
Resumes & Cover Letters that get Interviews

**Presented by the Career Services &
Co-operative Education Department**

Summer 2019



Introductions

Marianne Botres,
Student Employment Advisor



Elizabeth Manzato,
Student Employment Advisor



Before we begin

- It is recommended that you use **earphone/headphones** to listen in.
- This webinar is being recorded.
- Slides and recording will be e-mailed to you after the webinar.
- Please ask questions at anytime using the chat window.
 - We will answer questions periodically during the webinar.
- You will receive a survey link at the end of the webinar.
Please provide feedback!

Learning Outcomes

1. Identify how the Career Services department can help you in your career planning and job search process
2. Identify components of an effective resume and cover letter
3. Examine how to use information from job postings to create a customized resume/cover letter

QUICK POLL



We want to hear from you!

Jumpstart your career with Career Services!



**Job Postings,
Sample Resumes**



**Career &
Employment
Advising**



**Employer
Events**

**Create your HireCentennial
account today**

Step 1: Go to <https://hire.centennialcollege.ca>

Step 2: Click on the *Student* button

Step 3: Login using your *MyCentennial* info

**Use Career
Services now &
up to 2 years
after graduation!**

Progress C2-10 | Morningside 324 | Ashtonbee L-104 | Story Arts 285
careerservices@centennialcollege.ca | 416-289-5233 | centennialcollege.ca/employment

HireCentennial Job Portal



HireCentennial

Career Services &
Co-operative Education



The Career Services & Co-operative Education Department is here to support you with career planning and job search services throughout your college experience and for 2 years after graduation.



ASK AN ADVISOR



JOB POSTINGS



BOOK AN APPOINTMENT



JOB SEARCH RESOURCES



CAREER EVENTS



SAMPLE RESUMES AND
COVER LETTERS

Step 1:

Login to *myCentennial*

Step 2:

Click *Student Services*

Step 3:

Click *HireCentennial*

TRUE

FALSE

True or False?

Your résumé
should be 1 or 2
pages only.

TRUE



True or False?

**You should
include relevant
international
experience in
your résumé.**



TRUE

True or False?

On average, a potential employer will take between 1 - 2 minutes to read a résumé for the first time.

FALSE



True or False?

You can use
the same
résumé to
apply for any
job.

FALSE



What is a Résumé?

- A marketing tool to present your education, skills, and experiences to an employer
- An overview about you and your skills – not about your life history



Its purpose is to
GET YOU THE
INTERVIEW

Before you begin ...

1. PURPOSE - *What am I using this resume for?*
2. EDUCATION - *What skills have I developed through my education?*
3. EXPERIENCE - *What work/volunteer/life experiences do I have?*
4. JOB REQUIREMENTS - *What do employers in my field look for?*

