

The State University of New York at New Paltz

CAREER GUIDE

A Look Inside:

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....and so much more!

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RESUME AND COVER LETTER WRITING

"POWERFUL MARKETING TOOLS TO SELL YOURSELF TO EMPLOYERS"

Your cover letter and resume do the talking before you even open your mouth. It's important to have a resume and cover letter tailored toward the position you are applying for that highlights your most relevant experience and credentials.



COVER LETTERS

A cover letter is a marketing tool used to create interest in you as a candidate for jobs and/or internships and is an important part of the application process. The goal is to motivate the recipient to review your resume and ultimately invite you for an interview.

QUICK TIPS

- Well-written, without typos
- Show that the writer knows exactly what the company does and needs
- Gives the employer a sense that the applicant would become an asset to their company
- Demonstrates an attention to detail
- Shows enthusiasm and a positive attitude

RESUMES

A resume is a formal document that a job applicant creates to itemize his or her qualifications for a position. This can include education, awards, previous work experience, relevant skills, and volunteer activities (if applicable).

COVER LETTER FORMAT

T H E B A S I C S

ONE PAGE

Single spaced.
11-12 point font.
Same font as used in your resume.
.5" - 1" margins around entire document.

PARAGRAPHS

Leave spaces between each, including the heading and greeting.
Align all paragraphs to the left of the page.
No indentation needed.

SIGNATURE

Leave 3 spaces between salutation and typed name for your signature.
Sign your letter in black pen (if submitting a hard copy).

ADDRESS

Write to an individual, not "To Whom It May Concern."
Use their full name and position title.

WRITING A STRONG COVER LETTER

1. LEARN ABOUT THE ORGANIZATION

What are its goals and mission? Pay attention to the language used to describe the organization and use similar language when talking about yourself.

2. REVIEW THE POSITION

Employers will tell you exactly what they are seeking. Highlight important words and phrases within the position listing. These are your clues - use them wisely!

3. RELEVANT SKILLS TO EMPLOYER

These may be from a variety of experiences; it's up to you to "connect the dots" so the employer sees how and why you meet their needs.



WRITING A STRONG COVER LETTER



4. WRITE OUT A DRAFT

This draft should clearly spell out why you should be considered for the position.

- Describe two or three experiences, accomplishments, or skills that demonstrate your fit.
- Be specific and provide examples to support claims.
- Avoid the temptation to copy wording from sample cover letters and don't repeat verbatim what is on your resume! Be sure to highlight what you have to offer, rather than what you have to gain.
- Avoid beginning every sentence with "I" (occasional use is okay).

COVER LETTER SPECIFICS

1ST PARAGRAPH

- Identify the purpose of this letter along with the specific position you are interested in (add Job ID number if applicable)
- Include where you found the job posting (i.e. HawkHire, referral, website, job fair...etc)
- What do you know about the organization and why are you interested in them?
- -3 to 4 sentences total

2ND AND 3RD PARAGRAPHS

- Don't repeat verbatim from your resume
- Explain how your academic background, skills and interests, work experience, and/or activities will contribute to your success
- Refer to prior achievements; be specific and give examples
- Communicate your enthusiasm for this work and the employer; show why you are interested by illustrating more than superficial knowledge of the organization

FINAL PARAGRAPH

- Refer the reader to the enclosed resume
- Courteously indicate your interest in an interview
- State if you will follow up with the employer regarding your application (and make sure you do it)
- Offer to provide any other needed information to support your candidacy
- Express appreciation for the employer's consideration

ADDRESS SECTION

Format the beginning of your cover letter like this:

Your Local Street Address
City, State, and Zip Code

Date

Mr./Ms. First and Last Name
Title

Name of Firm or Organization
Street Address
City, State, and Zip Code

Dear Mr./Ms. Last Name:

500 Main Street
New Paltz, NY 12561

January 5, 2021

CVS Caremark
Attn: Mary Jones, CVS Internship- HR Recruiting
1 CVS Drive
Woonsocket, RI 02895

Dear Ms. Jones:

I am writing to apply for the CVS Caremark summer 2021 internship position in the corporate function of advertising or marketing. My friend, Hugo Hawkings, who completed the CVS internship last summer told me about the opportunity, and I then explored your internship webpage. I believe that my interest in the field, complemented by the strong standards set by this program will help me to be a solid addition to the summer internship team. I have completed the Online Application, and my résumé is enclosed in this Application Packet.

