

Résumés and Cover Letters

Creating a Professional Practice

Résumé Purpose

- Provides (often) initial, professional presentation of self
- Facilitates introduction to interview
- Leaves written reference following interview
- Potential job for employee (full-time, part-time)
- Potential contract work for independent contractor

Résumé Characteristics

- Exudes professionalism
- Easy to read: white space, fonts, separators
- Contains **action-oriented** verbs and phrases
- Well edited: no typing or spelling / grammar errors
- Brief: 1 page ideal, 2 pages max

Drove successful completion of...

Demonstrated proficiency in...

Contributed to measurable gain in...

Facilitated positive outcome of...

Résumé Formats

- Chronological
 - Best when relevant experience is substantial
- Functional
 - Emphasizes talents / abilities, professional interests, and potential
 - Best when experience is lacking

Résumés: Examples (1)

Nikki Mountain, LMT

4141 Winding Way

Tucson, AZ 85750

520-555-5555

nikkimountain@example.com

Professional Profile

Highly skilled massage therapist with more than 10 years' experience in a wide range of healing modalities. I am seeking to join a wellness center as a partner or associate. The ideal setting would include practitioners who value open communication, high ethical standards and dedication to providing high-quality client care. My goal is to provide bodywork that honors the body, mind and heart of each client, combining my skills in Swedish massage, deep tissue massage, aquatic massage, energy work, Asian style belly work and nonviolent communication.

Work Experience

Moving Spirit Massage Therapy, Tucson, AZ *(Most recent experience first)*

Sole Proprietor. 1997 - Present.

- Highly skilled in combining various healing modalities, such as Swedish massage, craniosacral therapy, deep tissue massage, energy work and Chi Nei Tsang.
- Responsible for managing business tasks, including scheduling, bookkeeping, marketing and publishing monthly newsletter for clients.
- Maintained a diverse practice, including many long-term clients of five years or more.

Wellness Institute, Tucson, AZ

Massage School Coordinator. 2002 - 2005

- Coordinated and managed multiple aspects of massage therapy education program, including curriculum development, course planning, scheduling and faculty relations.
- Maintained Filemaker Pro database of all student records.
- Developed and presented study skills training for students.
- Coordinated professional development programs for faculty.

Healing Arts Spa, Tucson, AZ

Assistant Manager. 2000 - 2001

- Responsible for working with marketing consultant to develop new logo, promotional brochures and business cards.
- Maintained appointment books and confirmed client appointments.
- Responsible for tracking product inventory and ordering products for resale.
- Coordinated laundry service to ensure smooth operation.
- Developed weekly schedules for spa practitioners; helped to troubleshoot last-minute schedule conflicts.

Education

Mountain Institute Holistic Health, Tucson, AZ

- Completed 750-hour Therapeutic Massage Program, 1997
- Arizona Licensed Massage Therapist, 1997
- Reiki I and II with Susan Wright, 1997-1998
- Chi Nei Tsang I with John Sterling, 2001
- Introduction to Craniosacral Therapy with Mary Suntree, 1998 and 2000

Chronological

Résumés: Examples (2)

Functional

David Waters

2001 N. Pine Road
San Francisco, CA 94995
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dwaters@example.com

Objective

To establish an acupuncture practice working with clients who seek a safe and natural way to get well and enjoy vibrant health. My goal is to join or create a group practice at a holistic health center with other practitioners, such as physical therapists, chiropractors, bodyworkers, naturopathic physicians and medical doctors.

Specialty Focus

Areas of special interest include pediatrics, pre- and post-surgery support, and eye diseases. Received letter of commendation from faculty for demonstrating highly effective diagnostic assessment and acupuncture treatment skills during my senior internship.

Education

California College of Traditional Chinese Medicine, Master of Science in Health Science, Oriental Medicine Program (O.M.D.), San Francisco, CA. 2006.

