



HOW TO WRITE A GREAT RESUME/CURRICULUM VITAE



Wells College

The education of an extraordinary life.

Office of Experiential Learning and Career
Services

Presentation Outline

Purpose

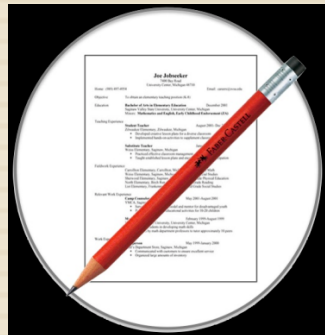
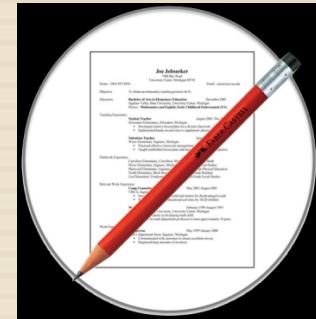
- Before you Start

- Parts of a Resume/Curriculum

- Sample Resumes/Curriculum

- Vita
 - Vitas
 - References

- Action Words



Purpose of a Resume

□ What is a resume?

- Origin: French Word resume meaning “to summarize”
- Purpose: to persuade the prospective employer for a personal interview
- Serves to provide a summary of your qualifications
- Emphasizes your skills and accomplishments

□ What is a curriculum vita ?

- Is a summary of your educational and academic background, as well as teaching and research experience, publications, presentations, awards, honors,

Before You Start

DO...

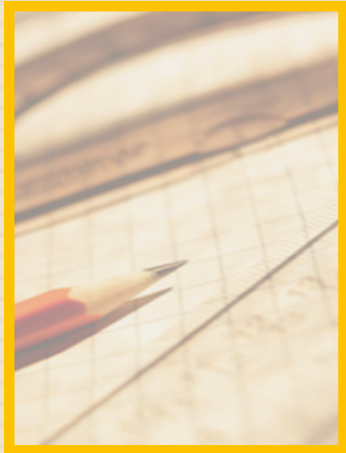
- Be brief, clear and concise
- Stress your accomplishments and skills, as well as experience
- Be neat and organized; direct the reader's eye with format
- Use bold type to emphasize certain elements; use italics
- Be consistent on format and tenses
- Concentrate on positives
- Use **action** words to describe your accomplishments
- Proofread careful; let at least 2 others read over and critique
- Use high quality matching paper

Before You Start

DO NOT...

- Use the pronoun “I”
- Use a font size smaller than 10
- Include personal information such as marital status, health, age, place of birth, etc
- State salary requirements
- Use nicknames
- Include names and addresses of past supervisors
- Include a photograph
- Include any information that you cannot supply documentation or explain

Parts of the Resume



- Heading
- Career Objective
- Education
- Qualifications
- Experiences
- Honors and Awards

Parts of a Curriculum Vita



- Heading
- Career Objective
- Education
- Skills and Qualifications
- Experiences
- Presentations
- Publications
- Grants and Fellowships
- Honors and Awards

Heading

- **Initial section of your resume details**
 - ▣ Who you are
 - Do not use nicknames
 - If you go by your middle name, indicate it
 - Example: Norman Scott Smith would be N. Scott Smith
 - ▣ How the employer can reach you
 - Name, address, phone number, email (professional)
 - Current and Permanent if applicable
 - Use area codes and zip codes

Example Heading

Kevin R. McGavin
kevinmcgavin@email.com
315-555-5555

Campus Address

**P.O. Box 1234
20**

**Aurora, NY 13026
34488**

Permanent Address

5432 NE 35th Street #

Silver Springs, Florida

Career Objective

- **Some Do, Some Don't**

- ▣ Some choose to exclude from resume and state in cover letter
 - Feel that it can be limiting, too broad, or uninformative

- **A clear Statement of Your Intentions**

- ▣ Some employers like to see a clear goal or purpose
- ▣ Avoid using phrases such as “a challenging position”, “a position dealing with people”, or “opportunity for growth”
- ▣ Tailor to the job, examples:

Education

- **Content and format**

- Institution attended, location (city/state), graduation date, type of degree, area of study, GPA (if above 3.4), and any academic honors