Analyzing a Job Posting



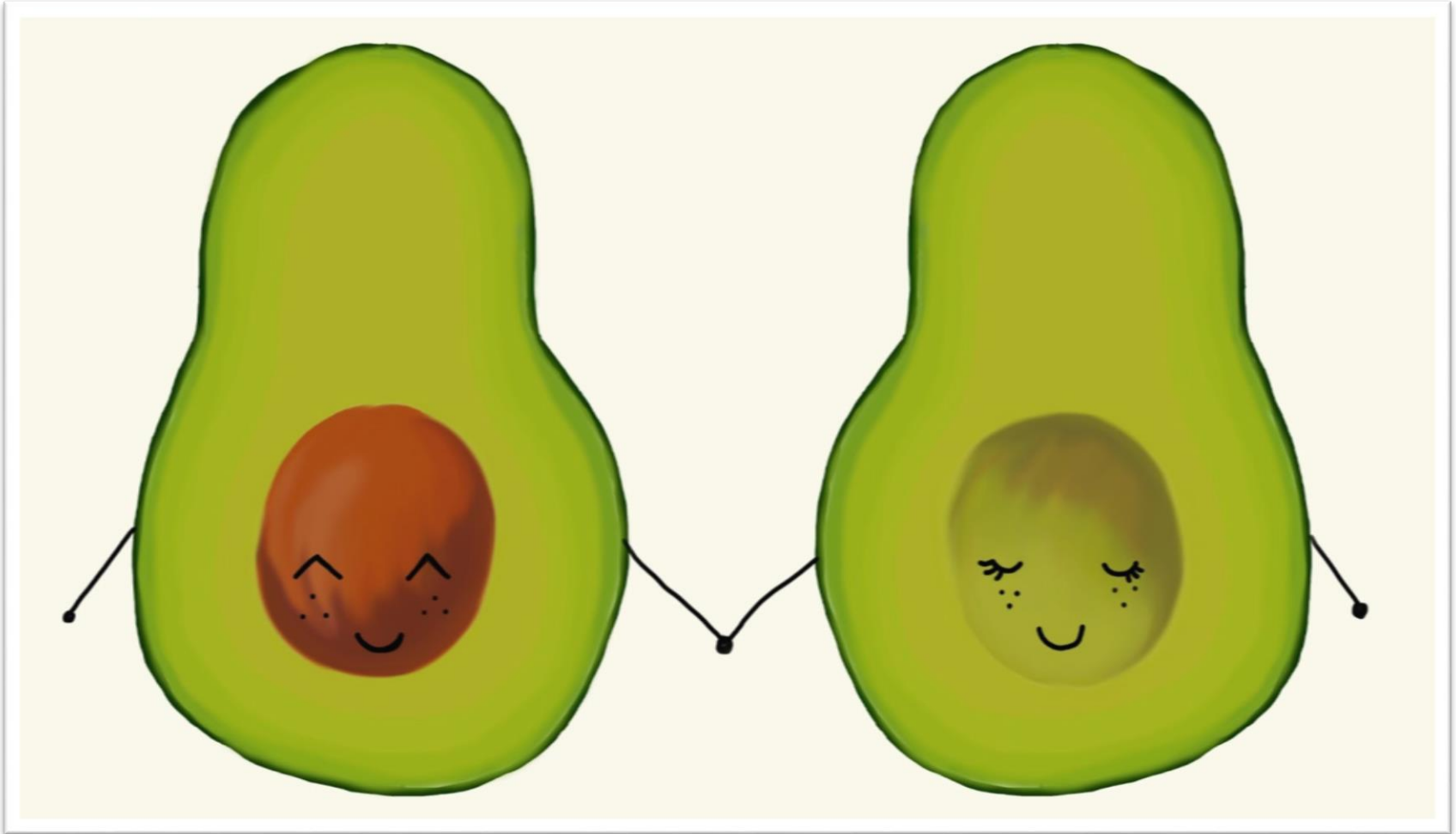
Some good websites to use:

- HireCentennial
- Indeed
- Charity Village (non-profit)

What to Look for:

- Keywords and phrases of skills/qualifications
- How do you specifically meet these requirements?

Prove Your Fit



Prove Your Fit

What is the employer looking for?	How do you meet that requirement?

Steps to create a customized resume

Step 1: Find a job posting you are interested in

Step 2: Highlight key words/phrases that refer to skills and qualifications needed for the job

Step 3: Incorporate these keywords into your resume and show HOW you meet the requirements



Basic Components of a Résumé

- Header: Contact Information
- Objective / Job Title / Profile Statement
- Summary of Skills/Qualifications
- Education
- Experience

Optional:

- Professional Development/Additional Training
- Community Involvement/Volunteer Experience

Contact Info

Sample Résumé

Modern Objective

Summary of Qualifications

Education

Experience

Optional Sections

JANE BOWMAN

1234 College Street, Toronto, ON M4C 1Z1
416-123-4567 | jbowman@cp.centennialcollege.ca | <http://ca.linkedin.com/in/jbowman>

ADMINISTRATIVE PROFESSIONAL

Client Service Oriented | Deadline Driven | Efficient

- Graduate of Centennial College – Diploma in Office Administration
- Strong aptitude in Microsoft Office Suite, Internet applications; able to type 70 wpm
- Demonstrated ability to work professionally with all levels of management and staff
- Highly organized and resourceful; work well under pressure
- Detail-oriented with an aptitude for multitasking
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RELATED EXPERIENCE

