

# Marketing Yourself

Your marketing tools are your résumé, cover letter, and follow-up thank you letters. You are selling your skills, abilities, and accomplishments, the products of Me, Inc.

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## How Your Résumé Should Look:

- Use good quality white or off-white bond paper.
- Use a simple, easy-to-read font between 10-14 points in size.
- Leave one-inch margins on top, bottom, left, and right.
- Organize your résumé in a logical format.
- Keep it to one page, but two pages are acceptable if you have extensive experience.

## What It Should Say:

- Tailor your information to the job you are seeking.
- Keep your descriptions clear and to the point.
- Know your skills and use good action verbs to describe them under your job duties.
- List jobs starting from most current to least current.

## What It Should NOT Say:

- Don't list personal information like age, height, weight, marital status, or religion.
- Avoid complete sentences and the use of articles such as a, an, the.
- Never use pronouns such as I, me, or my.
- Avoid abbreviations, with the exception of states.
- Don't list high school, unless high school is your highest level of education.
- Don't repeat information, and don't mention skills that are not relevant to the job posting.

## Before You Send It Out:

- Read it out loud! And ask friends or family to read it.
- If you can, leave it for three days, then read it again.

# Action Words

Running out of words? Use these powerful words when describing your skills.

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Accomplished	Achieved	Administered	Advised
Appointed	Arranged	Assisted	Built
Collaborated	Compiled	Conducted	Developed
Demonstrated	Directed	Encouraged	Established
Expanded	Expedited	Facilitated	Headed
Implemented	Improved	Integrated	Maintained
Managed	Negotiated	Operated	Organized
Performed	Planned	Prepared	Provided
Represented	Researched	Resolved	Reviewed
Scheduled	Solved	Streamlined	Supervised
Trained	Trained	Upgraded	Utilized



## ***JP Bear... The Student***

*Are you a student without work experience? How do you fill up a whole page for a résumé when you've only attended high school and are just beginning your college career!? How do you show that first employer that you are worth hiring for your first-time job?*

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### ***How to Get Your Résumé Noticed Even When You Haven't Done Much Yet***

Do you worry that you don't have enough experience to create a compelling résumé? Once you start to really think about your background, you'll be surprised at what you have to boast about. Even if you don't have formal work experience, you can include other types of work like babysitting, lawn mowing, and volunteer experiences. The content of your résumé will be determined by your own unique experiences, skills and background, but as a general guideline you should include:

- Positive personal characteristics
- Educational accomplishments (include your GPA if it's over 3.5)
- Work history (again, this can include informal jobs if need be)
- Volunteer experiences
- Technical and computer skills
- Skills and experience gained during internships or summer jobs
- Coursework relevant to your desired position or profession
- Extracurricular activities and school clubs
- Other related accomplishments (honors, awards, recognition, winning competitions)

As you work on your résumé, keep your reader in mind and remember his/her basic concern: ***will this candidate add value to my business?*** If you answer effectively by highlighting relevant skills, personal characteristics, and accomplishments, your résumé will open the right doors and produce interviews.

See the opposite page for a sample student résumé from JP the Bear.

# J.P. BEAR

123 Bear Trail Drive  
Blountville, TN 37617  
423-123-4567  
jpbear@email.com

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An enthusiastic individual who is seeking opportunities to demonstrate a commitment to excellence and a sense of purpose. Characterized as having a professional demeanor, maturity and integrity. A talented communicator who is comfortable corresponding with individuals at all levels of an organization. Additional Competencies:

- ✓ Team-Oriented
- ✓ Punctuality
- ✓ Relationship Building
- ✓ Business-Minded
- ✓ Organizational Skills
- ✓ Positive Attitude
- ✓ Strong Moral Compass
- ✓ Accountability
- ✓ Motivated

## EDUCATION

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**Northeast State Community College, Blountville, TN** In Progress  
**Associate of Applied Science in General Studies, University Parallel Program**

Coursework Completed:

- ✓ Computer Applications
- ✓ Sociology
- ✓ Probability & Statistics
- ✓ Art History I
- ✓ Psychology
- ✓ Composition

**Bear Trail High School, Blountville, TN** Graduated May 2016

## TECHNICAL SKILLS

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Proficient in Windows operating system and the usage of various software programs, including Microsoft Office Suite:

- ✓ Microsoft Word
- ✓ Microsoft Excel
- ✓ Microsoft PowerPoint

## WORK-RELATED EXPERIENCES

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**Job Shadow, VA Medical Center Therapy Department, Johnson City, TN** 2016-2017

- ✓ Participated in a 40-hour job shadowing experience, during which various aspects of the therapy department were learned. Emphasis was placed on completing clerical tasks such as filing and answering the phone and observing daily operations.

