



Success Steps for Résumé and Cover Letter Writing

July 18 - July 22

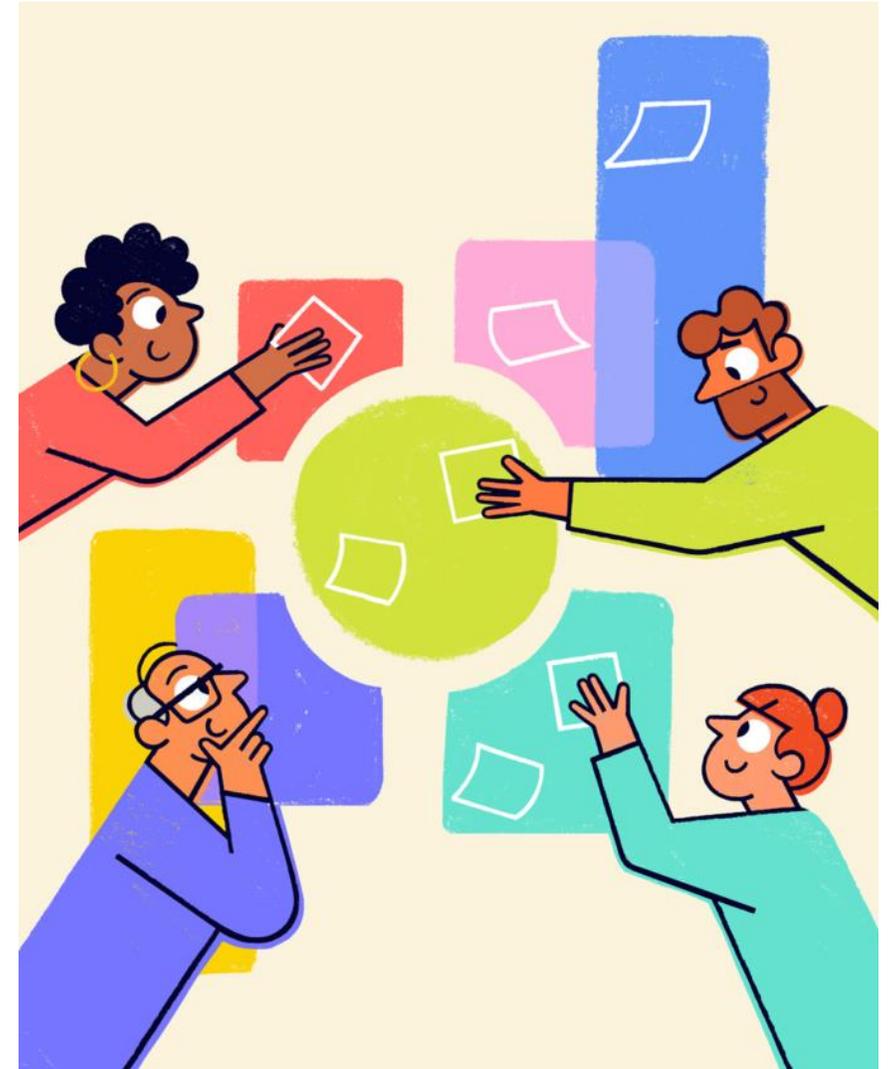
 **CAREER CENTER**

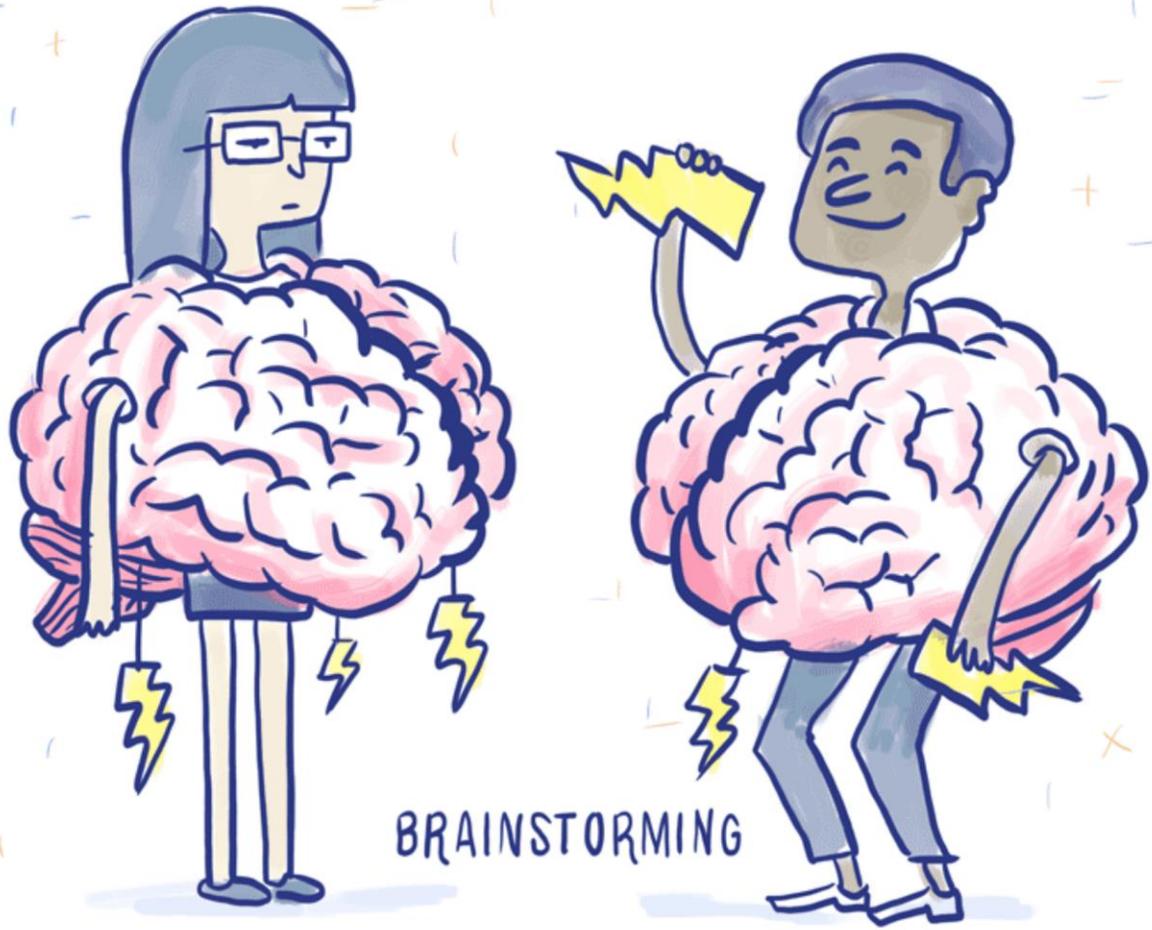
Today's Objectives

- Brainstorm experiences to add to your résumé
- Choose a storytelling model to express your experiences
- Connect your experiences to professional qualities that employers are looking for

What does a résumé DO?

- Tell your professional story
- Highlight past experiences in which you demonstrated your professional skills
- Make it easy for the employer to see how you're a good fit for the position and company
- Get you an interview!





Get Ready to Brainstorm!

Experiences at Cal State LA

- **Relevant Course**

- What makes a class relevant?
- Ex: Internship course, Capstone

- **Projects**

- How did you practically demonstrate what you learned?
- Ex: Business case studies

- **Campus Organizations**

- How has this helped with your professional/personal development?



Experiences outside of Cal State LA!

