

# RESUMES and COVER LETTER GUIDELINES

Prepared by Susan Forseille, November 2015



THOMPSON RIVERS  
UNIVERSITY

Career Education Department

[www.tru.ca/careereducation](http://www.tru.ca/careereducation)

## What is a Resume?

A resume is essentially a *marketing tool*. It demonstrates your relevant education, skills, experience, abilities, training and work history in a way that is efficient to read and understand. It tells a potential employer what you have to offer and why you should be considered for employment.<sup>1</sup>

## Why You Need a Great Resume

A great resume is essential in today's labour market! It can:

- Paint a picture of what you have done, what you are capable of doing, and how your career has progressed to date
- It highlights your education, skills and experience
- Helps ensure you stand out in a crowd, ensuring your resume won't blend in with the multitude of other resumes received
- Makes the screening process easier for the employer; measuring your skills with other applicants
- Can help refresh your memory on the work you have done and the transferable skills that you possess
- Builds confidence



## When to Use Your Resume

A resume is a vital document to use in securing employment. There are many reasons for sharing your resume, the following is just the beginning of a lengthy list:

- Responding to a job posting
- Applying for unadvertised positions
- When coordinating informational interviews
- When networking

## Resume Styles – Chronological and Functional

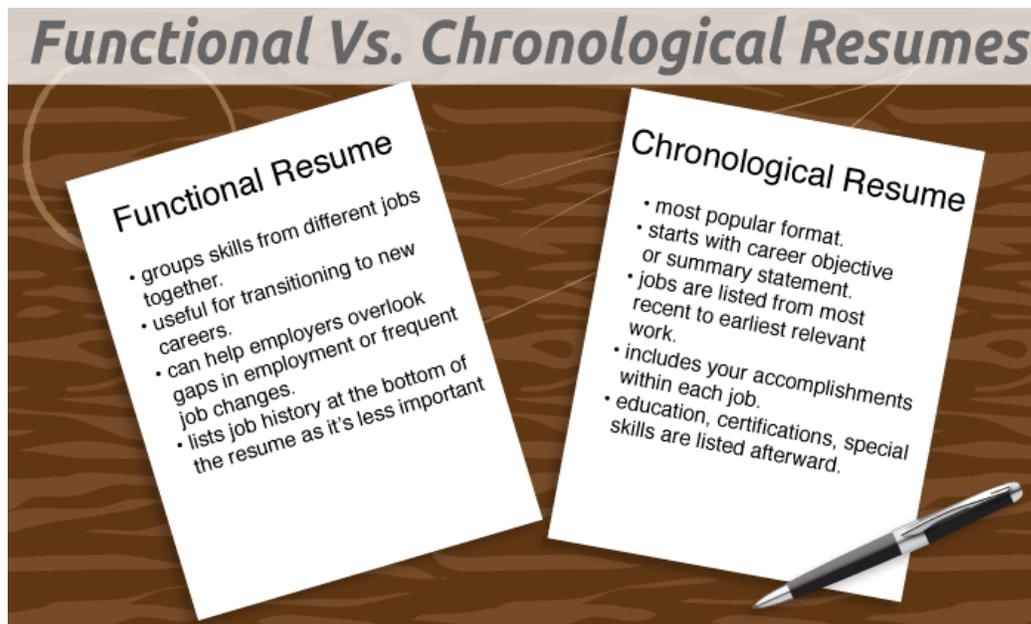
There are two main resume styles to choose from when applying for work, Chronological and Functional. What style you use will depend on your skills, experience and the position you are applying for.

- A **Chronological** resume is the most frequently used format in Kamloops and throughout British Columbia. It lists work experience from the most to the least recent and provides details about each position's duties. This type of resume should be used if:
  - You have experience in the field you are seeking employment in

---

<sup>1</sup> The information in this package is derived from information shared with us from employers in Kamloops, BC and across Canada.

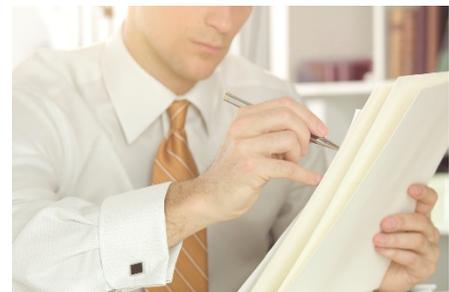
- Your work history is stable with limited time gaps
- A **Functional** resume (also referred to as combination or skill set resume) lists your abilities in ‘skill groups’ focusing on transferable skills and abilities. This is a strong marketing tool for most students as it allows you to highlight the skills you acquired through your education and volunteer experience. This type of resume should be used if:
  - You have limited work experience in the industry you are pursuing
  - You want to emphasize your transferable skills
  - You are making a career change to a new industry or occupation



## Resume Sections

The following resume sections are typical to see in resumes, although not all sections are used. The order of the sections and which headings to use depends on the position you are applying for, employer’s preferences and what will best market your abilities!

- **Contact Information:** This section is mandatory. Include your name, address, phone number and an **appropriate** e-mail.
- **Job Objective:** A specific statement indicating the position you are applying for is preferred by many employers. The more specific this section the better.
- **Summary of Qualifications:** A list of the key education, skills, experience and personality traits you bring to this specific position. This can also be named Highlights of Skills and Abilities, Career Highlights, Core Strengths, etc.