**Volunteer, Bear Trail High School Concession Stand, Blountville, TN** 2015-2016

- ✓ Welcomed customers, took orders for food and beverage, processed cash payments, and maintained a clean work space. Emphasis was placed on delivering excellent customer service and providing accurate cash handling.



## ***JP Bear... The Scholar***

*Are you ready to transfer and apply for scholarships? Your scholarship résumé outlines all of your accomplishments to date. These accomplishments can be academic, professional, personal, or extracurricular. The goal of your scholarship résumé is to help you stand out from other applicants.*

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### ***How to Write a Résumé for Your Scholarship Application***

Write a list of every activity, achievement, honor and skill you have. Use this list to fill in the sections of your résumé. Ask your parents and peers to help you remember your achievements. Research each scholarship and make a list of the top qualities required, based on the mission statement, website, and accepted students. Address as many of these traits as possible throughout your résumé. It is acceptable to extend beyond two pages for scholarships.

Center your name, phone number and email address at the top of the page. If your email address is unusual like [kittykat@server.com](mailto:kittykat@server.com), do create a more professional-sounding address.

Divide your résumé into four sections with bold headings: **Academic Experience**, **Extracurricular Activities**, **Work Experience**, and **Awards and Honors**.

List your **Academic Experience** section at the top of your résumé, since most scholarships require you to have a certain GPA. Include your weighted and unweighted GPA, any advanced placement or honors classes you have taken and any majors or minors. Include your expected date of degree completion.

Then list **Extracurricular Activities**, and target these activities specifically for your scholarship. For example, if the scholarship emphasizes community service, list your volunteer hours and dates at the top of your Extracurricular Activities section. Each activity should begin on a new line. Use bullet points to highlight your responsibilities or achievements in the extracurricular activities, particularly focusing on duties related to the scholarship requirements.

List your **Work Experience** in the third section. Even if you just had a summer job at the local grocery, you should mention it. Scholarship directors do not expect every applicant to do amazing internships abroad, but they do expect you to have spent your time doing something productive. Work experience shows you were able to manage your time between academics and a job. Skills you gained in your job may also relate to qualifications for the scholarship.

List your **Awards and Honors** in the last section. Include other scholarships that you have already won. Include academic honors, such as honor roll or National Honor Society.

## **J.P. Bear**

123 Bear Trail Drive | Blountville, TN 37617

423-123-4567

jpbear@email.com

### **SUMMARY**

An accomplished student who is determined and devoted to achieving set goals. Seeking to pursue further education in the field of Business at East Tennessee State University. Pursuing an Academic Performance Scholarship to assist in meeting career and educational objectives.

### **EDUCATION**

**Northeast State Community College**, Blountville, TN

Tennessee Transfer Pathway, University Parallel

Major: Business Administration

Honors Diploma: Anticipated Completion Date: May 2017

President's List: Spring Term 2016

Vice President's List: Fall Term 2016

GPA: 3.89

#### **Honor's Classes**

Spring 2016

- Fundamentals of Speech
- Macroeconomics
- Introduction to Sociology

Fall 2016

- U.S. History II
- Humanities II
- General Psychology

**Bear Trail High School**, Blountville, TN

Graduated 2015

GPA: 4.0

### **COLLEGE HONORS & ACTIVITIES**

Phi Theta Kappa Honor's Society, Spring 2016- Current

- Volunteered for Susan G. Komen Race for the Cure in the Fall Term of 2015
- Attended Regional Academy in the Summer of 2016
- Five-Star Chapter Member