My academic success and campus involvement over the past two years at State University of New York at New Paltz have shaped me into an excellent CVS intern candidate. I possess strong time management and organizational skills, which are exhibited by my extracurricular involvement and full-time student status. Through working well with others while in leadership positions, such as being the president of my Greek Life organization, my sense of adaptability and teamwork developed. I have gained knowledge regarding ethical practices in advertising and marketing through extensive research and an academic focus on ethics. Leadership, responsibility, and a willingness to learn are all personality traits that I have developed as a college student.

Your corporation's dedication to increasing knowledge among college students has prompted my interest in the program. This hands-on experience would allow me to learn from a professional team while being able to use the knowledge and skills I already possess from past projects. The supportive learning environment that CVS provides for their interns is the perfect entrance into this exciting field, and I am hopeful to become a part of it.

Thank you for your time and consideration. I would be happy to meet with you to further discuss how my contributions can be beneficial to the CVS internship program. Feel free to contact me via email at paltzn257@hawkmail.newpaltz.edu or by phone at (888) 222-1111. I look forward to hearing from you.

Sincerely,

Natalia Paltz

RESUME FORMAT

T H E B A S I C S

USE A SUMMARY STATEMENT

This explains what value you can bring to an employer and a team. Highlight a key skill or experience here to grab the employer's attention.



PAST EMPLOYMENT

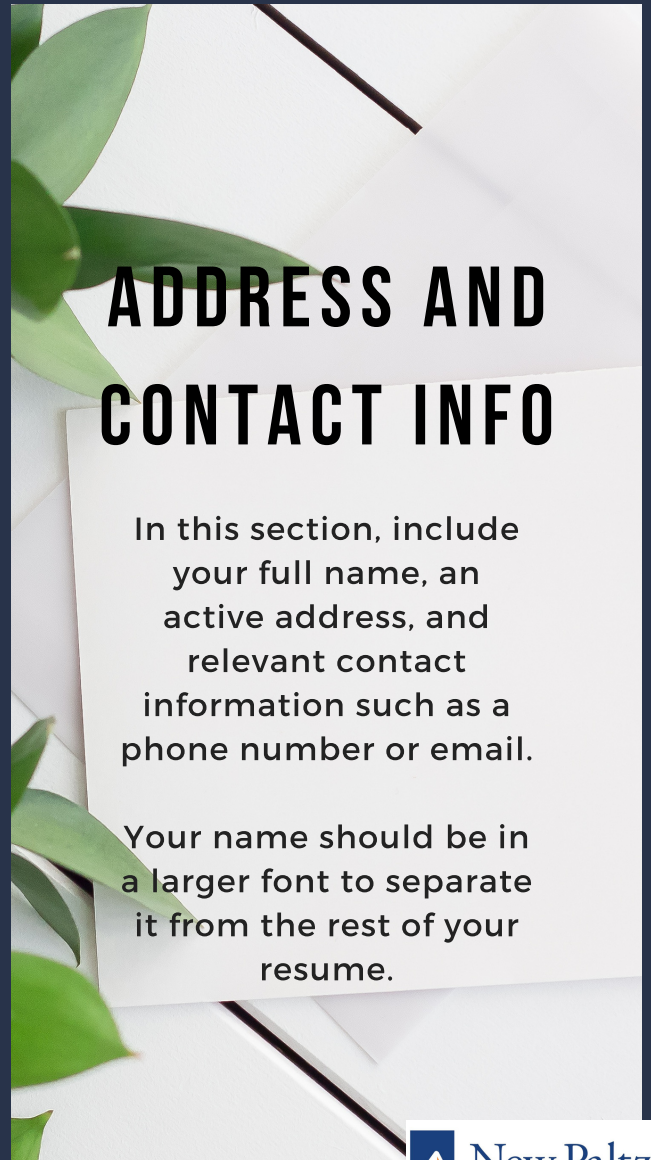
Include past employers' names, locations, and dates of employment, as well as a description of your roles and any significant accomplishments on each job.



ADDRESS AND CONTACT INFO

In this section, include your full name, an active address, and relevant contact information such as a phone number or email.