Administrative Assistant (Placement) - Hazco Environmental Services, Toronto, ON Jan. – Apr. 2017

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- Composed business correspondence
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OTHER EXPERIENCE

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- Provide exceptional customer service in a fast-paced atmosphere
- Promote new products and services with professionalism
- Maintain store visual standards and merchandising

COMMUNITY INVOLVEMENT

Event Volunteer - Toronto Humane Society, Toronto, ON 2015 - Present

Contact Information

JANE BOWMAN

1234 College Street, Toronto, ON M4C 1Z1

416-123-4567 | jbowman@cp.centennialcollege.ca | <http://ca.linkedin.com/in/jbowman>

- Name
- Address
- Professional email address
- Phone number (voicemail)
- Your customized LinkedIn URL
- E-portfolio URL (optional)

Types of Objectives

- Traditional Objective
- Modern Objective / Tagline
- Profile Statement

Traditional Objective

- 1 sentence naming the target position
- Top skills or reasons why you are best fit
- Benefits to employer (optional)

Traditional objectives are becoming outdated and replaced with modern styles.

Sample Traditional Objective

OBJECTIVE:

To obtain an Administrative Assistant position with Centennial College, where my advanced computer skills, superb organizational abilities, and ability to prioritize and multitask can be applied to increase the efficiency of your department.

Modern Objective or Tagline

- Job/Occupation title
- 3 main areas of expertise/strengths that are key to the job
- **Sample:**

ADMINISTRATIVE PROFESSIONAL

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EXAMPLE OF MODERN OBJECTIVE ON RESUME

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Profile Statement

- Written in phrases
- 1-2 sentences
- Summary of experience
- Skills/strengths relevant to job

Sample Profile Statement

ADMINISTRATIVE PROFESSIONAL

Administrative professional with over 2 years of experience providing support to various departments. Graduated with a diploma in Office Administration from Centennial College. Highly organized with proficiency in Microsoft Office and ability to prioritize and multi-task to achieve established timelines.

Summary of Qualifications

WHAT TO INCLUDE:

- Education
- Experience
- Field specific knowledge and skills
- Transferable skills
- Computer skills
- Languages



Summary of Qualifications

- Bachelor degree in ... ;
Graduate Certificate in ...
- Experience in ...
- Familiar with ...
- Working knowledge of ...
- Proficient in ...
- Skilled at ...
- Trained in ...

What skills are employers looking for?

Technical or “Hard” Skills <i>(program-specific)</i>	Transferable or “Soft” Skills <i>(self/people management skills)</i>

What skills are employers looking for?

Technical or “Hard” Skills <i>(program-specific)</i>	Transferable or “Soft” Skills <i>(self/people management skills)</i>
<ul style="list-style-type: none">• Taxation, budgeting, project management	<ul style="list-style-type: none">• Interpersonal / team work skills
<ul style="list-style-type: none">• Needs assessment and evaluation, advocacy	<ul style="list-style-type: none">• Organizational / time management skills
<ul style="list-style-type: none">• Java, C#, LAN/WAN, VOIP, cloud, app, tech support	<ul style="list-style-type: none">• Strong verbal & written communication skills
<ul style="list-style-type: none">• Baking/cooking, hotel operations, event planning	<ul style="list-style-type: none">• Problem solving skills
<ul style="list-style-type: none">• Logistics, risk management	<ul style="list-style-type: none">• Initiative/self-motivated
<ul style="list-style-type: none">• Pneumatics, hydraulics, 3-D design, electronics, energy	<ul style="list-style-type: none">• Attendance and punctuality

SAMPLE SUMMARY OF QUALIFICATIONS

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Education

- Include Centennial College + other relevant education
- List name of program first, bolded
- List courses or describe relevant academic projects

Sample Education Section

EDUCATION

Pharmacy Technician Diploma

Sept 2013 – April 2015

Centennial College, Toronto, ON

- *Courses included:* Pharmaceutical Calculations, Pharmacology, _____, _____

Bachelor of Science in Biology

Apr 2013

ABC University, Toronto, ON

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Experience

- Include placements, internships, co-op
- Focus on your accomplishments and results (rather than listing tasks/duties)
- Can separate this section into 2 such as, **‘Related Experience’** & **‘Other Experience’**

Accomplishment Statements

Use the **ADD format** to describe your accomplishments and responsibilities.

