Participated in individual counselling sessions with families and teens
- Provide initial screening, intake and referral support to the team

“Without question, Steven is the most engaging and enthusiastic project manager that we have retained. He transformed community rivals into partners by utilizing his natural tact and diplomacy, strategic mindset and focusing relentlessly on results.”

- B. Kline,

CEO Regional Medical Care Facility

Tact, tenacity and empathy – Steven brought it all and made an outstanding contribution to our agency's future.

-R. Sternum,

Executive Director,

Local Health Integration Network

□  
ENGAGE  
INSPIRE  
TRANSFORM

□

# Organization

The impact of **Structure, Order** and **Layout** on the effectiveness of your resumé cannot be overstated!

## **The common sections of a resumé**

- Education
- Experience
- Achievements and/or Awards
- Volunteer Activities    Interests
- Skills

# Keys to Great Structure

- Relevant information is included
- Irrelevant information is excluded
- Easy-to-find categories of information
- Emphasis is placed in the right places

TIP: Have an actual **job target** in mind as you create new targeted resumé.

# What about Personal Details?

- Date of birth
- Gender
- Marital/Family Status
- Disability information
- Country of Origin and/or Citizenship
- Ethnic background
- Languages spoken
- Religion

**Police and Vulnerable  
Person Checks**  
are often required for  
Social Work related  
positions.



This varies by  
country &  
agency so  
inquire to be  
sure!

# Content

**What** you say and **how** you say it impact the message you are sending the potential employer

- Use your **Objective** to focus the resumé
- Use your **Profile** to provide a summary of your relevant skills and qualifications
- All other sections support how and where you obtained your skills and qualifications

**TIP: You can target  
by changing the content.**

# Targeted Objective

A summary description of your professional objectives and/or philosophy as it relates to the posted position – field- population- agency

Generic

To obtain a position as a PROGRAM FACILITATOR

Targeted

Experienced, collaborative and resourceful social work candidate seeking a **PROGRAM FACILITATOR** position providing program development and evaluation services within a youth-focused community organization.

This section is optional.

# Additional Objective Samples

- A contract position in **SOCIAL WORK** requiring a skilled counsellor and effective therapist with adaptable group facilitation skills and the proven ability to work well with diverse populations.
- A full-time position in the field of **SOCIAL/HUMAN SERVICES** requiring a qualified professional with an exemplary record of academic achievement, relevant clinical experience, and the proven ability to work well with diverse populations.

**This section is optional.**

# Summary of Qualifications

4 - 6 point form sentences including -

- Experience Summary
- Relevant Skills
- Key Achievements
- Personal Qualities or Attributes
- Key Certification or a Bonus Highlight

# Experience Summary

- Relevant, targeted and connected to the position

Generic:

**Experienced program facilitator**

# Experience Summary (1 line)

## Targeted Examples:

- **Experienced facilitator with the proven ability to develop and deliver effective life skills programs for youth**
- **More than 2 years of experience providing frontline service, intake and referrals to individuals in crisis**

# Relevant Skills (2-4 lines)

Select the most relevant skills that indicate –

- understanding of job requirements
- how you **will** use the skill
- how you **have** used the skills

TIP: Use active verbs  
to describe using a skill well

# Relevant skills – Sell don't Tell

Generic examples **tell** about your skills

e.g.:

- **Effective assessment skills**
- **Strong listening and communication skills**

# Relevant Skills – Sell don't Tell

Targeted examples **sell** your skills....

- **Proven ability to accurately assess incoming clients and identify appropriate services and resources**
- **Solid reputation for quickly developing rapport with clients to ensure accurate, relevant and timely information is gathered**

Distinguish yourself  
with **unique** statements!

## Job Skills (1-2 bullets)

A generic description

**Excellent interpersonal skills**

Becomes...

**Proven ability to establish cooperative, professional relationships with caregivers, staff and administration**

# Key Achievements (1 line)

An achievement should demonstrate the benefit of a relevant skill or experience

**Developed and introduced a 'community outreach' program for seniors which exceeded projected participation rates by 15%**

# Qualities (1 line)

You may include a line which provides information as to the type of social work candidate you are...