- Wells College, Aurora, NY May 2010
Bachelor of Arts, Computer Information Systems
GPA: 3.6/4.0
Honors: Dean's List, 4 Semesters
Henry Wells Scholarship, 4 Years

- **Placement**

- Recently graduated students place it after objective
- Graduated a year or more, place after experience

Qualifications

- **Summary of special skills**
 - ▣ Computer skills, language skills, customer service, leadership
 - ▣ Be Specific! Example:
 - Proficient in writing and speaking Spanish
 - Skilled in the use of MS Word, MS Excel, MS Access
- **Preview of what is to come in experience**
- **Listing qualifications is optional**

Helen Smith
6456 Gainsboro Street
Orlando, FL 33625
341-589-8978
helensmith@yahoo.com

EDUCATION

Bachelor of Social Work, May 2000
Saint Leo University, Saint Leo, Florida

Honors: Phi Theta Kappa International Honor Society
 Hazel Whitman Scholarship

QUALIFICATIONS

- Excellent listening skills
- Demonstrated assessment, intake, and counseling skills
- Experience working with mental health clients
- Utilized conflict management skills
- Proven leadership capabilities
- Work well independently or as a team member

ANA TERESITA DI DONATO
PERMANENT ADDRESS
14301 John Smith Blvd. Apartment 714
Tampa, Florida 33613
(813) 555-8561
anadidonato@e-mail.com

EDUCATION

Saint Leo University, Saint Leo, Florida 33574
Bachelor of Arts (English Literature) January 2000
3.6/4.0 GPA

Honors **Graduated Cum Laude**
Dean's List
Florida Merit Scholar
The Abbot Marion Bowman Activities Award 2000

QUALIFICATIONS

- **Bi-Lingual in English and Spanish**
- **Extensive customer service experience**
- **Proficient in Windows 98, Microsoft Word, Excel, Access, Publisher, PowerPoint, Page Maker 6.0, Explorer, and Print Shop**
- **Professional writing skills**
- **Self-motivated; function well independently or as a team member**
- **Demonstrate leadership skills**
- **Goal-oriented**
- **Experience in working with children and adolescents**

Experience

- **Experience relevant to your objective**
 - ▣ Full or part-time employment, internships, practicum
 - ▣ Also be sure to list volunteer work, community committee work, advisory board positions; it indicates work ethic, knowledge, conscientiousness

Experience

□ Formatting

- Most Recent First (Reverse Chronological Order)
- Experience Information
 - Name of Organization
 - Location Information (City, State only)
 - Position Title (example– Cashier, Child Care Provider)
 - Date (August 2010–Present, or July 2010–August 2010)
- Describe the job and accomplishments
 - Use each phrase with an action word

Helen Smith
6456 Gainsboro Street
Orlando, FL 33625
341-589-8978
helensmith@yahoo.com

EDUCATION

QUALIFICATIONS

EXPERIENCE

Internship, The Harbor Behavioral Health Care Institute, Spring 2008 **Alpha Program Assistant**

- Facilitated at-risk children's groups
- Assisted with home visits
- Attended substance abuse staff meetings

Traditional Mental Health Case Management

- Attended staff meetings
- Observed case managers in court and jail
- Visited the state hospital
- Training included Orientation and Quality Training, Basic Ethics, Medical Records, Case Management.

Experience

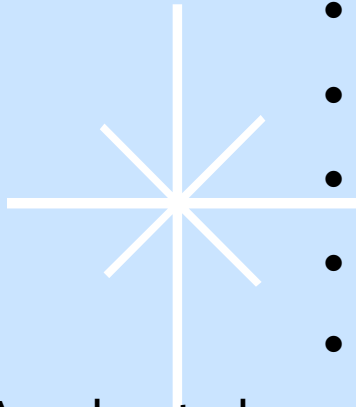
- **Experience relevant to your objective**

- ▣ Full or part-time employment, internships, practicum
- ▣ Also be sure to list volunteer work, community committee work, advisory board positions; it indicates work ethic, knowledge, conscientiousness

