

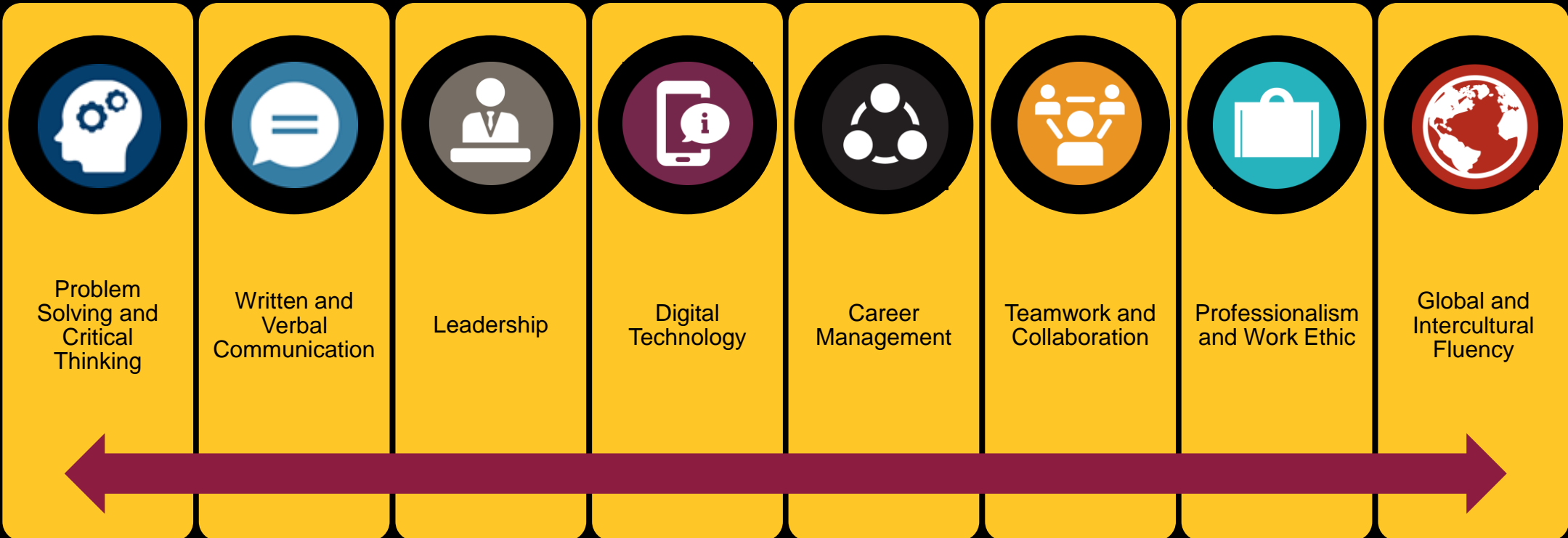
# **Crafting Your Application: resume, cover letter, and LinkedIn workshop**

**ASU<sup>®</sup> Career and Professional  
Development Services**  
**Arizona State University**



**Olivia Fallen, M.Ed.**  
*Career and Industry Specialist at  
Arizona State University*

# Career competencies



\*Uploads Resume\*

NEXT

Please fill in your employment history



**What is a resume?**

**Why do I need a resume?**  
**Why is this important now?**



# Crafting the Resume

tips from industry experts & top employers

- ✓ No templates
- ✓ Black and white
- ✓ Single space
- ✓ 0.5"-1" margins
- ✓ Easy to read font
- ✓ Name should be 14-16 point size
- ✓ Rest of resume should be 10-12 point size



# **resume 101, lets break it down :**

- 1) contact information**
- 2) education**
- 3) experience**

# Contact information

**John Doe**

[www.linkedin.com/in/johndoe](http://www.linkedin.com/in/johndoe)

606-987-1243

[johndoe@asu.edu](mailto:johndoe@asu.edu)

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**Ima Student**

987-654-3210

[ima.student@asu.edu](mailto:ima.student@asu.edu)

[www.linkedin.com/in/ima-student](http://www.linkedin.com/in/ima-student)



# Education

**Bachelor of Arts in Global Studies**

**Minor:** Family and Human Development

Barrett, The Honors College

*Arizona State University*, Tempe, Arizona

**May 20XX**

**GPA: 3.05/4.00**

# Experience

**Barista**

**July 2008-July 2009**

*Starbucks Coffee Company*

Phoenix, AZ

- Communicated with up to 300 customers during four-hour period in a fast-paced environment with successful delivery
- Troubleshoot inventory issues and ordered supplies to maintain stock levels crucial for quality service
- Problem-solved and negotiated a diversity of customer services issues through effective listening, communication, and a sense of humor
- Developed loyal customer base by cultivating strong client relationships resulting in increased sales

# Accomplishment Statements =

**(1) Action Verb + (2) Project + (3)  
Result**

**What if I don't have any work or internship experience?**



**No problem!**

**Depending on your unique background,  
there are additional sections for your  
resume that are optional.**





**Relevant courses**

# Courses

## RELEVANT COURSES

- Lifespan Development (PSY XXX)
- Social Psychology (SOC XXX)
- Abnormal Psychology (PSY XXX)
- Diagnosing in Psychology (PSY XXX)
- Chemical Engineering 101 (ENG XXX)





Community involvement



# Involvement

## COMMUNITY INVOLVEMENT or LEADERSHIP EXPERIENCE

**Vice President**

**July 2018- July 2019**

*Model United Nations*


Phoenix, AZ

- Hosted a campus event with over 50 attendees to discuss the United States' agenda on the war on terror
- Prepared mock proposals for an economic reformation using research on international affairs