- **Education:** A list of the education you have completed or are currently enrolled in, including the name of the school, location, the program and date of completion (or expected completion). List in reverse chronological order (from most recent backward). Consider itemizing courses relevant to the position you are applying for by including formal names (not course numbers). This may also be the section to include any scholarships, academic or athletic awards – if you are not going to list them in a separate section.
- **Employment History:** List job title, business, city and dates. Include the months only if worked at company under one year. If using a chronological resume include a bulleted list describing your duties, responsibilities, special projects or initiatives.
- **Volunteer Work or Community Service:** List names of organizations, the years you were involved, and a title if applicable. If using a chronological resume and you do not have a lot of work experience you can blend this with your work history (however you must clearly indicate if it is volunteer experience).
- **Special Training, Workshops, Seminars, Courses, Professional Development:** List all the *RELEVANT* extra courses you completed, including workshops, seminars, night or summer courses, and special interest courses.
- **Awards and Achievements:** Include any relevant awards or achievements from work, school or community activities (if not already mentioned in the resume).
- **Hobbies and Interests:** Note your spare-time activities, try to ensure the relevance to the position you are applying for. About 50% of employers like to see this information on a resume.
- **References:** Think carefully about appropriate references. Record their proper name, title or position, company, city, telephone and e-mail. Ensure your references know they are on your resume and know what they are going to say about you.



“What do you mean, it’s not a good résumé?  
It’s the most expensive one they had on eBay!”

## Other Ways to Word Sections

As your resume is a personal document and will be tailor-made, include only those categories that relate to your specific background and current job target.

Career Goal	Highlights of Qualifications	Academic Background
Career Objective	Professional Qualifications	Academic Training
Employment Objective	Qualifications	Additional Training
Goals	Skills	Professional Development
Objective	Summary of Qualifications	Professional Education
Teaching Objective	Career Highlights	Achievements
Additional Experience	Coaching Experience	Additional Skills
Employment	Community Involvement	Computer Skills
Employment History	Community Service	Language Skills
Professional Background	Professional Activities	Personal Achievements
Related Experience	Related Activities	Professional Skills
Relevant Experience	Volunteer Activities	Relevant Skills
Teaching Experience	Volunteer Experience	Special Skills
Affiliations	Activities	Scholarships & Awards
Associations	Activities & Interests	Honours & Awards
Memberships	Extracurricular Activities	Presentations
Conferences Attended	Hobbies & Interests	Publications

## Word Phrasing

It may be important to write some statements that demonstrate your transferable skills. These are skills that you have acquired in various activities such as work, classes, volunteer, hobbies, sports – and are transferable to what you want to do in your next job. Consider the following phrase table:

Verb	Adjective	Transferable Skill	Linking Word
➤ Demonstrated	➤ consistent	➤ patience	➤ when...
➤ Utilized	➤ strong	➤ interpersonal skills	➤ while...
➤ Exercised	➤ excellent	➤ ability to learn	➤ when...

Use the above table as a template to develop more detailed statements.

Simple Detail:

- Demonstrated strong interpersonal skills

Adding **quantifiable** and **quantitative** details:

- Demonstrated excellent interpersonal skills mentoring over 15 first year students in the TRU HR Club

Adding details on **quality** of work:

- Complimented by supervisors on my excellent interpersonal skills while mentoring over 15 first year TRU students in the TRU HR Club

You may not need a quantifiable, quantitative and quality oriented statement for each bullet. When you use these ‘rich’ statements will depend on what you have to share, the text already in your resume, and what the reader prefers.

Employers can see 100s of resumes for a single job posting, many with similar word phrasing. Wherever possible use ‘*unique to you phrases*’ and try to avoid over-used phrases.<sup>2</sup> See the examples below.

Over-Used Phrases	Unique to You Phrases
➤ Excellent customer service skills	<ul style="list-style-type: none"> <li>➤ Enthusiasm for providing outstanding customer service.</li> <li>➤ Handled customer’s enquirers effectively, developing and encouraging repeat business.</li> </ul>
➤ Work well alone and as a team member	➤ Demonstrated results-driven attitude and effective team leading experience with exceptional interpersonal skills as an employee, student and coach

Another strategy to make your resume stand out is to be specific and use numbers whenever possible. See the examples below.

Unspecific Phrases	Specific Phrases
➤ Managed staff and increased productivity.	➤ Managed a staff of six and increased productivity by 17% in a two year period
➤ Spearheaded fundraising campaign	➤ Spearheaded a \$150, 000 Enactus fundraising campaign focusing on the value of building mutually beneficial relationships with 18 local businesses

## Why Do You Need to Customize Your Resume?

Most employers prefer a customized resume that identifies the specific education, skills and experience you offer their company and the particular position you are applying for. Many go on to say that they can spot a ‘generic’ resume within a few seconds and they don’t usually give generic resumes the time and attention they will a customized resume. A customized resume demonstrates you are serious about **THIS** job, and are not just ‘fishing’ and handing out the same resume to 20 other employers hoping one of them will ‘bite.’ Also, consider that your resume says a lot about you as a potential employee, including:

<sup>2</sup> Be careful not to use too much text, a little can go a long way!

- Your attention to detail
- Your computer skills
- Your writing ability (wording, grammar, proofreading)
- Graphic design and presentation
- Work ethic and attitude
- How serious you are about this particular job.

If you take the time and energy to do a customized resume the employer will often interpret this into a strong work ethic. And what employer doesn't want that!