- **Important to use action words**

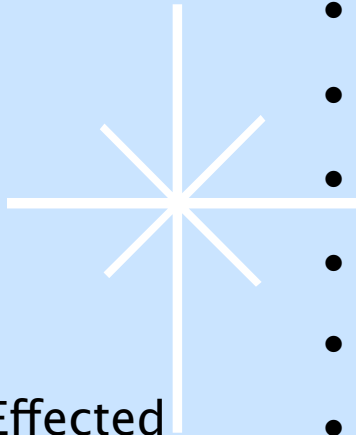
- ▣ Good descriptions are vital to conveying your experience
- ▣ Keep your tense consistent; present tense if you are currently active in the experience and past tense for all other past experiences
- ▣ Use the action word list provided for ideas

Verbs



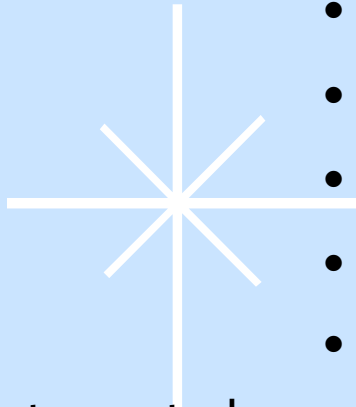
- Accelerated
- Accompanied
- Achieved
- Acquired
- Administered
- Advised
- Analyzed
- Appreciated
- Arranged
- Aspired
- Assembled
- Assisted
- Budgeted
- Built
- Clarified
- Commanded
- Completed
- Composed
- Conceived
- Conducted
- Constructed
- Controlled
- Converted
- Cooperated
- Coordinated
- Correlated
- Created
- Decided
- Delegated
- Demonstrated
- Designed
- Determined
- Developed
- Devised
- Directed
- Discovered
- Displayed
- Doubled
- Earned
- Educated

More Verbs



- Effected
- Eliminated
- Enacted
- Encouraged
- Engineered
- Enhanced
- Established
- Evaluated
- Exceeded
- Executed
- Exhibited
- Expanded
- Facilitated
- Finalized
- Financed
- Formalized
- Formed
- Formulated
- Founded
- Generated
- Governed
- Graduated
- Handled
- Headed
- Hired
- Identified
- Implemented
- Improved
- Improvised
- Increased
- Induced
- Influenced
- Initiated
- Innovated
- Inspired
- Installed
- Instructed
- Insured
- Integrated
- Intensified



Even MORE Verbs





- Interpreted
- Invented
- Justified
- Keyed
- Keynoted
- Launched
- Licensed
- Located
- Maintained
- Managed
- Marketed
- Mastered
- Monitored
- Motivated
- Negotiated
- Negotiated
- Obtained
- Operated
- Organized
- Participated
- Perfected
- Piloted
- Pioneered
- Planned
- Prepared
- Produced
- Provided
- Recommended
- Reconciled
- Reorganized
- Revised
- Served
- Serviced
- Streamlined
- Structured
- Succeeded
- Supervised
- Trained
- Unified
- Verified

Presentations / Publications / Grants and Fellowships



Presentations

-  List all campus and/or conference presentations that you presented at.
 -  Smith John (2006). The behavior of learning disabled adolescents in the classrooms. Paper presented at the Psychology Conference at the University of Minnesota.

Publications

-  List any of your work that was published in a journal, newspaper, online, etc.
 -  Smith, John (2005). The behavior of learning disabled adolescents in the classroom. Journal of Educational Psychology, 120 – 125.

Grants and Fellowships

-  List any grants and/or fellowships that you earned.
 -  RDB Grant (University of Minnesota Research Grant, 2005), \$2000

Honors & Awards

□ Placement

- List should be at the end
- Activities can be separate from Honors
- Examples
 - Eagle Scout
 - Volunteer of the Year
 - Community Service Award

Resume Example

Sara E. Smithe

E-mail: smithsa@earlham.edu

Permanent Address

1703 E. Montana Street
Erlanger, KY 45321
(606) 555-6789

Campus Address

Drawer E-XXXX
Richmond, IN 47374-4095
(317) XXX-XXXX

Objective

An entry level position with a human services organization dedicated to the improvement of social welfare and to the education of the general public.