**Professional and student organizations**





**Course projects, case studies,  
internships, research and thesis**

# Projects

## ACADEMIC PROJECTS

**Program Evaluation Project, SWG 569**

**July 2008-July 2009**

*Arizona State University*

**Tempe, AZ**

- Conducted a comprehensive program evaluation on the Department of Veteran Affairs Caregiver Support Program resulting in a forty page report, which was sent to the VA Chief of Social Work
- Conducted pre-and-post surveys to gauge client change before and after participation in the Caregiver program
- Collected data and analyzed results of over 800 participants



# Technical Skills



# Skills

## SKILLS

- Autodesk Fusion 360
- Solidworks 2017
- C++
- Java
- Matlab
- CNC Machine (Techshop Certified), June 20XX



# Certifications and licensures



**Lukein Fora Job**  
1151 South Forest Avenue  
Tempe, Arizona (AZ) 85281  
LukeinJob@asu.edu  
480-965-2350

## **Education**

**Bachelors of Science in Psychology**  
College of Liberal Arts and Sciences  
Arizona State University (ASU)

May 20XX

## **Experience**

**Barista, Starbucks**  
Tempe, AZ

August 20XX – Present

- Provide high quality customer service to more than 100 guests per day in a fast-paced environment while working with other team members to create an excellent experience and ensure return visits
- Communicate effectively with guests to offer menu suggestions and promote daily specials oftentimes resulting in an up-sale of menu items
- Utilize resources to answer customer questions and field customer complaints



## **Community Involvement**

**Member, Neurodevils at ASU**

August 20XX – Present

Tempe, AZ

- Work together with four other officers on a weekly basis to organize meetings for student members and present information on prison education to the ASU campus

**Member, Psi Chi - National Honors Society of Psychology at ASU**

August 2016 – Present

Tempe, Arizona

- Meet with the organization of 30 members on a weekly basis to discuss different psychology volunteer, internship and employment opportunities

**Volunteer, Project CURE**

October 20XX, November 20XX

Tempe, AZ

- Volunteered along with 9 others to unpack, sort and prepare donated medical supplies and repackage to be sent out to third world countries
- Presented to two clubs about the volunteer opportunity and its impact

**What is a cover letter &  
why do you need one?**

# Contact information

**Ima Student**

[www.linkedin.com/in/ima-student](http://www.linkedin.com/in/ima-student)

987-654-3210

[ima.student@asu.edu](mailto:ima.student@asu.edu)

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**Ima Student**

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[www.linkedin.com/in/ima.student](http://www.linkedin.com/in/ima.student)

# Greeting

Good examples

Dear Mr. Doe,

Dear Hiring  
Manager,

Dear Search  
Committee,

To Whom it May  
Concern,

Casual greetings  
(Hey, hello, hi, etc.)

Avoid

# Introduction

State the job or program you are applying to.



Where did you find the posting or how did you hear about the program?



Why are you a strong candidate?



Why do you want to work for that company or go to that school?

# Why should they hire you?



Highlight your relevant experience



Mention your qualifications



Explain how you could be an asset



Provide specific examples

# Closing your letter



## What to include

Request an opportunity to interview

Your contact information

Express gratitude and include closing remarks

Don't end abruptly

Avoid casual goodbyes (Talk to you later, etc.)

Unprofessional attention grabbing statements (Let's cut to the chase, etc.)



## To be avoided

# References



```
graph LR; A((Ask your references first)) --> B((Include 3-5 professional, 1 can be academic)); B --> C((Put references on separate page)); C --> D((Express gratitude));
```

Ask your  
references  
first

Include 3-5  
professional,  
1 can be  
academic

Put  
references  
on separate  
page

Express  
gratitude



# Final review



Grammar



Abbreviations and acronyms



Key phrases and words



Have someone else review

**Cover letter :**

**Let's Review!**

Dear \_\_\_\_\_:

I am applying for the Logistics Manager position with the Transportation Resources Corporation (position #12345). I reviewed the posting for this job on ASU's Handshake and am very excited about the prospects of this position. My education and experience make me a well-qualified candidate. I am currently a full-time student at Arizona State University (ASU) in Tempe, Arizona and am scheduled to graduate in May 2011 with a Bachelor of Science in Supply Chain Management. In addition to maintaining a 3.75 cumulative GPA in a challenging academic program, I have been fortunate to participate in several supply chain and logistics research projects. In my capstone business course, I worked on a student team to evaluate the supply chain flows of corporations in the airline industry. As a team, we presented comprehensive results and recommendations to our peers and a group of Supply Chain faculty.

I have relevant experience as a Logistics Intern with bigbox.com. This internship has helped me apply my education in practical business environments. In this position, I was given responsibility for scheduling front line staff in the Tempe office. While challenging, I really enjoy the process of determining what types of resources are needed to fulfill daily shipping and receiving requirements. In the spring semester I am scheduled to present about my experience at bigbox.com to the Supply Chain Management Association student organization at ASU.

Thank you for taking the time to review my application. I look forward to hopefully meeting with you in the future to discuss your position and my qualifications. If you have any questions, please feel free to call me at 480-123-4567 or email me at myname@asu.edu.

Sincerely,

(Sign here)

# Remember, when you're applying...

## ALWAYS tailor your resume to the job



**Jobs**



**Employers or  
schools**



**Industries**

# LinkedIn Demo