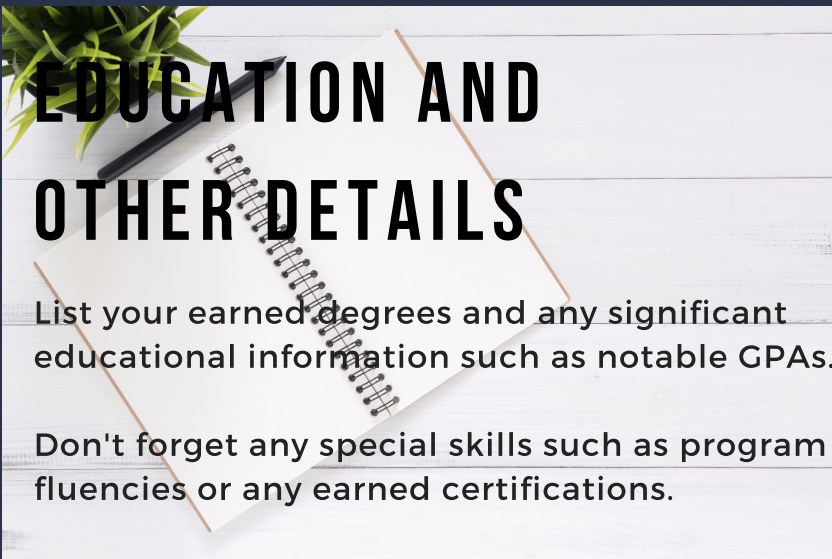
Your name should be in a larger font to separate it from the rest of your resume.



EDUCATION AND OTHER DETAILS

List your earned degrees and any significant educational information such as notable GPAs.

Don't forget any special skills such as program fluencies or any earned certifications.



WRITING A STRONG RESUME

1. LOOK FOR KEYWORDS IN THE DESCRIPTION

As you apply for different jobs, you should study each job description for keywords that show what the employer is looking for in an ideal candidate. Include those keywords in your resume where relevant.

2. REVIEW RESUME EXAMPLES FOR YOUR INDUSTRY

See what other job seekers in your industry used/emphasized within their resume in order to get hired. Use these as examples of what to mimic in your own.

3. USE A PROFESSIONAL FONT

Because employers have only a short time to review your resume, it should be as clear and as easy to read as possible. You should use a basic, clean font like Arial or Times New Roman. Keep your font size between 10 and 12 points.

WRITING A STRONG RESUME



4. INCLUDE THE MOST RELEVANT INFORMATION

Try to include only work experience, achievements, education and skills most relevant to the employer. You should prioritize important information higher on your resume to draw attention to key skills and achievements.



5. USE ACTIVE LANGUAGE

Your resume should be written using active language without extraneous words. This means using power words, such as “achieved,” “earned,” “completed,” or “accomplished.”



6. EMPHASIZE ACHIEVEMENTS

Instead of listing your job duties under the experience section, select your top three or four most important achievements in each role you’ve held. Where possible, include numbers that measure your success for that particular goal or achievement.

RESUME BREAKDOWN

Jane Doe

Summary

Professional History

Educational History

Skills

Awards, Achievements, Interests

NAME AND CONTACT
INFORMATION

SUMMARY OF
OBJECTIVE

EDUCATION

PROFESSIONAL
HISTORY

SKILLS

AWARDS,
ACHIEVEMENTS,
INTERESTS

Hugo Hawkings

1000 Hawk Drive, New Paltz NY 12561 | hawkings@gmail.com | // (845) 123-4567

OBJECTIVE

To obtain a marketing internship this summer at a non-profit organization.

EDUCATION

The State University of New York at New Paltz
Bachelor of Arts in Digital Media Production
GPA 3.94 | Dean's List Spring '19

Expected May 2022

JOB EXPERIENCE

Social Media Intern // The Career Resource Center // New Paltz, NY // January 2018-Present

- Rebrand Career Resource Center Instagram including all aspects of brand identity such as typefaces and colors.
- Create weekly/daily Instagram and Facebook stories/posts to market center events, programs and workshops.
- Collaborate on snapchat takeovers of the main New Paltz account to market major events.

Audio Engineer // TV Studio // SUNY New Paltz // January 2018-May 2018

- Engineered 20 minute live production that included two, 3 minute video inserts and also a live performance
- Equipped all presenters and guests with mics
- Set-up mic to pick up the performers singing and a separate mic to pick up the guitar
- Controlled all of the audio during the live performance through the sound board

Editor: Digital Storytelling // SUNY New Paltz // Fall 2017

- Produced a 2 ½ minute news piece on Film 48 where I was the interviewer, camera operator and editor
- Assistant editor on our final short film, as well as the audio operator on the shoot

COLLEGIATE ACTIVITY

Founder & Vice President // The Interfraternal Council of SUNY New Paltz // November 2018-May 2019