A – Action : Begin with a strong verb

D – Description : Describe the task performed

***D – Detail** : Add additional detail

(e.g., results/outcome; quantify if possible #, %, \$)

Quantify or Qualify Your Accomplishments

Quantify:

use numbers to make your ideas more concrete

- Served over 100 customers per day...
- Handled a 5 line telephone system; took accurate messages and distributed calls to the appropriate staff members
- Organized a fundraiser for ... raising over \$1000 in donations

Qualify:

demonstrate how well you do/did on your job, not just what you did

- Resolved customer complaints, resulting in consistent return customer business
- Received “Employee of the Month” award for an outstanding monthly sales record

Use ADD format to create stronger statements

WEAK STATEMENT	STRONG STATEMENT
Handled cash and credit transactions.	Handled cash and credit transactions in an accurate and efficient manner.
Wrote computer programs.	Created an e-commerce website using <i>[list programming languages]</i> , which resulted in
Cooked breakfast foods.	Expertly prepared delicious breakfast items, such as pancakes and muffins, using locally sourced ingredients for elementary school breakfast club.
Took care of young children.	Regularly cared for groups of up to 10 children between 5 and 10 years of age, ensuring their safety and wellness during all activities.

Work Experience

PROFESSIONAL EXPERIENCE

Pharmacy Technician (Hospital Placement)

March 2014

Toronto Hospital Pharmacy, Toronto, ON

- Accurately interpreted and filled prescription orders, and input patient data into computerized system
- Calculated, prepared and dispensed IV admixtures using aseptic technique
- Controlled inventory levels by adjusting orders and returning products to manufacturers
- Worked effectively with multidisciplinary team
- Followed hospital pharmacy's policies and protocols

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Optional Sections

Professional Development:

- relevant workshops, training, conferences

Community Involvement:

- volunteer, memberships, extra-curricular activities



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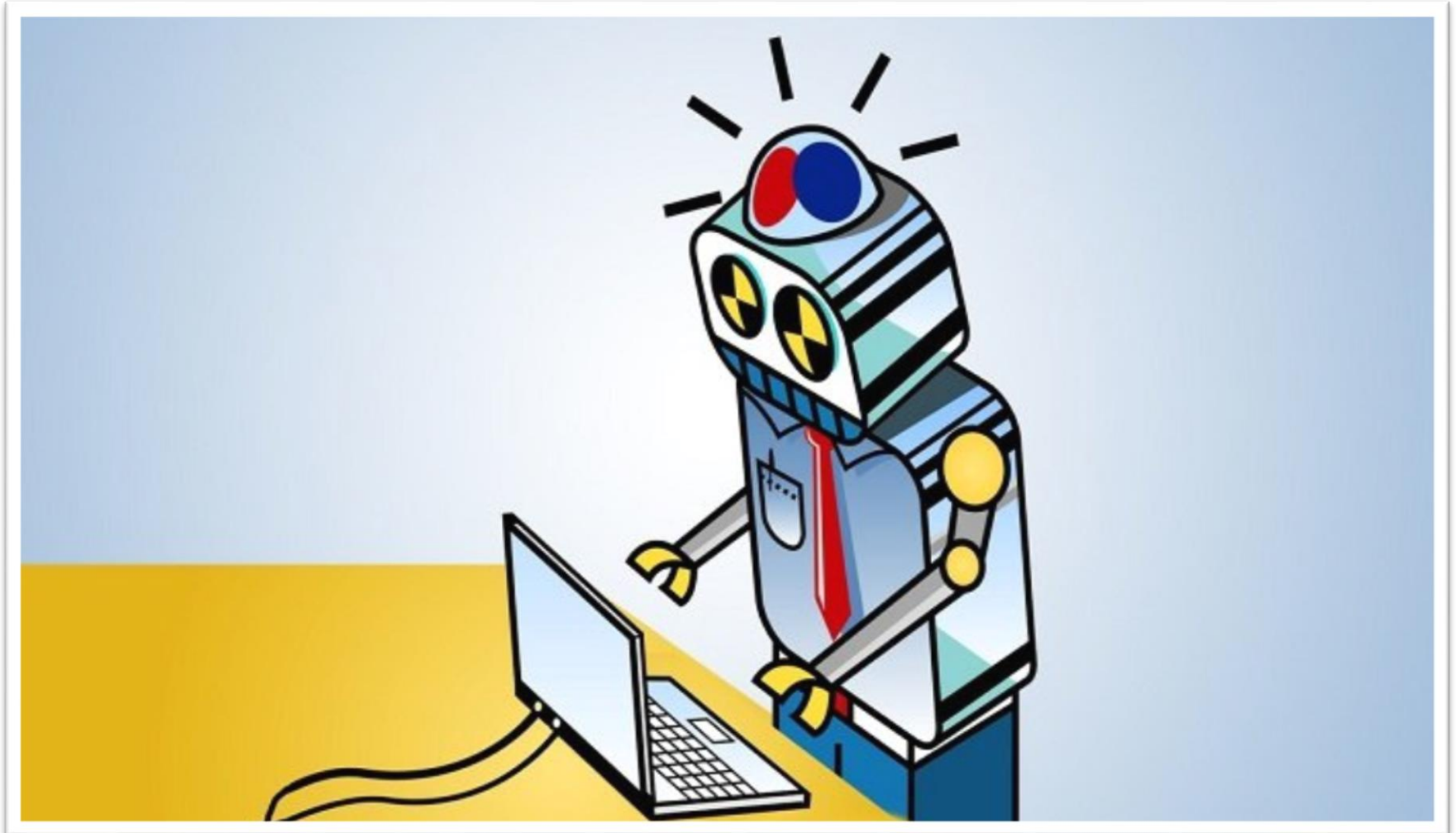
Event Volunteer - Toronto Humane Society, Toronto, ON 2015 - Present