## How to Customize Your Resume – Connecting the Dots for the Reader

Customizing your resume takes a little extra time, but the time spent is well worth the effort! If you have a job posting highlight key words from their description, looking for skills, education and job duties they have identified – these are important to pay close attention to! Next, carefully consider how you have the skills, education and experience they are looking for. Develop your resume with this information in mind, making it easy for the reader to quickly see that you have much of the education, skills and experience they are looking for! If you are using a **Summary of Qualifications** section in your resume, this will be a good place to begin the customizing. You can even go as far as using the same words they have used in their advertisement peppered throughout your resume.

Customization includes giving critical thought to the skills, abilities and attributes the employer is looking for and demonstrating how you have done similar work as an RA, and in other work you have held.

## Attributes Each Employer Looks For

Have you heard of the “soft-skills” employers are looking for? Most employers say they scan resumes first for technical or “hard-skills” necessary to do the job. This might include computer skills, how to develop and read a spread sheet, how to analyze a marketing plan, etc. These “hard-skills” tend to be easy to identify. It is the “soft-skills: that are harder to identify. These might include:

- Conflict management
- Team work
- Interpersonal skills
- Work ethic
- “can-do” attitude
- Leading a team
- Demonstrating initiative
- Reliability
- Etc...



## Skill Headings and Action Words for Resumes and Cover Letters

<b>FUNDRAISING</b> Research Analyze Identify Propose Present Develop Coordinate Acquire Contact Motivate Raise Strategize Promote Market Create	<b>MARKETING</b> Review Assess Survey Analyze Quantify Identify Develop Announce Promote Advise Boost Improve Campaign Support	<b>PUBLIC RELATIONS</b> Assess Prepare Coordinate Present Negotiate Publicize Strengthen Promote Handle Participate Facilitate Troubleshoot Broadcast Pronounce	<b>MANAGEMENT</b> Coordinate Facilitate Plan Schedule Delegate Mediate Evaluate Strategise Develop Listen Consult Monitor Supervise Spearhead Lead	<b>ORGANIZING</b> Classify Plan Assist Maintain Support Systemize Schedule Coordinate Streamline Simplify Manage Prioritize Categorize Sort Arrange
<b>ACCOUNTING</b> Record Assess Audit Prepare Maintain Forecast Calculate Estimated Appraised Verify Analyzed Examined Finance Budget Allot	<b>HOSPITALITY</b> Serve Assist Troubleshoot Present Maintain Help Coordinate Prepare Create Welcome Enhance Anticipate Greet Generate Receive	<b>LEADERSHIP</b> Create Empower Motivate Inspire Encourage Manage Organize Listen Connect Interpret Envision Lead Direct Implement Chair	<b>RESEARCH</b> Assess Review Interpret Discern Discover Infer Illuminate Clarify Synthesize Quantify Conclude Present Compile Draft Collect	<b>INTERPERSONAL</b> Speak Present Communicate Empathize Address Convince Translate Advocate Convince Report Represent Inform Verbalize Encourage Correspond
<b>EDUCATING</b> Create Tutor Develop Stimulate Perform Model Entertain Inform Instruct Teach Challenge Advise Facilitate Train	<b>COUNSELLING</b> Listen Sense Assess Analyze Align Understand Inform Facilitate Help Advocate Coach Mediate Guide Empathize	<b>TECHNICAL</b> Design Analyze Troubleshoot Inspect Locate Edit Link Coordinate Implement Construct Modify Operate Upgrade Program	<b>WRITING</b> Conceive Create Construct Draft Describe Interpret Capture Abstract Express Inform Summarize Conclude Publish Revise	<b>MECHANICAL</b> Design Analyze Construct Craft Troubleshoot Manipulate Balance Coordinate Repair Engineer Align Restore Assemble Build

## Follow-Up

After leaving a cover letter and resume with a prospective employer, you should follow-up three to four days later. At this time, ask to speak with the person responsible for hiring and politely ask if they have had the chance to review your resume and if they have any questions. Few applicants actually conduct this follow-up, yet most employers see this contact as a positive sign of initiative.

## Frequent Resume Questions

**Question:** How does the average employer review resumes?

**Answer:** This varies dramatically from business to business, and even with different hiring managers. Some managers give more weight to the cover letter and if they like what they read there, they will move to the resume. Other managers flip right to the resume. The average reader only gives your work search documents a few seconds glance, before deciding if they are interested enough to read further.

**Question:** How long should my resume be?

**Answer:** That depends on what you are applying for. If you are looking for some extra Christmas money and want to work part time at a retail store on weekends a one-page resume might work well. If you are applying for a financial analyst position with CIBC a concise 2-3 page resume will market your abilities much more effectively.

**Question:** What font size do you recommend?

**Answer:** Employers want to see a resume that is quick and easy to read. That means using a font they don't have to strain their eyes for. A 10-12 font is usually a good choice. Also consider making your resume easy to read by using lots of white space, bullets and a consistent format.



"No luck — my résumé had three typos."