Education

Earlham College, Richmond, IN, Bachelor of Arts, May 1997
Major: **Human Development and Social Relations** GPA: 3.7/4.0
Counseling Training (30 hours), Earlham College, 1997
Earlham College Kenya Program, 1996
Sexual Assault Survivors' Advocate Training, (30 hours), 1991

Relevant Experience

**1995 to
Present**

Sexual Assault Survivors' Advocate - Earlham College,
Richmond, IN

- Provide support and empowerment for survivors of sexual assault.
- Refer survivors of sexual assault to appropriate legal, medical and counseling organizations.
- Train other students in crisis-intervention and referral techniques.
- Stimulate discussions within a supportive environment about the experiences of sexual assault survivors and about rape culture in society.

**1994 to
1995**

Peer Counselor - Career Services, Earlham College, Richmond, IN

- Stimulated first year college students to organize their ideas about the future and their career development.
- Planned and conducted a workshop for sophomore and junior college students on how to apply the skills learned in their major to a variety of career opportunities.
- Assisted in training other students to become peer counselors.
- Implemented and updated office resource filing system.

Fall 1994

Teacher's Aid - The Children's School (affiliated with The Society of Friends),
Richmond, IN

- Aided individual first and second grade students in developing their primary reading and math skills.
- Assisted teacher in carrying out class activities within an academically stimulating, less structured environment.

**Summer
1994**

Outreach Student Intern - Albion Fellows Bacon Center (Battered Women's
Shelter), Evansville, IN

- Assumed multiple duties such as facilitating women's and children's support groups, counseling clients in crisis situations and identifying appropriate legal options, and preparing and conducting educational workshops for the community.

Fall 1993

Volunteer Tutor - Rose Hamilton Elementary School, Centerville, IN
Creatively sought ways to stimulate young students' desire to learn.

Curriculum Vita Sample p1

CURRICULUM VITAE SALLY BRUIN

Home

1234 Rose Ave.
Long Beach, CA 90002
(562) 555-1234
E-mail: Sbruin@ucla.edu

Work

University of California, Los Angeles
701 UNEX Building, 215672
Los Angeles, CA 92001-2200
(310) 555-4321

EDUCATION

University of California, Los Angeles

Ph.D., Developmental Psychology, expected September 2003. (APA Accredited)

University of California, Los Angeles

M.A., Developmental Psychology, June 2000

University of Pennsylvania

B.A., Psychology, December 1995

LANGUAGES

Fluent in conversational Spanish

TEACHING EXPERIENCE

Instructor – Undergraduate Psychology Course, Human Sexuality

University of California, Los Angeles

April 2001 – June 2001 (Spring Quarter)

Taught upper-division psychology course entitled "Human Sexuality." Course integrated issues of behavioral, cultural, and ethnic diversity into an overview of the biological, behavioral, and psychological aspects of human sexuality. Duties included curriculum design, lecture planning and implementation, test design, and evaluation of student progress.

RESEARCH EXPERIENCE

Principal Investigator

University of California, Los Angeles

June 2001 – present

Dissertation: Methods for Increasing Cultural Diversity in After-School Programs.

This study investigates the content, programming and accessibility of after-school programs developed for adolescents in three urban public schools. The existing programs will be evaluated based on enrollment, attrition and measured impact on participating students. Gender, race, and age differences will be examined.

Chair: Victoria Barnett, Ph.D.

Curriculum Vita Sample p2

CLINICAL EXPERIENCE

Psychological Evaluation Trainee

Santa Monica Child Guidance Center, Santa Monica, CA

August 1998 - July 1999

Conducted assessments of children, adolescents and mothers. Presenting issues included ruling out learning disabilities, clinical depression, ADHD, and oppositional defiant disorder. Duties included: consultation with parents, teachers, and therapists. Battery administration, scoring and report writing. Attending weekly assessment training seminars, and individual supervision.

Supervisor: Bob Lamonta, Ph.D.

SUPERVISION EXPERIENCE

Supervisor – Undergraduate Research Team

University of California, Los Angeles

August 1999 – July 2000

Supervised and trained a group of undergraduate researchers in developing, conducting, and evaluating school-based interventions. Accompanied on-site interventions. Provided feedback and assistance in carrying out projects.