TRiO Student Support Services, Member, Fall 2016- Current

Academic Affairs Committee, Fall 2016-Current

## **J.P. Bear**

123 Bear Trail Drive | Blountville, TN 37617

423-123-4567

jpbear@email.com

### **HIGH SCHOOL HONORS & ACTIVITIES**

National Honor Society, Fall 2013-Spring 2015

- Requirement 3.8 GPA
- Volunteer Work: Toy Drive & Santa Train, December 2014

Beta Club, Fall 2013- Spring 2015

- Requirement: 3.5 GPA
- Volunteer Work: Second Harvest Food Bank Soup Kitchen, November 2014

Student Christian Fellowship, Member

### **COMMUNITY AND VOLUNTEER INVOLVEMENT**

**Northeast State Community College**, Summer 2016

Volunteered at New Student Orientations

**Gray Community Chest**, July & December 2014

Volunteered at Block Party & Senior Citizens' Christmas Luncheon

**James H. Quillen Veterans Hospital**, Spring 2014

Volunteered 60 hours in the Human Resources Department

### **INTERNSHIPS**

Johnson City Medical Center, Spring 2015

- Human Resources Department, 20 hours

### **RELEVANT WORK EXPERIENCE**

Northeast State Community College, Blountville, TN

- Student Worker, Office of Business Technologies, Fall 2015-present
- Student Navigators, Spring 2015- present
- Keeping Our Promise Mentor, Fall 2015-present
- New Student Orientation, Summer and Fall 2015

### **CERTIFICATIONS**

Cardiopulmonary Resuscitation Certified (CPR): Fall 2015- Current

Microsoft Certified Professional (MCP): Spring 2014



# ***JP Bear... The Graduate & Professional***

*Are you a graduate? Do you have some work experience already? Are you ready to build upon your work experience? The contents of your résumé will be influenced by your previous work experience, education, skills, and future career aspirations.*

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## ***Are You Ready to Reach Higher and Put Your Degree to Work?***

Individuals who have spent the time, money, and effort into earning an Associate's Degree or more should be proud of their work. A résumé is a great way to show potential employers your education, skills, and abilities.

### **Education**

Now that you have graduated or are about to graduate, your latest education needs to be listed first. You will need to list the type of degree you have obtained (including your college major and/or concentration, if applicable.) You can also list the courses that were acquired during the degree that you believe are relevant to the position you are applying for.

### **Scholarships, Awards, Memberships**

In this section you should include any notable pieces of information that reflect whether you excelled in anything as you were continuing your education. If you received an academic scholarship or some other kind of recognition or award due to having a great GPA or for some other example of academic excellence, it needs to be included. This area is a great place to include any information pertaining to your involvement in an organization or club that is related to your degree or the position that you are applying for. Make sure to give a short but precise description of any kind of leadership position you held in that club or group.

### **Work Experience**

A lot of people started out in the work force before going back to school and earning a degree. You will need to include your most recent work experience first and work backwards. It is a good idea to include jobs that are relevant to the position you are applying for. List work experience that required the same kinds of skills or had the same level of responsibilities as the position that they are trying to fill. You should include small descriptions about the kinds of skills that you used in each position as well as technology used, level of interaction with coworkers, and any leadership or managerial responsibilities you had.

# ***J.P. Bear***

123 Bear Trail Drive | Blountville, TN 37617  
(423)-123-4567 | jpbear@email.com

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## **Summary**

A resourceful worker with experience in construction electricity and customer service settings. Successful graduate from electromechanical studies with a keen perception for hands-on skills including electrical wiring and carpentry. An effective communicator who is productive in the workplace and is dedicated to safety policies and procedures.

## **Special Skills & Abilities**

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- Knowledge of electrical codes
- Electrical systems installation
- Routine equipment inspection
- Experienced with multiple power tools
- Familiar with PLC's and motor controls
- Ability to read electrical drawings
- Mechanical repairs aptitude
- Team player

## **Education**

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Northeast State Community College, Blountville TN

**Associate of Applied Science in Electrical Technology: Electromechanical**

Graduation Date: May 2017

*Courses taken: DC Fundamentals, Mechanical Transmissions, Hydraulics and Pneumatics I, General Welding, AC Fundamentals, Magnetic Motor Control, Motors Alternators and Generators, Allen Bradley PLC Programming, Piping and Auxiliaries, Millwright Principles*

## **Work Experience**

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Bear Electrics, Blountville, TN

**Electrician Assistant**

January 2015 - present

- Measure, cut, and bend wire and conduit using measuring instruments
- Install lighting, electrical outlets, and circuit breakers
- Assist electrician in electrical systems installation and by providing tools and supplies while maintaining a neat and organized work area