### Laura Ingal

344 Long Road, Box 208 Kamloops, BC, V0E 2A0

Phone: (250) 555-5555

Email: laura-ingal@tru.ca

Objective: **Recruiting/Training Manager** position with the Fairmont Chateau Whistler

### Highlights of Abilities

- Currently completing last semester at Thompson Rivers University in **Bachelor of Business Administration** program, majoring in Human Resources
- Three-years experience recruiting and training new hires (in hospitality sector)
- Demonstrated **exceptional customer service skills** through paid and volunteer work, and student activities
- Fluent in **English and French** (completed Grade 12 in French Immersion)
- Passion for travelling and meeting people from around the world
- **Proven group facilitation experience**
- Previous supervisors would comment on my willingness to “**go the extra mile,**” personable nature, and desire to maintain guest service excellence

### Education

**Thompson Rivers University**  
**Bachelor of Business Administration**

**Kamloops, BC**  
**2010-present**

*Relevant Courses:*

- Motivating Employees (A-)
- Employment Law (B+)
- Management Information Systems (A-)
- Business in Society (A+)
- Human Resource Management (A)
- Intermediate Financial Accounting (A-)
- Consumer Behaviour (B+)
- Professional Selling (A)
- Fourth Year French (A+)

*Relevant Projects:*

- Developed a 3-year recruiting plan for Volunteer Kamloops, implemented December 2012
- Conducted a 6 business case study on training programs for the Resort industry

### Work Experience

**TRU Enactus**  
**Vice President (volunteer)**

**Kamloops, BC**  
**Sept 2012 – Present**

- Enactus Thompson Rivers is a non-profit organization that works with business leaders to help mobilize students to make a difference in their communities through entrepreneurial action

- Created professional relationships with over 90 members to assist them in reaching their personal goals within Enactus
- Developed and managed three annual recruitment campaigns, increasing membership by over 78%
- Assigned the role of Members Advocate by the Enactus Director and Project Manager due to my diplomacy skills and thorough understanding of Enactus' goals, procedures and dynamics
- Established team development workshops and engagement events for all members
- Worked with Directors and Project Managers to help target members from different faculties on campus.

**Richmond Visitor Information Centre  
Lead Supervisor and Office Assistant**

**Richmond, BC  
April – August 2013, 2012, 2011**

- Promoted from office assistant to lead supervisor in first season due to work ethic, strong communication skills and ability to lead team of 10
- Recruited, interviewed, hired and trained up to 15 staff members per year
- Researched, implemented and analyzed a two-week training program for new hires, including an orientation, job task exercises, and using superior customer service skills
- Researched, prepared and facilitated over 30 community based hospitality customer service workshops with groups ranging in size from 5 to 35
- Tracked weekly, monthly and seasonal statistics on visitation and employee hours
- Worked collaboratively with employees, supervisors and community members to enhance visitor experiences in our region

**Residence Advisor (RA)  
Thompson Rivers University Residence**

**Kamloops, BC  
July 2012-August 2012**

- Promoted each year (from floor leader to RA Supervisor) due to my interpersonal skills, critical thinking skills and positive feedback from students
- Developed, facilitated and trained over 30 RAs over four semesters
- Assisted with recruiting, interviewing and selecting new RAs for two summers
- Coordinated student workshops (binge drinking, university 101, cultural days, etc) to enhance their engagement and participation in resident life
- Set an exemplary standard of conduct as a student leader
- Praised by students and supervisors for my ability to communicate effectively, positive attitude and ability to be firm when required (including in times of stress)
- Completed all reports, documentation and file updates in a very efficient manner

## Additional Experiences and Activities

- Member of “Student Mentor”- paired with a first year student to offer support and guidance for navigating student life and course work at Thompson Rivers University
- Member of the TRU Human Resource Club since 2012, attending every meeting, assisting with organizing employer panels, and fundraising to attend the BCHRMA annual conference in Vancouver in May

## References

Ann White  
Team Leader, Richmond Visitor Information Centre  
Richmond, BC  
Phone: (250) 555-5555  
Email: [annwhite@RVIC.ca](mailto:annwhite@RVIC.ca)

John Black, Hon. BA, B.Ed, MA  
Camp Director, Kamloops, Camp Fun  
Kamloops, BC  
Phone: (250) 555-5555  
Email: [jwhite@campfun.ca](mailto:jwhite@campfun.ca)

**JANICE HUBER**  
1111 West Alameda Street.  
Kamloops, BC V8V 8V8  
(250) 555-5555  
E-Mail: jhuber@email.net

---

**JOB OBJECTIVE:** Seeking a **Financial Assistant** position with ABC Finance

### **SUMMARY OF SKILLS**

---

- Strong financial management skills developed through education, work experience, and volunteer work
- 3 years experience working in various finance positions, including bookkeeping, assisting with financial reports, completing regular financial forecasts and actuals
- Averaged a 3.2 GPA as a BBA student majoring in Finance
- Demonstrated strong communication, planning, and organizational skills as a full-time student, working part-time, and as Financial Coordinator for Enactus
- Previous employers and instructors have described me as having excellent attention to detail, a strong grasp on financial management concepts, a collaborative and positive nature

### **EDUCATION**

---

**Thompson Rivers University**  
**Bachelor of Business Administration, major in finance**

**2010 - 2015**  
**Kamloops, BC**

*Relevant course of study include:*

- Corporate income tax
- Assurance
- Business and professional writing
- Commercial law
- Intermediate management and financial accounting
- Computerized accounting; Simply Accounting and Accpac

### **EMPLOYMENT HISTORY**

---

**Financial Coordinator**  
**Enactus (Volunteer)**

**2012 – present**

- Coordinate and report on month-end financials
- Prepare financial and management reports for TRU Student Union
- Analyze finances for variances between forecast and actuals
- Provide general business support to club operations