Supervisor: Delongpre Dannon, Ph.D.

PRESENTATIONS AND POSTERS

Doyle, W.P., Shrapshire, E., **Bruin, S.** (April 2001). In search of processes to explain gender differences in adolescent onset obsessive compulsive disorders. Poster presented at the annual meeting of the Western Psychological Association, Seattle, WA.

Bruin, S., Lankman, F., Smith, L., Davis, M., Stapleton, B. (2000). Multidisciplinary training as an educational experience for emerging school-based interventions. In B. Blinkman (Chair), *Prevention across all levels for the culturally diverse urban center*. Invited paper address presented at the annual meeting of the American Psychological Association, Toronto.

PUBLICATIONS

Doyle, W.P., **Bruin, S.**, Thurman, A.E., Lamonta, B.S. (2001). Obsessive Compulsive Disorder in Children and Adolescents: A Review. *Journal of Adolescent Health*, 39 (2), 69-78.

Shrapshire, E., Doyle, W.P., **Bruin, S.**, Lamonta, B., Thurman, A.E. (1999). High-Risk Behavior and Rates of HIV Infection Among Low-Income Urban Adolescents. *Journal of Social Issues*, Sum, 85 (4), 199-215.

COREY MAHER
P.O. Box 1942, HALIFAX, NS
B3J 3H8

457-2929(H)

494-1445(W)

PROFILE: Experience in administrative and secretarial positions. Proficient in word processing and a variety of computer programs. Adaptable, dependable, strong organizational skills, experienced at multi-tasking in a variety of settings.

EXPERIENCE

January 1993-present **SENIOR CLERK, Research Services**
Dalhousie University, Halifax, NS

- ▶ Provide secretarial/clerical services to five administrators; schedule appointments, book meetings, maintain databases, type and edit correspondence, maintain contracts and other documents;
- ▶ Independently peruse mail, compose and sign routine correspondence, draft correspondence for administrators;
- ▶ Handle inquiries, provide information and procedural advice to faculty researchers;
- ▶ Maintain up-to-date information on funding opportunities;
- ▶ Use the Internet and other methods to research a variety of materials, draft reports, produce statistical information;
- ▶ Purchase stationery, office supplies and equipment.

September 1989- **ACCOUNTING CLERK, Financial Services**
December 1992 Dalhousie University, Halifax, Nova Scotia

- ▶ Responsible for accounts receivable functions;
- ▶ Data entry, processing of cheques, cash etc.
- ▶ Used CUFS, Lotus 123 and WordPerfect to produce a variety of reports;
- ▶ Liaised with businesses, government employees and the general public

August 1988- **RECEPTIONIST, City of Halifax**
September 1989 Halifax, Nova Scotia

- ▶ Provided front-line reception duties in an extremely busy office environment;
- ▶ Operated a multi-line switchboard and sent messages via electronic mail;
- ▶ Directed in-person and telephone inquiries to the appropriate locations;
- ▶ Processed a large volume of mail on a timely basis.

COREY MAHER

PAGE 2

EDUCATION

- 1988 Mount Saint Vincent University
Completed two years of a Bachelor of Office Administration
- 1986 Sir John A. MacDonald High School
Grade 12, Cooperative Education Program (included a five month secretarial work assignment at NatSea)

RECENT TRAINING COURSES

- Henson College, Dalhousie University
- 1995 WordPerfect 6.0 for Windows, PowerPoint for Presentations
1994 Excel, Lotus 123
- Human Resource Development, Dalhousie University
- 1994 Priority Management, Dealing with Difficult People
1993 Computerized Records Management

VOLUNTEER WORK

Canvasser, Nova Scotia Heart Foundation
Brown Owl, Girl Guides of Canada

REFERENCES

Tanya Giles, Research Administrator Sandra Price
Research Services Departmental Administrator
Dalhousie University Research Services
494-1126 Dalhousie University
494-1129

Cheryl Sears, Manager
Accounts Payable, Financial Services
Dalhousie University
494-2222

JIM JAMES

123 Drive ♦ New York, New York 12345 ♦ (888) 277-5550

PROFESSIONAL SUMMARY

A seasoned professional with practical experience in and solid understanding of a diverse range of business management applications, including market analysis, sales and marketing, team-building, and quality assurance. Demonstrated ability to select, train and retain self-motivated, customer-oriented employees. High-caliber presentation, negotiation and closing skills.