- Worked on the sub-governing board of the United Greek Association at SUNY New Paltz to oversee the interactions of all recognized fraternities on campus
- Leading to the founding of this program, took part in writing the Constitution for the Interfraternal Council
- Oversaw all social events that occur and fill in for the president in my role as Vice President

SKILLS

AAvid Media Composer| Video Editing
Broadcast Pix| Live Multi-camera Productions
Celtx| Script Writing
Photoshop| Image Editing
Pro Tools| Audio Editing

ACCOMPLISHMENTS

Delta Alpha Pi International Honor Society Member
Honors Program Student

THE CAREER RESOURCE CENTER

JOB AND INTERNSHIP SEARCH

This Section:

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BEFORE YOU BEGIN

ASK YOURSELF:



- What are your job/internship goals?
- What type of experience do you want to have?
- What tasks do you want to be responsible for throughout your job/internship?
- What skills do you hope to use and gain during this job/internship?
- Where do you want the job/internship to be located?
- For internships, do you want it to be paid, credit-bearing, or volunteer?



JOB AND INTERNSHIP SEARCH

"CAST A WIDE NET: APPLY EVERYWHERE, APPLY OFTEN"

The initial job search process can be daunting: countless listings, boundless requirements, interviews...where to begin? There are a number of resources here for you to help ease the process.



NETWORKING

Many internships are found through personal contacts. Begin by making a list of people you know. Do any of them work in your field of interest? If so, contact them. If not, ask if they know anyone who does. Use New Paltz's Orange and Blue Network, offered through the Office of Alumni Relations, extensive group of alumni for networking. Keep a master list of potential contacts.



LINKEDIN

Recruiters and employers frequently use LinkedIn to identify potential employees and business partners. There is no charge for a basic account. Begin building your professional network and get recommendations. Complete your profile as much as possible before connecting with potential employers. Join the SUNY New Paltz group and connect with over 37,800 alumni.



JOB FAIRS

These fairs and recruiting events are held off campus and provide opportunities to interact with employers. There are many general fairs and recruiting events but some focus on particular professions. Check the Off-Campus Job Fairs and Recruiting Career Events section of the Career Resource Center's page for listings.



JOB AND INTERNSHIP SEARCH

careershift
job hunting & career management solutions



**CAREER
RESOURCE CENTER**



CAREERSHIFT

Careershift is an easy to use website to conduct and organize your job search. You can search, store and record job listings at all publicly posted websites. Get inside contact information immediately including email addresses for millions of companies and alumni. Access CareerShift with your Hawkmail.



HAWKHIRE

Exclusive access to volunteer, internship and full-time postings in our online database as well as instant access to resources including event listings and registration, career finder and explorer, salary guides, document library and 500,000 national postings.



ON-CAMPUS EVENTS

Each semester the Career Resource Center sponsors a number of events to help connect students with jobs such as the Networking Fair for Jobs and Internships.



ASSOCIATIONS

Professional associations have websites that most often feature employment databases and additional employment-related services. Membership for students is often available at a discounted rate.

CHAMBERS OF COMMERCE

Most communities have a Chamber that includes all businesses from the tiny non-profits to the largest businesses in the city. They may have web and print directories that will help you locate organizations to which you may want to apply.

BUSINESS JOURNALS

Most cities publish weekly or monthly business journals and a yearly "Book of Lists" that includes the top businesses and organizations in just about every category. You can use this to research companies you're interested in.

ADDITIONAL SEARCH RESOURCES

WETFEET

GOING GLOBAL

IDEALIST

INDEED

SIMPLY HIRED

LOOK SHARP

LINKEDIN

CAREER BUILDER

WAYUP

STEPS TO A CREDIT-BEARING

INTERNSHIP

1 FIND AN INTERNSHIP

- Use an internship or job search site to search current openings.
- Network with faculty, classmates, alumni, and family contacts.
- Attend the Networking Fair for Jobs and Internships to meet employers who offer internship opportunities.

2 GAIN APPROVAL FOR YOUR INTERNSHIP

Share a description of your internship with your major department to determine if they will allow you to earn credit. If the answer is 'yes,' find out who will be your faculty supervisor for the experience.

3 REGISTER FOR INTERNSHIP CREDIT

Once the internship is approved, you should register for the course. Most undergraduate internship and fieldwork courses are labeled 494 (but there are exceptions to that rule if your department offers multiple internship and/or fieldwork opportunities).

4 COMPLETE THE COURSE REQUIREMENTS

In addition to completing the appropriate number of internship hours to receive the number of credits you registered for, you will also complete coursework as assigned by your faculty internship supervisor.