**Bookkeeper (Part-time)**  
**Webber Construction Ltd.**

**2011-present**  
**Kamloops, BC**

- Coordinated accounting, activities for small business including financial statements, trial balance, accounts receivable and payroll
- Implemented procedures to improve financial accuracy and reduce costs significantly
- Researched and advised management on the purchase of a new computer system to link their two offices
- Recovered over \$230,000 in past due accounts in a 12 month period
- Provided computer training for 14 staff members

**Accounting Clerk** (Part-time)  
**Acme Construction Co.**

2011-2012  
Kamloops, BC

- Coordinated accounts receivable and company payroll of over \$9,000 monthly
- Completed monthly financial statements and bank reconciliation

**Sales Clerk** (Part-time)  
ABC Data Control

2009-2011  
Burnaby, BC

- Efficiently and professionally managed a multi-line phone system, fielding over 300 calls per day
- Contacted clients in an assigned territory to promote sales of products and services

## **SOFTWARE SKILLS**

---

- AccPAC
- dBase IV
- WordPerfect
- Bedford
- dBase IV
- MS Word
- Lotus 1-2-3
- Word for Windows

## **HOBBIES AND INTERESTS**

---

- Hiking
- Skiing
- Hockey
- Golf

## **REFERENCES**

---

**Joe Smith**  
Owner  
Webber Construction  
Kamloops, BC  
**250.555.5555**

**Jane Doe**  
Instructor  
Kamloops University  
Kamloops, BC  
**250.555.5551**

**Bill Henry**  
Manager  
Acme Construction Co  
Kamloops, BC  
**250.555.5552**

# Kalida Maclrish

999 Toronto Way, Kamloops, BC, V2B 2A6

Phone: (250) 555-5555

Email: [kalidamacirish@gmail.com](mailto:kalidamacirish@gmail.com)

## Objective

To obtain the Assistant Human Resources position with Teck Coal.

## Related Skills and Abilities

- Successfully completed 2 years of university: **Deans List every semester**, cumulative GPA is 3.58
- Gained extensive experience providing **excellent customer service** as Lead Hand lifeguard
- Excellent organizational skills in **keeping records up to date**, and easily manageable
- Able to manage several projects consecutively and efficiently by deadline
- Class 5 drivers license, with a clean driving abstract
- Excellent computer skills, with **extensive experience with Microsoft Word, Excel, and PowerPoint**, and a typing speed of 80 wpm
- Previous supervisors have described me as confident, highly self-motivated, excellent critical thinking skills during high-pressure situations, and strong communication skills.

## Education

### Thompson Rivers University

2012-current

- Third Year Bachelor of Business Administration – **Major in Human Resources**
- Events and Convention Management Diploma

#### HR Related Courses:

- Organizational Leadership
- Business Communications
- Human Resources Management
- Entrepreneurship
- Business Ethics and Society
- Marketing & Customer Service
- Financial Accounting
- Hospitality Law
- Employee and Labour Relations
- Management Information Systems

## Related Work Experience

### Taseko – Gibraltar Mine

McLeese Lake, BC

#### Planning Assistant / Student Labourer

May – September 2013, 2014

- Created new documents for data collection
- Learned 4Site system quickly, and worked with it daily
- Entered data into tracking sheets for easy access for managers

- Supported multiple departments, doing various jobs as needed
- Completed training course each summer to ensure employee safety: Level 4 Safe Start Program
- Took initiative and worked under minimal supervision and completed multiple projects at a time
- Practiced safe work procedures by completing Field Level Risk Assessment cards, and always wearing proper personal protection equipment

**2014 Tim Hortons Brier  
Office Intern (Volunteer)**

Kamloops, BC  
October 2013 – March 2014

- Proved excellent communication skills by initiating phone calls to volunteers and sponsors
- Competently wrote thank you letters to sponsors and other stakeholders
- Showed initiative by completing tasks with no supervision as supervisor worked out of province

**City of Williams Lake  
Lead Hand Lifeguard / Swim Instructor**

Williams Lake, BC  
2008 - 2012

- Provided excellent public relations to all patrons and employees
- Completed Shop Steward training and participated in collective agreement bargaining
- Assisted in scheduling employees and evaluated employees and provided effective feedback
- Completed vigorous and continuous training to maintain certificates, including First Aid
- Instructed and evaluated higher level Red Cross courses of up to 12 people

**South Thompson Inn and Boston Pizza  
Server**

Kamloops, BC  
September 2013 – May 2014

- Provided excellent customer service to all guests and customers
- Received cross training in various departments

## Other Related Experiences and Activities

- Currently training for a half-marathon for August 2015
- Efficiently organized a three month Gantt chart for a business plan group assignment (2014)
- Member of the Human Resources Management club (2014)
- Marketing intern for Cherry Tree Occasions (Summer 2013)
- Big Brother Big Sister volunteer for the in-school mentoring program (2013)
- Volunteered for the Kamloops Central Business Improvement Association (2013)
- Worked in the cash cage at a casino and handled cash efficiently (2010)
- Volunteered at the SPCA as a dog walker (2008)

## References

# Fred Smith, MBA

555 Dillan street, Kamloops, BC, V2F 0A9  
T: (250) 320-5555 E: fredsmith@gmail.com  
LinkedIn: Fred Smith

## Job Objective

To obtain the summer internship – MBA team position at lululemon athletica.  
Reference # 008925