**A compassionate counsellor** with the ability to gather and assess sensitive client information.

**A resourceful program manager** with a track record of designing and implementing dynamic community programs.

# Certifications or Credentials

You may want to indicate that you *have* or *will shortly have* a specific certification or license listed in a posting-

Recent completion of **Life Skills Certification, ADR and Non-Violent Intervention Training**

# “Bonus” Qualifications

- May highlight relevant courses or experience including:
  - Technical or Computer Skills
  - Languages or Cultural Immersion
  - Community or global involvement
  - Sports and Athletics
  - Music, Drama, Art skills

Research the agency, population and community to understand which qualifications may be most valued

# Presenting your Education

- All earned & pending degrees - full degree title

**Master of Social Work, not MSW**

- Include name of school, city and province

**Wilfrid Laurier University, not WLU**

- List in reverse chronological order
- May include, if targeted & relevant:

**Thesis | Courses | Awards/Achievements**

# Sample Education layouts

Wilfrid Laurier University, Waterloo ON

**Master of Social Work** 20xx-xx

**Bachelor of Arts, Psychology** 20xx

**Master of Social Work** Candidate April 20xx

Concentration: Individual, Family & Group Counselling

Wilfrid Laurier University, Waterloo ON

# Presenting Awards with Education

**Master of Social Work**

candidate 20xx

Wilfrid Laurier University, Waterloo, ON

## **Academic Awards**

Academic Excellence Award (\$1000), 20xx

J.R. Smythe Research Scholarship, 20xx

# Employment History

- 2 Recommended Categories:
  - **RELEVANT EXPERIENCE**
    - include paid and unpaid examples
    - Yes, internship, practicum, co-op and volunteer experiences count!)
    - this may de-emphasize gaps in paid employment
  - **ADDITIONAL EXPERIENCE**
- In general, include last 5 – 10 years or 5 jobs
- List history in reverse chronological order

# Layout Options

**Position**

Organization, Location

Date

XX

Organization, Location

Date

**Position 1 (contract)**

XX

XX

**Position 2 (practicum)**

XX

EXPERIENCE

TIP: In most cases, emphasis should be placed on **position title** not on the organization.

# Layout Examples

## Role Title

20xx-xx

ABC Agency, City, ON

*If helpful, provide a very short summary about the company or your role to provide employers with a sense of the scope of the role or agency mandate*

- A key or relevant detail about the role...
- Descriptor of targeted skill(s) required in the role
- **Highlights key achievements/outcomes in the role (NOT duties)**

EXPERIENCE

# Sample Descriptors

## Program Development Coordinator

- **Developed** creative, evidence-based multimedia presentations to enhance facilitation and learning of leadership groups
- **Designed and delivered** a series of 8 workshops on topics including **Alternative Dispute Resolution** and **Cognitive Behaviour Theories**

EXPERIENCE

Use active verbs  
to describe accomplishments

# Sample Descriptors

## Crisis Intervention Counsellor

- Utilized a range of assessment and management techniques to ensure timely crisis intervention to at-risk youth in unstable living situations
- Responded to crisis calls through immediate and appropriate implementation of a range of crisis intervention approaches

EXPERIENCE

Use active verbs  
to describe accomplishments

# Targeting with Descriptors

**Example:**  
a nature  
tour guide  
at a camp  
applying  
for a job  
as a  
YOUTH  
WORKER

Not directly relevant?

Look for the **underlying skill** or theme

Generic -

- Taught children and teens about native flora and fauna

Targeted -

- Developed educational activities and programs for youth

EXPERIENCE

# Community Involvement

- A list of recent activities or affiliations
- May supplement or distinguish your experience
- Include all forms of involvement (local, national, international and virtual)

## Committee Member

20xx

- Global Conference on Women's Issues, New York NY

## Advocacy Blog Facilitator

20xx-Present

- Right to Play International [www.rtpi.com/blogspot](http://www.rtpi.com/blogspot)

# Interests...

Ask yourself ...are they really interesting?