What **NOT** to Include On Resume

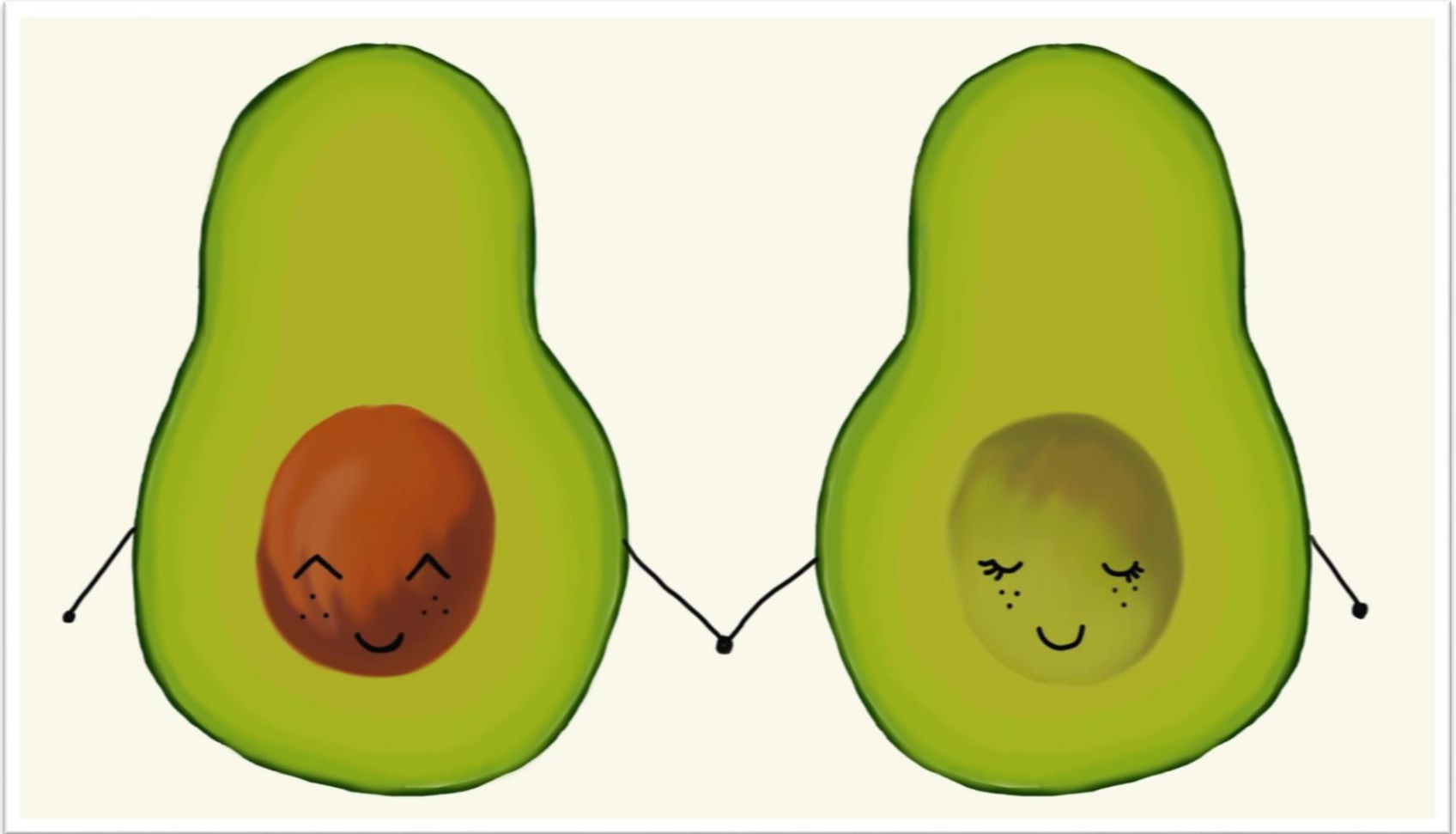
- Personal Information (age, weight)
- Citizenship or Social Insurance Number (SIN)
- Marital Status
- Religion
- Citizenship status
- Reasons for leaving previous job
- Salary expectations
- Availability
- List of references
- Photo (rare exceptions)



Applicant Tracking Systems (ATS)



Prove Your Fit



Jobscan.co

Let's Get Started

Paste the text of your resume in the left box below. Then, paste the text of the job description in the right box. Don't have a resume and job description on hand?

[Try sample resume and job](#)

Step 1: Paste Resume or [Upload Resume](#)

Paste your resume

[Clear resume](#)

Step 2: Paste Job Description

Paste the entire job description text - Exclude the 'About company' section

[Clear job description](#)

[Scan](#)

[Need help? Just ask](#)

Key Resume Tips

- Be consistent with formatting– margins, spacing, bullets
- Put your Header (contact info) on page 2
- Maximum 2 pages long
- Omit irrelevant or old experience from your résumé



Key Resume Tips

- Use appropriate language to show your industry knowledge
- Do not use the same résumé for every job!
- Check for spelling and grammar – more than once!



Cover Letters



What is a Cover Letter?

- A letter that is part of the standard application
- Allows an employer to know the personal side of you
- Always changes with the job
- Highlights your skills
- Explains why you should be hired for the position

Quick Tips

- One page in length with 3 – 4 paragraphs
- Use the same header and font as your resume
- Include the company name and full address
- Use Mr. or Ms. if you have the name of the hiring manager
 - Otherwise, use 'Hiring Manager' or 'Hiring Committee'
- Do not use 'Dear Sir/Madam' or 'To whom it may concern'
- Include a subject line indicating the position you are applying for
- Be specific about your qualifications - match the job requirements
- Error/format free



Sample Letter

Company Contact Information

Salutation

Introduction

Body

Conclusion

SHUN MIZUNOUE
1234 College Street, Toronto, ON M4C 1Z1
416-111-9999 <http://ca.linkedin.com/in/smizunoue>
smizunoue@my.centennialcollege.ca

(month date, year)

Mr. Albert Lou - Manager
ABC Corporation
10 Circle Road
Scarborough, ON M1S 3R3

Re: Application for Financial Advisor position (Job ID # 456504)

Dear Mr. Lou:

This letter is in response to your advertisement on for the position of a Financial Advisor, as advertised on HireCentennial. Please find my résumé attached for your review and consideration.