## Highlights

- ✓ Demonstrate an **entrepreneurial spirit** in wide range of employment activities.
- ✓ Lifelong athlete with a **passion for health, fitness and constant self-improvement**.
- ✓ **Self-motivated** and **goal oriented** with an incredible **work ethic** demonstrated by balancing academic (MBA), athletic (Varsity Golf) and professional (General Manager) endeavors.
- ✓ Effective **communication** and **collaboration** skills support my many achievements.
- ✓ Fluent in **French** – French Immersion schooling from K-12 and University level

## Qualifications

### Entrepreneurial Spirit

- New venture start-up through purchase of a personal rental property.
- Demonstrated effective business start-up skills at 3 BBB Group by researching the rental property industry and making strategic purchases decisions that has yielded \$1.19 million in property and land acquisitions since I joined in August 2013.
- Went outside my comfort zone by developing a local manufacturer's website following the effective delivery of an MBA consulting project for the firm.

### Work Ethic

- Maintained a 3.8 GPA in my first semester of my MBA while playing for TRU's Varsity golf team, working on acquiring my personal rental property and working for 3 BBB Group.
- Fundraised a total of \$8,300 over a two-year career with the TRU golf team.

The pursuit of happiness is the source of all unhappiness.

**Do one thing a day that scares you.**

**Life is full of setbacks.**  
Success is determined by how you handle setbacks.

**Friends are more important than money.**

**BREATHE DEEPLY**  
and appreciate the moment. Living in the moment could be the meaning of life.

**Successful people**  
replace the words 'will' 'should' and 'try' with 'I WILL'.

**I WILL!**

**SWEAT ONCE A DAY**

**DANCE, SING, FLOSS AND TRAVEL.**

*I share these important values.  
These are values I am proud to  
live by and to promote!*

- Everyday I am working on my biggest investment: myself! Personal health and fitness are two of my hobbies that require a significant amount of work. Running, Crossfit and my clean diet are helping me to live a longer, healthier life.

### **Self-Motivated**

- My most recent fitness goal was to be able to do a handstand; currently, I am able to do a handstand with the help of a wall. In my quest for endless self-improvement, my goals are constantly evolving, thus my next goal will be to be able to step away from the wall and do a handstand with no assistance. (Then, I will work on handstand push-ups!)
- In golf, a sport that is played individually, I am sure to breathe deeply and keep my mind focused on the present and remain self-motivated.

### **Problem Solving**

- Member of the TRU competitive case analysis team. These case studies, solved with the use of critical thinking and teamwork, are based in a wide variety of industries that have provided me with the problem solving skills that will enable me to sweat real-life business cases. I am excited to share that in early March, our team will be competing in a case competition at the Haskayne School of Business at the University of Calgary.

## **Education**

---

### **Master of Business Administration:** Expected Completion June 2014

Major: Management

Thompson Rivers University – Kamloops, BC

Awards:

- TRU Presidents MBA Entrance Award (Fall 2013)

#### Relevant courses in:

- |   |   |
|---|---|
| • Innovation and Entrepreneurship             | • Advanced Marketing Management             |
| • Leadership and Organizational Development   | • Supply Chain Management                   |
| • Intermediate and Advanced Corporate Finance | • International Business                    |
|   | • Project Management and Consulting Methods |

### **Bachelor of Business Administration:** Completed 2013

Major: New Venture Creation

Thompson Rivers University – Kamloops, BC

## Employment History

---

**General Manager:** August 2013 – Current  
3 BBB Group – Kamloops, BC

- Responsible for the day-to-day operations, such as managing rental properties and listings, managing company finances, researching prospective properties and administrative duties.

**Assistant Manager:** September 2005 – August 2013  
McDonald's Restaurants – Kamloops, BC

- In my eight years of loyal service, employment at McDonald's allowed me to build, at a young age, a strong foundation of skills, such as: leadership and work ethic.
- Responsibilities included various human resource activities (hiring, training of crew and junior managers), monitoring profit controls (labour and food costs), restaurant inventory systems (ordering and inventory levels) and shift management.

# John Johnston

King Road, Kamloops, BC

(555) 555-5555

JohnJohnston@hotmail.com

## JOB OBJECTIVE

To obtain a marketing assistant position with Storm Marketing.

## HIGHLIGHTS OF QUALIFICATIONS

- Over two years diverse **marketing experience** with a multitude of groups and businesses
- Demonstrated strong **market research and analysis** skills at school and work
- Exceptional **computer skills** using Microsoft Office products and various web design software
- **Bachelor of Business Degree** from Thompson Rivers University (2013), with a cumulative GPA of 3.1
- Previous employers have described me as diligent, creative, and **very hard working**

## QUALIFICATIONS

### Marketing

- Organized and analyzed marketing for Thompson Rivers University Business Club increasing membership by 37% in four years
- Volunteered for marketing four special events at Thompson Rivers University (TRU) including: the Back to School BBQ, the Annual Job Fair, the TRU Annual Family Run and Health and Wellness Week.
- Conducted statistical survey on professional selling results with over 200 pre-selected consumers for the ABC Company for a 4<sup>th</sup> year marketing class at Thompson Rivers University
- Researched, analyzed and reported on over 35 assignments with various topics including: marketing strategies, segmentation, planning and implementing the marketing mix and managing the marketing process
- Assisted Professor Pat Smith research and document a regional heritage marketing plan for the 2005-2006 tourism season
- Member of the SIFE (Students in Free Enterprise) since 2003, working with fellow members in partnership with local business to organize and practice the principles and values of entrepreneurship and market economies