CAREER EXPERIENCE

THE FURNITURE COMPANY, New York, New York 1995 - Present

V.P. Sales

Originated the company, transforming an idea into a successful import and sales company. Coordinate marketing, importing, warehousing and sales of futon frames and wood products from Indonesia to wholesale customers throughout the U.S.

- Created an innovative product design that allowed one customer to go from an average to major player in the industry.
- Through successfully marketing the products, both in person and over the phone, sold on average \$75,000 of products on monthly basis.
- With a history of production management took customer ideas and designed products that would meet the specifications for successful rollout with the factory in Indonesia.
- Starting with zero customers, built the customer base to 40 clients by developing a strong rapport with potential customers, finding their particular needs and matching their needs with specific products.

THE COMPANY, Detroit, Michigan 1993 - 1995

Sales Representative

Recruited specifically to help turnaround a beleaguered company. Successfully sold food-processing equipment, rack systems, and material handling equipment to production facilities throughout the Northwest.

- Served as a commissioned sales representative with weekly sales of \$7500 that was achieved by developing strong customer rapport, identifying opportunities and selling products from inventory.
- Researched market competition and their prices to stay ahead of the key players in the marketplace.
- Identified small companies that other competitors were overlooking; providing an increase in sales by servicing a previously under served market niche.

GOODFOODS, INCORPORATED, Portland, Oregon 1977 - 1993

V.P. Production Control

Hands-on business manager with experience in a full range of operations including strategic and tactical business planning, finance, human resources, customer service, purchasing and inventory management. Excellent financial skills for effective forecasting, budgeting and negotiations.

- Set up production daily for a 200-employee production, warehouse, and shipping facility that enabled all production targets to meet corporate standards.
- Coordinated purchase and receipt of raw materials and packaging materials for weekly production valued at over \$450,000.
- Biggest challenge was to meet orders when raw materials were bad
- Implemented procedures and controls to ensure products met United States Department of Commerce compliance - including the onsite inspector.
- Through changing and redesigning production equipment increased production 20% per year.
- Aggressively expanded production in the facility from one shift and 100,000 pounds of product to a 24-hour operation processing in excess of 300,000 pounds.

EDUCATION

BACHELOR OF ARTS IN SOCIAL SCIENCES

University of Nevada

Computer Skills: Excel, Lotus, Word Perfect, and Macintosh Software.

1977

Las Vegas, Nevada

REFERENCES PROVIDED UPON REQUEST

References



- **Do not include in body of your resume**
- **Choose three to five people**
 - ▣ Past supervisors , employers , faculty
 - ▣ People who know you
 - ▣ Request their permission first
 - ▣ Confirm their contact information

References



References

Complete Name

Job Title

Address (Street, City, State, Zip)

Phone Number (Include Area Code)

E-mail

Example:

John Doe

Director of Hiring

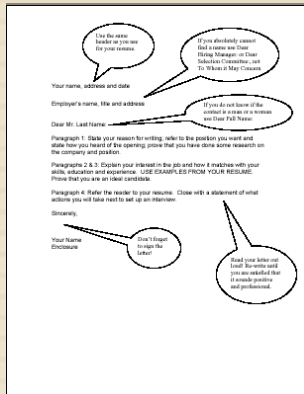
123 Main Street

Unknownville, TX 55555

(123) 555-1234

john.doe@e-mail.com

Cover Letters



- Always send a cover letter with when submitting a resume to an employer
- Should be clear, concise, and detailed
- Explain why you are interested in the position
 - Highlight your abilities and how they match those of the position
- Proof read for any grammatical mistakes, this is often your first impression!

Your Street Address
City, State, ZIP

Today's Date

Ms. Ann James
Vice President, Marketing
Wiggetts, Inc.
123 Grand Avenue
Houston, TX 70890

Dear Ms. James:

The **opening paragraph** should be around the interest of the employer. State **why** you are writing (i.e. in response to an advertisement referral from a contact, knowledge of position opening, etc.). If you have been referred by an individual, be sure to mention that person's name here. You should also give the title of the position for which you are applying.