## Interests

- Avid reader and contributor to pop psychology and social commentary
- Recent travel to Sub-Saharan Africa to plant sustainable vegetable seedlings
- Competitive salsa dancer and recipient of several international awards

**TIP: Beyond just a single word, explain the extent of your involvement with a particular interest in a way that grabs the reader's attention**

# Additional Training or Professional Development

- Focus on **relevant training and development** (e.g. **Non-Violent Crisis Intervention Training**)
- Include **seminars/lectures** you attended which were not part of course work
- May include **presentations or publications** (if several, create a separate section)

This section can be listed either  
in a separate section or  
in the Education Section

PROFESSIONAL  
DEVELOPMENT

# Have you included training in...?

- Budgeting and administrative activities
- Diverse modes of work  
(e.g. group facilitation; brief therapy)
- Communicating with specific populations or cultures (e.g. Aboriginal; New immigrant)
- Project or development work on specific community issues
- Grant and/or proposal writing
- Adult or Public education

Identify areas relevant to the role.

# A Word about References

- Prepare on a separate page
- Only submit names upon request
- Should have seen you within a related professional environment
- Should be kept informed of your progress

Key members of your job search team -

Professors

Dean

Supervisors

Colleagues

Directors

Other Managers

# Layout of References

WHO?

## 1. Ms. Joan Smith

## 2. Mr. Bob Parker

WHAT?

Director, *Home & House*

Coordinator, *World Accord*

WHERE?

Waterloo, Ontario

Kitchener, Ontario

HOW?

(519) 555.2525 (office)

(591) 555.5432 (daytime)

to contact

[jsmith@work.ca](mailto:jsmith@work.ca)

(204) 555.4321 (evenings)

[bobparker@work.ca](mailto:bobparker@work.ca)

WHEN?

- Practicum Supervisor  
20xx - xx

- Director of Volunteer  
Services 20xx –xx

# Why a Cover Letter?

If a resumé is an “**advertisement**” summarizing your relevant qualifications...

**A cover letter is  
a personal “appeal” or “pitch”**

An opportunity to connect you – more than any other *qualified* candidate - specifically to **this** employer, **this** role or **this** mandate.

# Guidelines for Cover Letters

- Prepare on a separate page
- Coordinate layout with resumé design
- Customize to the position/agency
- Specifically addresses the following 3 questions
  - **Why them?** – as the **right** employer
  - **Why you?** – as the **right** candidate
  - **Why now?** – as the **right** timing

Match to resumé style

HEADER

TARGET EMPLOYER ADDRESS

Indicate main purpose of letter

SUBJECT LINE

(re: Application for Position Title )

Highlight a distinctive attraction to this role/employer

WHY THEM?

Prove that your qualifications match their requirements

WHY YOU?

Confirm your availability

WHY NOW?

# Alternate Format Resumés

## **Electronic resumés**

Be aware of the software used by the employer – default to PDF if unsure..

## **Virtual resumés**

On-line creations such as a web site, social networking group (e.g. LinkedIn) or e-resume hosting site (i.e. <http://www.visualcv.com>)

## **Video resumés**

Submit directly only if requested

# Resumé & Cover Letter Checklist

- Concise
- Easy to read
- Organized
- Error free
- Attractive
- Professional
- Position-relevant
- Formatted (PDF)
- Appropriately named!
- Targeted

Remember  
to ask yourself –  
Did I SELL and  
not simply TELL?

# Key to Maximizing Résumé Impact -

*Your résumé is 85% more likely to be read  
if you have had a previous  
phone conversation with  
the prospective hiring authority*

*- The Job Search Solution | Tony Beshara*

# Additional Resources

- **Resumé Slides & Guidebook**  
[www.wlu.ca/career](http://www.wlu.ca/career)
- **Career Resource Section** – FSW Library or  
192 King St Centre
- **FSW Interview Skills** workshop – **Jan 25**
- **Resume/Cover Letter Feedback**  
appointments
  - in-person, telephone or email
  - **ext. 4495** or email [careercentre@wlu.ca](mailto:careercentre@wlu.ca)

# Any Questions?

Please complete & submit Learning Outcomes

## FINAL TIP

You never get a second chance to  
make a first impression!