Curriculum and training focused on history and philosophy of Chinese medicine, diagnostic assessment, acupuncture needling techniques, Chinese herbology, tongue and pulse diagnosis, adjunct treatments such as moxibustion, case studies, ethics and business management.

California Licensed Acupuncturist, 2007

Clinic Practice and Internship

The California College of Traditional Chinese Medicine curriculum and internship practice focuses on blending the holistic approach of ancient Chinese acupuncture and herbology with modern healthcare.

The program closely aligned with current O.M.D. training in China. Clinical practice and internship included:

- **Assistantship** (60 hours). Assisted acupuncturists in treatment procedures such as moxibustion and cupping, and withdrew needles from the patient.
- **Junior Internship** (240 hours). Provided acupuncture treatments to patients under close supervision and performed diagnoses with guidance from a clinical instructor.
- **Senior Internship** (270 hours). Diagnosed and treated acupuncture clinic clients with minimal supervision.

As an adjunct to the clinical training component of the program, I annually attended two grand rounds conducted by California College of Traditional Chinese Medicine faculty. During these sessions, faculty presented interesting or difficult cases and demonstrated appropriate treatment.

Acupuncture Work Experience

San Rafael College of Acupuncture, San Rafael, CA. Business Manager, 2001-2002.

Managed student acupuncture clinic. Responsible for patient scheduling, bookkeeping, ordering clinic supplies, coordinating laundry services and maintaining student practitioner attendance records.

Résumé Content

- Objective
- Skills / professional profile
 - **Differentiate** yourself
 - Highlight how **YOU** are the best candidate
 - Include modalities but **NOT** as a stand-alone “grocery list”
 - Avoid listing courses specific to an institution
 - Do **NOT** include goals

Adept in blending neuromuscular therapy and Deep Tissue Sculpting to effectively relieve low back pain in active clients

Experienced in treating muscle strain due to neck injuries utilizing CranioSacral Therapy

Provide effective pre- and post-event treatments utilizing Tui Na and Sports Massage to enhance sports performance

Create a sense of calmness and well-being in perinatal mothers through pregnancy massage

Résumé Content (2)

- Work experience
 - Diverse client experience, both technical and interpersonal
 - Broad-based work habits and skills: time / money / resource management, accountability
- Education
 - List institutions and chronology
 - Include Degree names, specializations, certifications

SN Résumé Worksheets

RESUME WORKSHEET

A] Creating your "Job Objective"

1) WHAT do I want to do?

2) FOR WHOM or WITH WHOM do I want to do it?

3) WHERE do I want to do it?

4) AT WHAT LEVEL OF RESPONSIBILITY?

MY OBJECTIVE IS:

This objective should be specific to an individual job:

Put your answers from above together to make a clear, concise statement.

Example: Massage therapist working directly with a doctor in a Chiropractic office as an assistant.

B] Writing your "Skills and Experience"

1) What are five or six (5 or 6) specific skills necessary for the above stated job objective?

(if you're not sure, interview someone who already has a job like that)

2) When/where have you **used** or **learned** those skills in the past?

C] Write an "action oriented" one-liner statement that clearly and concisely describes how you used or developed those skills.

(use your action words list to help)

SKILL: _____

One liners about my experience and accomplishments using that skill:

SKILL: _____

One liners about my experience and accomplishments using that skill:

SKILL: _____

One liners about my experience and accomplishments using that skill:

D] These skills should be used as **Qualification Highlights** in your resume.

list below 3 - 5 highlights:

Qualification Highlights may be divided into two bulleted lists on your resume: **Qualifications and Skills**, use no more than five lines for each.

SN Résumé Worksheets (2)

E] Next list your **Work Experience:**

Name of company, Job Title, Location of Company and Dates of Employment.

(a short job description may be added, but is not necessary if you included skills from that job in your Qualification Highlights.) Work Experience can be paid or volunteer experiences.