- **Volunteer Work**

- How does this demonstrate your values?
- Ex: local non-profit or soup kitchen

- **Family business**

- What kind of skills did you develop here?
- Ex: Inventory and cashier at Tire Shop

- **Internship**

- How did this experience strengthen your industry skills?
- Ex: Marketing Social Media Assistant

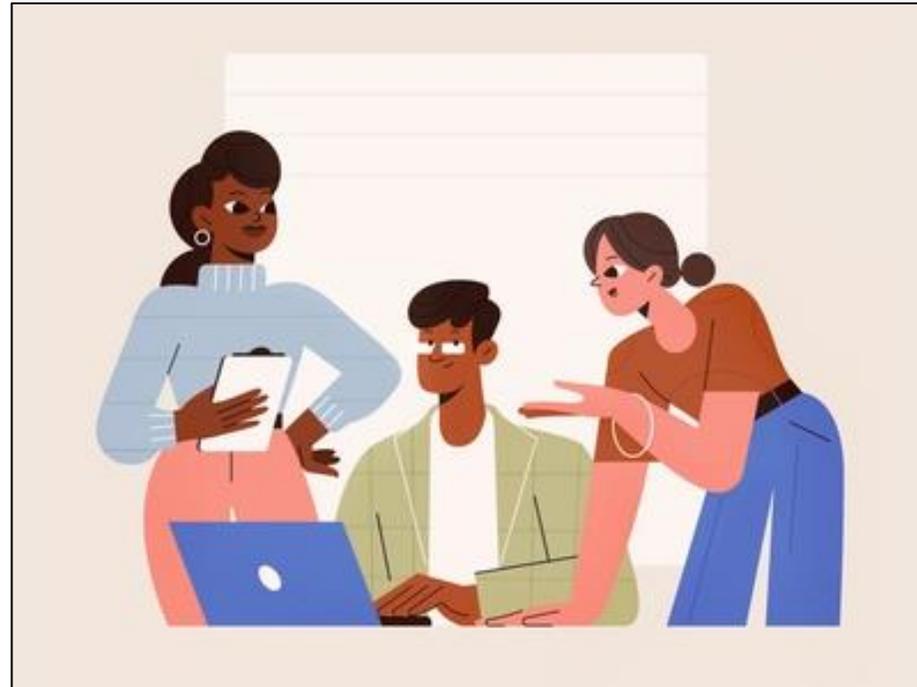
- **At-home roles**

- How has this shaped you as a person and how you view work?
- Ex: Caretaker

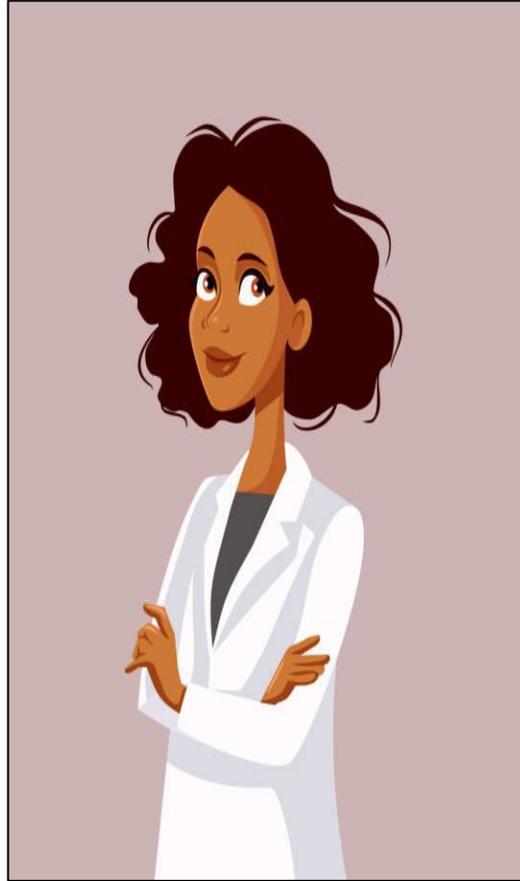


Let's connect the dots!