### Interpersonal

- Conducted over 30 cold calls per 4-hour shift, averaging over 28% of all callers purchasing the product (a very high industry standard)
- Contacted clients after receiving product to ensure satisfaction
- Worked with students from a variety of countries and background to plan and coordinate special events at TRU

- Liaised with TRU faculty and SIFE members to coordinate over 13 projects, ensuring communication was clear and effective

### Computer Skills

- Demonstrated exceptional skills using:
  - MS Word
  - Excel
  - Access
  - Correl Draw
  - Visual Basics
  - HTML Programming
  - Front Page
  - Dream Weaver

## EDUCATION

Thompson Rivers University 2010 - Present  
**Bachelor of Business Administration Degree, Major in Marketing** Kamloops, BC  
 Anticipated graduation, June 2014

### Relevant courses in:

- Introduction to Marketing
- Consumer Behaviour
- Professional Selling
- Marketing Research
- International Marketing
- Teamwork in Organizations
- Business and Professional Writing
- Commercial Law
- Intermediate Management and Financial Accounting

## EMPLOYMENT HISTORY

2010-Present (Volunteer)	<b>Marketing Coordinator</b>	TRU Business Club	Kamloops, BC
2009-2011	<b>Telemarketer</b>	Hospitality Telemarketing	Kamloops, BC
2010 & 2011 (Summer Positions)	<b>Front Desk Clerk</b>	ABC Hotel	Kamloops, BC
2008-2010	<b>Customer Server</b>	McDonalds	Merritt, BC

## REFERENCES

Professor Pat Smith TRU, Marketing Chair Kamloops, BC (000) 111-3333	Jean Jones TRU Business Club President Kamloops, BC (555) 333-8888	Fred Noname Hospitality Telemarketing Kamloops, BC (555) 555-4444
---	---	--

# Cover Letters

Many employers really value a well worded, carefully crafted cover letter that is customized for their position. Consider the following template and examples.

Your Name  
Your Address  
Your Phone Number  
Your E-Mail

(If possible use the same letterhead you created for your resume)

Date: \_\_\_\_\_

Employer Name and Title

Company Name

Address

E-mail

Re: \_\_\_\_\_

Identify what position you are applying for (and the competition number if there is one).

Greeting, using name of contact person: \_\_\_\_\_,

The Body of the Letter:

The **first paragraph** should be two or three sentences. Introduce yourself and explain how you heard about the position. Your goal is to capture the reader's attention and encourage them to read on!

---

---

---

Use **paragraph two** to distinguish yourself from other candidates by telling the employer why you want to work for them. Tell the reader how you will be a valuable addition to their team and what sets you apart from other candidates.

---

---

---

The **third paragraph** should market your skills, education and experience. Consider listing key accomplishments that relate to the position.

---

---

---

Use the **closing paragraph** to express your appreciation for reviewing your cover letter and resume. This is also another great place to let them know how they can easily contact you.

---

---

Sincerely, (or Sincerely yours, Very sincerely, With regards, Regards, Respectfully submitted.)

*John Henry*

Typed Name

## Cover Letter Samples

### **John Johnston**

King Road, Kamloops, BC

(555) 555-5555

JohnJohnston@hotmail.com

Summit Productions  
Ms. Joans, Human Resources Manager  
3700 Gilmore Way  
Kamloops, BC, V1V 1V1

February 5, 2014

Dear Ms. Joans:

It was with great excitement that I read your ad on the Thompson River Student Employment website for a **Marketing Assistant**. As the enclosed resume indicates I have the education, skills and availability to become an excellent addition to the Summit Production team!

As a fourth year Bachelor of Business Administration student majoring in Marketing, I have developed very strong research and statistical analysis skills. This was demonstrated in the Students in Free Enterprise case competition in Calgary in January 2010. We competed with universities from across Canada on developing marketing plans. As team chair I opted to do a marketing plan for your business partner, Envivo Marketing, to launch their new green products in Western Canada. We competed against 15 schools and won the grand champion award for ingenuity and creativity.

In addition to a strong education I offer over three years experience as a Marketing Assistant for ABC Enterprise. Through this position, I was responsible for developing marketing plans and analysis reports, enhancing our client base by 37%, and marketing products to over 200 vendors throughout Canada.

I am experienced, committed, and very interested in becoming part of your sales and marketing team! I hope to meet with you to discuss my qualifications. I can be reached at 250-555-5555. Thank you for your time and consideration.

Sincerely,

John Johnston

Resume Enclosed

Pat Smith, Human Resource Manager  
Fairmont Hotel Vancouver  
900 West Georgia Street  
Vancouver, British Columbia  
Canada V6C 2W6

Your Name  
Your Address  
Your Phone Number

October 29, 2014

Dear Ms. Smith:

It was with great excitement that I read your ad for a **Host/Hostess at the Griffins Restaurant** on the go2 website this morning. Prior to immigrating to Canada I was a frequent customer of the Fairmont Hotel in Vancouver and had the opportunity to dine at this award winning restaurant. During my visits at the hotel and restaurant it was easy to see why your organization was awarded one of the Top 100 Employers in Canada for five years and one of the best hotel-restaurants in Canada.