F] Next list your **Education:**

(only include degrees or certificates completed, or close to completion. If you did not obtain a degree you may list "course work included: _____" with a few job appropriate courses, do not list your entire transcript on a resume.) Do NOT include High School.

If appropriate add:

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

LICENSES

SPECIAL TITLES

NOW, put it all together in a presentation format, most word processing programs have samples or templates. Look at other resumes, and choose something you like. Be sure to include your Name, Address, Phone number and e-mail on the Resume. Always write a cover letter to present with your resume.

Cover Letter Purpose

- Provides personal connection to résumé as an initial approach
- Always paired with a résumé
- Exudes professionalism and *consistency* with résumé (format, style, tone)
- Should resonate with authenticity; avoid clichés

Cover Letter Contents (1)

- Basic business letter format
 - Return address (of sender) with date
 - Inside address (of recipient)
 - Greeting
 - Body
 - Closure
 - Signature between closure and printed name

Cover Letter Contents (2)

- Address to a specific person and / or title
- State desired outcome in first paragraph
 - Reason for writing / applying
 - How the opportunity was discovered
 - Should be brief, focused, and specific
- Give brief self-introduction; conveys enthusiasm, passion, and professionalism

Cover Letter Contents (3)

- Explain specific value-added by YOU
 - Quality technical and personal service
 - How you will impact bottom-line profitability (employer's WIIFM)
- Provide strong, directive close
 - Offer time frame for follow-up call or meeting
 - Use positive, assertive language

Cover Letter Examples

November 29, 1999

John Collins
Manager, Recruiting
Human Resources
Hospital ABC
123 1st Street West
City ABC, State ABC
12345

Dear Mr. Collins:

I am submitting my resume for the position of Team Leader, Physical Therapy. Please allow me to identify my experience.

I received a Bachelor of Science in Physiotherapy at XYZ State College. I worked for 2 years as the Manager of Physical Therapy at Hospital XYZ and 5 years as a Physical Therapist at the same hospital.

Thank you for your time and consideration and I hope you will consider me for this position.

Sincerely,

Joan Smith

A little too concise

Cover Letter Examples (2)

Personal greeting

Self introduction

Specific value-added

Strong close

DIANA KEATING

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Granbury, TX 61146

(274) 486-8392 (H)
(274) 537-9713 (W)

February 1, 20XX

Mr. Allen Wood
Human Resources Manager
Attractive Marketing
Suite 12, 1432 West Madison Avenue
Appleton, WV 62549

Dear Mr. Wood:

It is with your organization that I desire to offer nearly 15 years of marketing management expertise and resourceful insight in strategic marketing methodologies. Having a strong background utilizing a variety of direct response advertising materials, I am certain that my skills and experience, when linked with the vision of your company, will serve to create dramatic, profitable results.

As Marketing Director for ABC Associations, I am consistently energized by opportunities in overcoming promotional boundaries as I continue to ensure that our lines receive the best representation in achieving new customer acquisition and creating brand awareness through direct marketing efforts. With full accountability for over a multibillion-dollar budget, I currently offer significant contributions in revenue growth through visible skills in the tactical planning of pricing, packaging, and distribution, as well as, offer strategies and mail planning.

Having natural interpersonal and communication abilities, I have acquired a solid reputation for effective networking and strategic alliance building among crucial industry resources. In providing a solution driven leadership style during the acquisition of ABC Group, I was able to build and mobilize highly effective marketing programs that encouraged profit achievements for this groups largest financial continuity program. Under my guidance we:

- ◆ Grew revenue per customer, 10% and retained 5% more customers by motivating managers to reflect the needs of the target market.
- ◆ Expanded new enrollments 35% by investigating, developing, and testing new creative initiatives and list segmentation, expansion, and refinements.
- ◆ Increased ABC Association's response rate and back-end performance 15% while containing expenditures.

As there is considerably more to relate, I look forward to our meeting and discussion regarding how I might assist the marketing needs and further advance the visibility of your company.

Sincerely,

Diana Keating

Enclosure