Electric Supply Store, Kingsport, TN

**Customer Service Associate**

June 2014 – December 2014

- Assisted customers and answered electrical supply questions
- Stocked shelves with appropriate electrical tools and wiring

Bear Town Grocery, Johnson City, TN

**Stocker**

May 2013 – August 2013

- Stocked grocery shelves in a timely fashion and assisted customers



# ***Stumped On Your Summary?***



*It can be challenging to write a summary about yourself, but this is your “marketing pitch” to grab the employer’s attention. This is your opportunity to boast about your talents. Your summary should include specific skills, abilities, achievements, licenses, or certifications. Tailor your skills and achievements to match the job posting that you are applying for.*

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## ***Summary of Qualifications Sample Statements:***

Over \_\_\_\_\_ years of experience in \_\_\_\_\_.

Highly effective in promoting a positive, productive environment.

Reputation for excellence and high quality service to clients.

Good eye for detail; well organized, skilled in setting priorities.

Resourceful and self-confident; can get the job done, and do it well.

Strong interpersonal and communication skills.

Remain calm and work well under demanding conditions.

Proven record of innovative and effective staff development.

Strong commitment, vision and leadership.

Developed innovative programs for major \_\_\_\_\_, incorporating trends on the leading edge of \_\_\_\_\_ field.

Effective problem solver; thorough researcher.

Well organized and focused in coordinating projects.

Strong analytical, writing and research skills.

Conscientious and thorough with detail.

Equally effective working independently and in cooperation with others.

Effective working alone and as a cooperative team leader.

Keen perception for extracting important data.

Innovative in designing and carrying out projects.

Highly motivated to achieve set goals.

Successful in mastering new skills through hands-on experience.

Graduate degree with emphasis in \_\_\_\_\_.

Effective and persuasive with all segments of the community.

Skilled and thorough in analyzing problem situations and finding creative solutions.

Sharp, quick learner; willing to get involved.

Strength in analyzing, researching, organizing, and problem solving.

Excellent organizational and communication skills.

Fluent in \_\_\_\_\_ and \_\_\_\_\_.

Computer literate in MS Word, Excel, Access and Power Point.

*Source: [http://www.rowan.edu/studentaffairs/cmcc/jobsearch/documents/SummaryofQualificationsSamples\\_001.pdf](http://www.rowan.edu/studentaffairs/cmcc/jobsearch/documents/SummaryofQualificationsSamples_001.pdf)*

# ***Now It's Your Turn***

*Use the following worksheet to help you get your résumé started.*

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

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## OBJECTIVE:

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## SUMMARY OF QUALIFICATIONS:

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## SPECIAL SKILLS:

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## COMPUTER SKILLS:

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## EDUCATION:

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## RELATED COURSES:

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**WORK EXPERIENCE:**

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**INTERNSHIPS:**

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**COMMUNITY SERVICE/VOLUNTEER WORK:**

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**AWARDS & HONORS:**

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**THREE REFERENCES:**

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# ***The Reference Page***

*Employers want to talk to people who are acquainted with your skills and abilities.*

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## **THE DO'S & DON'Ts**

- References are always listed on a separate page from the résumé.
- Use the same heading as your résumé, as if it's your personal letterhead.
- Select individuals for references who know you professionally.
- New graduates should use at least one college instructor.
- Do not use personal references except when requested.
- ALWAYS ask the person's permission to be used as a reference.
- Three to five references are the general rule.
- Make sure the person will give you a positive recommendation.
- Never provide the reference page with your résumé, unless requested.
- Keep printed copies of your reference page ready, if requested.
- Take extra copies of your résumé and reference page to an interview or career fair.