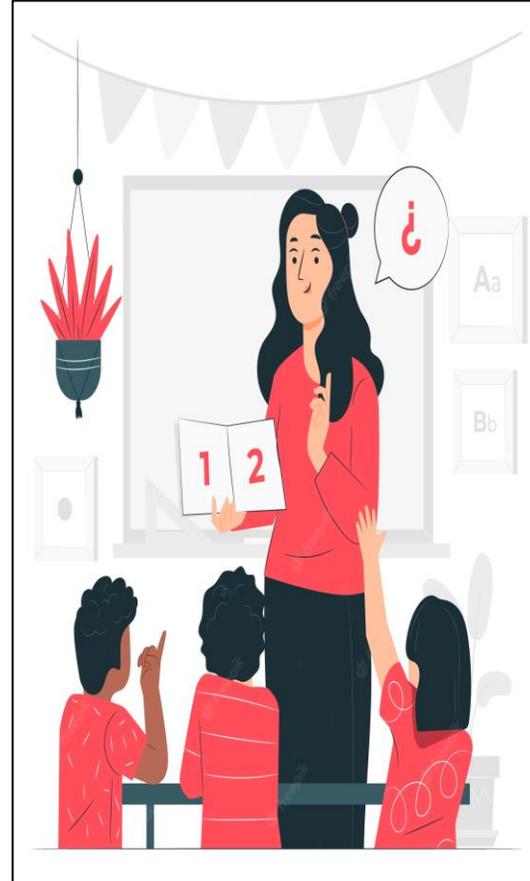
- **What are common themes you see in your experiences?**
- **What are some of your values?**
- **What are your top strengths and skills?**



How do you want to tell your story?



Process-Oriented



Challenge Overcome



Point of Pride

Process Oriented

- **Use this when you want to describe how you tackle a problem or analyze a concept!**
- **This story is about sharing the journey, not just about the end goal**
- **FOCUS: Steps to an outcome**



Process-Oriented Example

I asked my manager what features are most important and what the company budget is. With this information, I started to research productivity software options that met the minimum requirements within budget.

In addition to features and price, I considered the software's ability to meet future needs as well as customer reviews.

Once I had a list of 5 or so options, I narrowed it down to the top three with a top recommendation. I presented my recommendation to my manager with a few points about why this option was best.

- **Skills demonstrated:**

- Leadership, Problem-solving, Analytical, Detail-oriented, Ability to compromise

Challenge Overcome

- **We tell these stories when we want to highlight our strengths and skills in overcoming adversity**
- **How do you act under pressure?**
- **We want to highlight drama and give a satisfying ending**



Challenge Overcome Example

Our company newsletter was frequently sent late—and worse, sometimes had errors or typos. It was a bad look for the marketing department.

I reviewed this newsletter workflow with the team, which revealed several issues: There was no deadline for newsletter submissions and no one person had ownership of the project.

Our marketing coordinator had recently requested more responsibility, so I asked her to oversee the process. Together, we created a schedule, a form for submissions, and a review process.

Since instituting these changes, the newsletter has gone out precisely on time and error-free—plus, clicks and opens have increased.

- **Skills demonstrated:**

- Initiative, Delegation, Analytical, Communication, Collaboration

Point of Pride

- **We tell these stories to share about our personal achievements**
- **This lets people know your values and what's really important to you**
- **What's something you worked hard at, and feel satisfied with the results?**