As the attached resume indicates I have the skills and experience to be valued member of your strong team. Throughout my three years experience in comparable restaurants I have been described as friendly, energetic, enthusiastic and possessing a natural guest services/sales-oriented personality. I can communicate fluently in English, Mandarin and Japanese. I use my excellent interpersonal skills to ensure guests feel welcome, listened to and important. This includes assisting them with challenging reservations, ensuring their meals are to their complete satisfaction and their dining experience is exceptional. In addition, I take pride in my appearance ensuring I am well groomed, conservative, clean, neat and maintain a professional appearance.

In addition to strong interpersonal skills I also possess excellent telephone skills, experience using a variety of computer applications and Micros. Accurate cash and credit card handling is second nature and my Serving It Right certification has ensured strong guest services. I am also in excellent physical condition, as demonstrated by my ability to work a full shift at the Richmond Golf and Country Club Lounge followed by teaching two high-energy Pilates classes.

Thank you in advance for taking the time to review my resume and cover letter. I look forward to arranging an interview with you so we can discuss in more detail my suitability for this exciting position.

I look forward to hearing from you!

Respectfully submitted,

Stephanie Chan  
Encl. Resume Attached

**Resume Development Activity:**

**A. Review the attached job posting**

**B. List the top ten key skills/abilities the recruiter is looking for**

1	6
2	7
3	8
4	9
5	10

**C. List verbs used in the job posting (often used to start each statement)**

1 <i>Assist</i>	6
2 <i>Apply</i>	7
3	8
4	9
5	10

**D. Imagine you are applying for this position. Using the wording strategies shared on pages 5 & 6 of this booklet develop statements that you could use in your resume. Consider evidence from your courses, work experience, club experience, etc.**

1. *Assisted with the preparation of monthly financial plans while volunteering at the Kamloops Food Bank*

---

2

---

3

---

4

---

5

---

**JANICE HUBER**  
1111 West Alameda Street.  
Kamloops, BC V8V 8V8  
(250) 555-5555  
E-Mail: toogoodtobetrue@email.net

---

**JOB OBJECTIVE:** A position where I can utilize my skills and experience to advance my career in a progress and growing company with lots of room for advancement.

### **SUMMARY OF SKILLS**

---

- financial management skills
- 3 years experience s
- BBA student majoring in Finance
- communication, planning, and organizational skills
- excellent attention to detail, a strong grasp on financial management concepts, a collaborative,, and positive nature

### **EDUCATION**

---

**TRU** **2010 – 201?**  
**Bachelor of Business Administration,** **Kamloops, BC**

### **EMPLOYMENT HISTORY**

---

**Financial Coordinator** **2012 – present**  
**Enactus** (Volunteer)

- Coordinate and report on month-end financials
- Prepare financial and management reports for TRU Student Union
- Analyze finances for variances between forecast and actuals
- Provide general business support to club operations

**Bookkeeper** (Part-time) **2011-present**  
**Webber Construction Ltd.** **Kamloops, BC**

- Coordinated accounting, activities for small business including financial statements, trial balance, accounts receivable and payroll
- Implemented procedures to improve financial accuracy and reduce costs significantly
- Researched and advised management on the purchase of a new computer system to link their two offices
- Recovered over \$230,000 in past due accounts in a 12 month period
- Provided computer training for 14 staff members

**Accounting Clerk** (Part-time) **2011-2012**  
**Acme Construction Co.** **Kamloops, BC**

- Coordinated accounts receivable and company payroll of over \$9, 000 monthly
- Completed monthly financial statements and bank reconciliation

**Sales Clerk** (Part-time) **2009-2011**

ABC Data Control

Burnaby, BC

- Efficiently and professionally managed a multi-line phone system, fielding over 300 calls per day
- Contacted clients in an assigned territory to promote sales of products and services

## **HOBBIES AND INTERESTS**

---

- Ice Hiking
- Extreme Marathons
- Skiing
- Hockey
- Bull Riding, (NRA circuit)
- Bunji jumping
- Training venomous snakes

## **REFERENCES**

---

**Joe Smith**

Owner  
Webber Construction  
**250.555.5555**

**Jane Doe**

Instructor  
Kamloops University  
**250.555.5551**

**Bill Henry**

Manager  
Acme Construction Co  
**250.555.5552**

## Sample Job Posting

**Pat McGragor**  
**Human Resource Director**  
**ABC Finance**  
**Kamloops, BC**

**Position: Financial Assistant**

### **Position Overview**

The assignments and projects typically provide opportunities for engagement with various levels of staff in marketing, distribution and transmission operations and installation, and others in different departments in the organization, and provide an understanding of some of the workings within the department.

### **Responsibilities**

- Assist with the daily banking, tax filings, and month-end financial working papers
- Provide support to various roles within the finance area
- Various project work as required
- Assist with the preparation of financial and management reports and presentations.
- Prepare financial and management reports for the Financial Planning & Analysis team.
- Gather and analyze changing business environment for updating monthly financial forecasts.
- Find the root cause in variances between forecast and actuals.
- Provide support on general business operations activities.
- Apply basic accounting, finance and business education to real-life applications.

### **Additional Information**

Qualifications:

Ideal candidates will have strong communications, planning and organizational skills, and a good understanding of the internal control environment.

They will possess the ability to quickly grasp operational processes, to identify and organize relevant information, and be able to work independently with all levels of management.

This opportunity is best suited for candidates with a background in Business Administration, Auditing, Accounting or closely related disciplines.