## **REFERENCE PAGE EXAMPLE:**

***J.P. Bear***

123 Bear Trail Drive | Blountville, TN 37617  
(423)-123-4567 | jpbear@email.com

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## **REFERENCES**

### **Mr. Frank Grizzle**

Bear Electrics, Manager  
423-123-4567  
fgrizzle@email.com

### **Ms. Mary Theodore**

Electrical Supply Store, Owner  
423-123-4567  
mtheodore@email.com

### **Ms. Sally Cubb**

Northeast State Community College, Instructor  
423-123-4567  
scubb@email.com

# ***Is the Cover Letter Really Necessary?***

*A cover letter is an introduction, sales pitch, and proposal for further action. You must communicate your value to a prospective employer in a brief, easy-to-read, and positive way.*

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## ***What Do I Need in my Cover Letter?***

1. The first paragraph should state your reason for writing. State the position you are applying for and the source of your information.
2. The second paragraph is where you sell yourself. Outline your strongest qualifications that match the position requirements. As much as possible, provide evidence of your related experiences and accomplishments. Make reference to your enclosed résumé.
3. The final paragraph should suggest an action plan. Request an interview and indicate that you will call during a specific time period to discuss interview possibilities.
4. Lastly, express appreciation to the employer for his or her time and consideration.

Keep your letter personal, warm, but professional and formal. Do not address the letter "To Whom It May Concern." Do your homework, and use a name. The information can be obtained by telephone directory or from the company's web page.

# *J.P. Bear*

123 Bear Trail Drive | Blountville, TN 37617  
(423)-123-4567 | jpbear@email.com

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Date

Contact's Name & Title

Company

Street Address

City, State Zip Code

Dear (Ms., Mr., Dr.) Contact's Name:

Please find enclosed my résumé for the position of Maintenance Technician as advertised on Indeed.com. I am very interested in this job opening, and I believe the position requirements fit well with my education, skills, work experience, and career interests.

Currently, I am a student in the Electromechanical Program at Northeast State, and I will be graduating in May of 2017. I also having been working in the field as an Electrician's Assistant. The skills, experiences, and training I have received allow me to be an excellent candidate for this position, and I am confident that I can perform the job effectively. Please see the enclosed résumé for further details.

I welcome the opportunity to further discuss your immediate need and my qualifications. Feel free to contact me at 423-123-4567 or at jpbear@email.com.

Thank you for your consideration.

Sincerely,

*JP Bear*

JP Bear

Enclosure

# ***Thank You Letters Are Important!***

*It is recommended that you follow up the interview with a note or letter, within 24 hours, to the potential employer. You are simply saying "thank you" for the interviewer's time, and you are showing continued interest. The note will bring your name back to the employer's mind again.*

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***J.P. Bear***

123 Bear Trail Drive | Blountville, TN 37617  
(423)-123-4567 | jpbear@email.com

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Date

Contact's Name & Title

Company

Street Address

City, State Zip Code

Dear (Ms., Mr., Dr.) Contact's Name:

Thank you for your time and for the interview today for the position of Maintenance Technician. I enjoyed meeting you and learning more about your company and about the position available.

I am more enthusiastic about the position and becoming a member of your maintenance team after the interview. I feel confident that my education and work experience will enable me to become a very competent member of your organization.

Thank you again for your time, interest, and consideration. I look forward to hearing from you. If I can provide additional information, please do not hesitate to contact me at 423-123-4567 or at jpbear@email.com.

Sincerely,

*JP Bear*

JP Bear

# ***Electronic Résumé Submission***

*Are you ready to submit your résumé online?*



Many businesses scan résumés and maintain databases from which they screen applicants. Other firms use online databanks, which store scannable information about job seekers.

Electronic résumé submissions can differ from traditional résumés. Because computers typically scan your résumé in as an image, not as text, there are some guidelines you should follow:

- Use white or light-colored 8 1/2 x 11-inch paper.
- Be sure to print only on one side. Use a laser or high-quality Inkjet printer.
- Left-justify the entire document.
- Do not fold or staple the document.
- Choose a standard 10 – 14 point font type. Use ample white space to separate sections of your resume.
- Keep name, address and phone numbers on separate lines.
- Your name should be at the top of the second page.
- Don't use italics, underlining boxes, shading, graphics, hollow bullets or other design features.
- Avoid parentheses, brackets, horizontal or vertical lines — they will not scan properly.
- You may use ALL CAPS or a boldface type to indicate section headings.

## ***Know how you need to submit it.***

If you are sending your résumé electronically, you may need to send it in ASCII or “text with line breaks” format instead of regular/formatted text. However, more and more employers are accepting Word attachments. Should this be the case, you can attached your résumé in its original format. Always remember to send a cover letter with your résumé if you are responding to an ad.