I have recently obtained my Financial Services Diploma from Centennial College, which has provided me with a thorough background in such areas as financial accounting, financial planning, investments and Canadian securities. My present position as a Financial Advisor Associate with Primerica Financial Services has given me the opportunity to gain relationship building and advising/consulting experience in the financial field. My areas of expertise include mutual funds, life insurance and investment portfolio.

In addition to the above, I also possess strong communication, customer service, sales and negotiation skills, which would help me to contribute to the success of ABC Corporation.

I am confident that my qualifications can be more fully demonstrated during a personal interview. I look forward to hearing from you. You can contact me at 416-111-9999 or by email at smizunoue@my.centennialcollege.ca. Thank you for your time and consideration.

Sincerely,

Signature Here
Shun Mizunoue
Enclosure: résumé

Contact Information

Date

Subject

Paragraph #1

- What position are you applying for
- Where did you hear about the position
- Talk about why you are a great candidate for the position
 - E.g., brief sentence on relevant qualifications/skills relevant to the job
- **Be creative, capture their attention up front!**
 - E.g., why you are interested in this company? what you can offer to this company?
 - Do research on company's mission, history, philosophy, values, awards, upcoming projects, etc.

Paragraph #1 Examples

Example #1:

I was excited to read about the Administrative Assistant job opening at XYZ company. I have several years of administrative experience in a variety of fields including insurance and finance. Please accept this letter and attached resume as my application for

Example #2:

My proven track record of successfully performing complex analyses on various corporations makes me an ideal candidate for the Analyst opportunity that you have advertised. It is with great interest that I submit my application to be considered for the

Paragraph #2

- Discuss specific examples of experiences/projects that showcase the skills required for the position
- Always refer to the job posting!
 - E.g., You are looking for a candidate who has ...
- Break into 2 paragraphs if it becomes lengthy

Paragraph # 2 Example

Currently, I am enrolled in the Early Childhood Assistant Certificate program at Centennial College. My educational background has provided me with both hands-on and theoretical experience in assessing the developmental needs of children. My field placement experience as an ECE Assistant with ABC Day Care allowed me to gain excellent skills in working with infants, toddlers and pre-schoolers in a warm childcare setting.

In addition, I have successfully taught children in various creative and innovative activities to develop basic motor and eye-hand coordination skills. I believe that my background in managing the developmental activities of children of all ages would make me the ideal candidate for this position. Also, my Sales and Customer Service experience, including investigation and resolution of customer requests and problems, will contribute greatly to this position, when dealing with parents and children.

Paragraph #3

- Thank employer for their time
- Ask for an interview, politely

Example:

I would welcome the opportunity to attend an interview to discuss my qualifications and how I can be an asset for your organization. I can be reached via phone or email. Thank you for your time and consideration, and I look forward to hearing from you.

Tips for a Strong Letter

- Use confident language
- Let your personality shine through
- Show your passion for the job/field
- Include accomplishments from previous experiences
- Share compliments from supervisors, patients, team



Summer Webinars/Workshops

Career Chat – Own Your Future, Room #L2-24
Wednesday, June 12 | 12:30PM – 1:30PM

Webinar – How to Find a Job Effectively
Thursday, June 20 | 2:30PM - 3:30 PM

Career Chat – Own Your Future, Room #L2-16
Tuesday, July 16 | 3:30PM – 4:30PM,

Webinar – How to Interview with Confidence
Thursday, July 4 | 1:00PM - 2:00 PM

Webinar – How to Be Successful at Work
Tuesday, July 16 | 2:30PM – 3:30PM

REGISTER ON HIRECENTENNIAL!!!

© Centennial College 2016-2017

Career Services is here to help!

Career Services

416-289-5223

centennialcollege.ca/employment

careerservices@centennialcollege.ca

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#CareerLaunchCC

Stay Connected!



10KCOFFEES