The **middle paragraph** should create a desire on the part of the employer to know more about you. Point out several key accomplishments from your resume that pertain to the job description, and highlight qualifications that would make you a good candidate for **this** position. Be careful not to repeat your resume verbatim, but refer the reader to important points of interest.

This paragraph requires some homework. You want to explain why you want to work for **this** specific organization. If you are not familiar with the organization, use the library or the Internet to do some research. You might even want to call or stop by the employer's location to request informational materials. Most employers are impressed by the fact that you would care enough to gather information before applying for a position.

The **closing paragraph** should pave the way for the interview by stating your availability for an interview and the most effective way to contact you (email and phone including hours). Also, be sure to thank the reader for the attention and consideration he or she is giving to your resume.

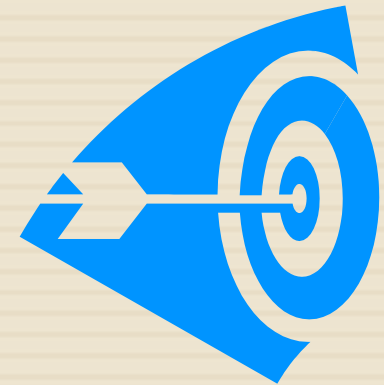
Sincerely,

(sign here)

Roberta A. Jones

Enclosure (You are noting that you have enclosed your resume.)

(Sample Cover Letter Outline)



Sections of a Cover Letter

Section 1: Opening Paragraph “Introduction”

- Should arouse the interest of the employer.
- State why you are writing (i.e. in response to an advertisement, referral from a contract, knowledge of position opening, etc.).
- You should also give the title of the position for which you are applying.

Sections of a Cover Letter

Section 2: Second Paragraph– “Getting to know you”

- Should create a desire on the part of the employer to know more about you.
- Point out several key accomplishments from your resume that pertain to the job description, and highlight qualifications that would make you a good candidate for this position.

Note: Be careful not to repeat you resume verbatim, but refer the reader to important

Sections of a Cover Letter

Section 3: Third Paragraph– “The Homework Paragraph”

- You want to explain why you want to work for **this** specific organization. (ex.: Goals, techniques, inavativite,
- If you are not familiar with the organization, use the library or the Internet to do some research. You might even call or stop by the employer’s location to request information materials.
- Most employers are impressed by the fact that you would care enough to gather information

Sections of a Cover Letter

Section 4: Third Paragraph– “Thank you”

- Thank the reader for their attention and consideration in reviewing your resume.
- Should pave the way for the interview by asking for an appointment, or by offering to call the employer in the near future.

DIANA KEATING

dianak@aol.com

54 West Maplewood Drive
Granbury, TX 611 46

(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,

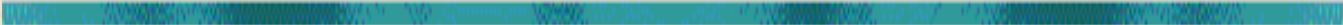
Diana Keating

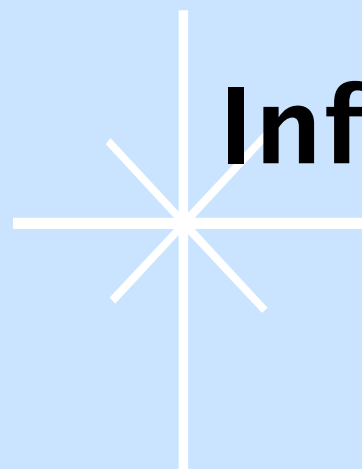
Enclosure

Words of Wisdom



Eric's Words of Wisdom

- **Enjoy the Process**
 - **Writing a resume is an art not a science**
- 



For More Information or Assistance

Wells College

Office of Experiential
Learning and Career
Services

Eric Vaughn, Director
(315) 364-3379 Office
evaughn@wells.edu



References

<http://jobsearch.about.com/od/cvsamples/a/blsamplecv.htm>

<http://career.ucla.edu/Students/Workshops/OnlineResumeWritingWorkshop/Format/CurriculumVitaeCV/ExampleOfACV.aspx>