Point of Pride Example

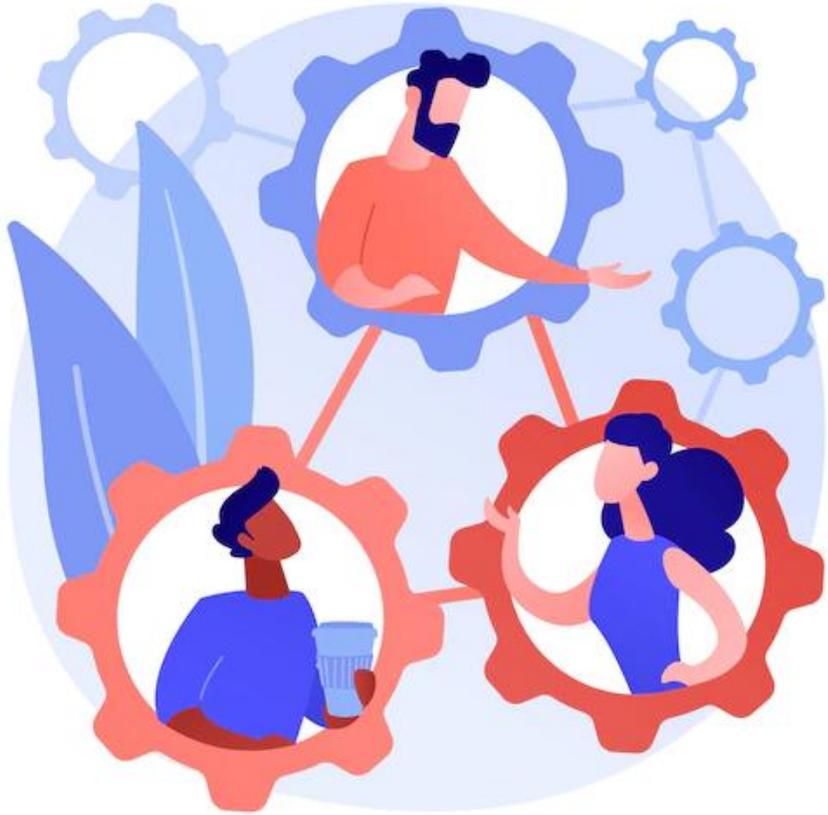
One of my most notable accomplishments was delivery of the mobile apps project during my internship this past summer.

I joined the tech development team at a time when they were in the process of losing a team member due to relocation. That team member was the lead for the iOS version of the mobile app under development. Since I had already developed two iPhone apps and no one else on the team had worked with iOS, I was asked to **take the lead for the iOS development and deployment**, effectively half of the project.

This was outside the original scope of my internship, but definitely mission critical. I was able to **deliver the app on time** before completion of my internship and **have deployed it to the iTunes store**. It has already received **over 100 positive reviews from customers**. Would you like to see it?

- **Skills demonstrated:**

- Leadership, Flexibility, Resourcefulness, Ability to Meet Goals



Today: we reflected on your experiences from a competencies-based, skill-oriented perspective.



Next: start plugging in information that we brainstormed today into a Cal State LA Career Center résumé template.

NAME
City, State
555-555-5555
Professional email

Area of Expertise | Area of Expertise | Area of Expertise

PROFESSIONAL SUMMARY

- Use this space to highlight your top skills and strengths that are relevant to the job description
- You can highlight years of experience within your field, awards, or other metrics that quantify your success
- Consider this area as your mini bio. What do you want an employer to know?

SKILLS

Technology: list relevant software here

Languages: list languages that you know here

EDUCATION

Full name of degree, California State University, Los Angeles

Graduation Date

RELEVANT COURSEWORK

Full Name of Course

Ex: Introduction to Public Health not Public Health 101

RELEVANT PROJECTS

Role

Mon Year – Mon Year

Full Name of Class, City, State

- Accomplishment statement
- You can order your bullets according to what is most relevant to what you're applying to
- Make sure to use present tense verbs for current jobs (Manage, Organize) and past tense verbs with past jobs (Managed, Organized)
- Accomplishment statement

WORK EXPERIENCE

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment statement
- Remember to focus on skills demonstrated instead of listing job duties
- Accomplishment statement

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment Statement
- Remember to quantify when you can!
- Bullets can provide examples of how you have demonstrated your soft skills (ex: teamwork)
- Accomplishment statement

VOLUNTEER EXPERIENCE

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment statement
- Bullets can also be used to showcase how your technical and language skills allow you to excel
- Accomplishment statement



What are sections that you think you can start filling out tonight?



Then: use your brainstorming worksheet to create bullets for your résumé.

We're here to help!

CAREER CENTER

- Group Advising to answer all your career questions – both in-person and virtual!
- Schedule through your Navigate LA portal or call (323) 343-3237

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Any Questions?