

# Success Steps for Résumé and Cover Letter Writing

Step Four: Who Would I Hire?  
(Thinking Like A Recruiter.)

Wednesday, July 20  
1 – 2:30 p.m.



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# Today's Objectives

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- ❑ Analyze job postings from an employer point of view
- ❑ Identify how tailored résumés stand out from the crowd
- ❑ Apply these same strategies to cover letters
- ❑ Develop the skills to utilize these strategies across industries

How do you  
read a job  
posting,  
anyways?

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# Insider Tips on Reading Job Descriptions

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- Look at verbs as an opportunity to highlight your transferable skills
- Identify skill “themes” within a job posting
- Notice how often certain skills are asked for over others
- Differentiate between required and preferred skills

**Type:** Internship Position

## Communication Specialist Intern

**Posted Date:** February 15, 2022

**Application Deadline:** March 15, 2022

**Salary Range:** \$15/hour

The City of San Marino is seeking a passionate and ambitious Communications Specialist to join the City Manager's Office. This is an excellent opportunity for an individual with experience in social media management, graphic design, content creation, and copywriting, and a passion for communicating and engaging with a diverse population.

**TIP:** Write your résumé using these skills as a guide

### Required Qualifications

**TIP:** Apply to a job if you meet 75% of the qualifications

- Bachelor's degree in marketing, communications, public administration or a related field.
- A passion for local government, digital media, and community engagement.
- Excellent reading and writing skills
- Ability to work well in a diverse team
- Experience with Adobe Photoshop, Illustrator, and InDesign, or other graphic design software
- Demonstrated experience working with diverse populations
- Will offer academic credit

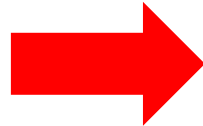
### Preferred Qualifications

**TIP:** Include these if you have experiences

- Experience with marketing technologies like Instagram, Twitter, TikTok, Mailchimp, etc.
- Copywriting experience
- The City is currently focused on better engaging our Chinese community, and therefore, the ability to speak Mandarin and/or write in Traditional Chinese is desirable but not required.

**\*\*Please submit a résumé, cover letter, 1 writing sample**

# Let's identify the keywords and themes of this job description...



Example:

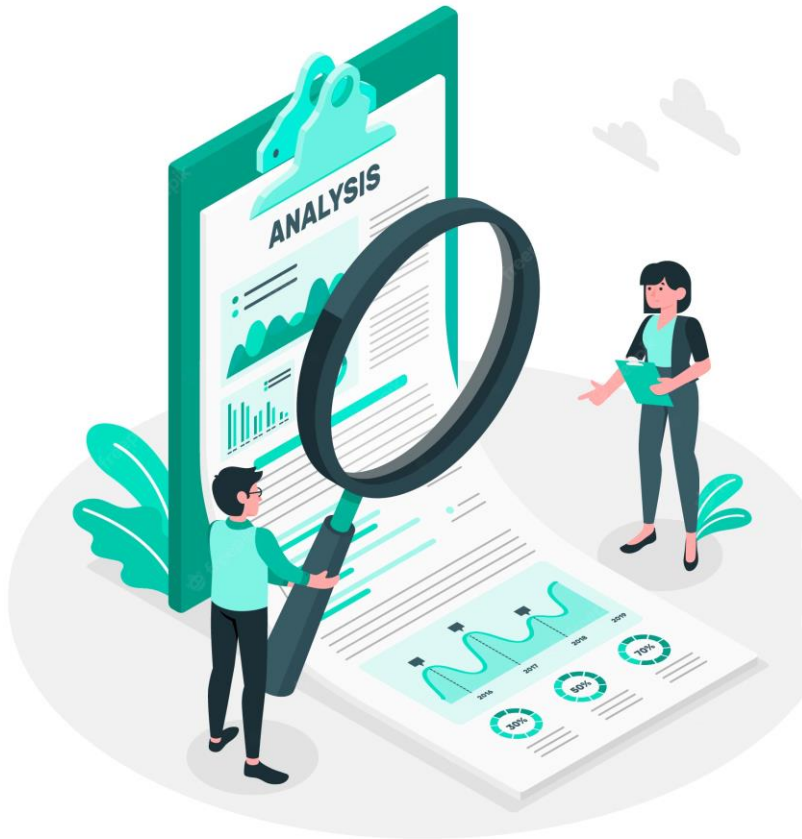
- Evaluating and Giving Information (shown in green)
- Record Keeping (shown in blue)
- Payroll/Budget (shown in gray)
- Scheduling (shown in yellow)

## HR Administrative Assistant Job Responsibilities:

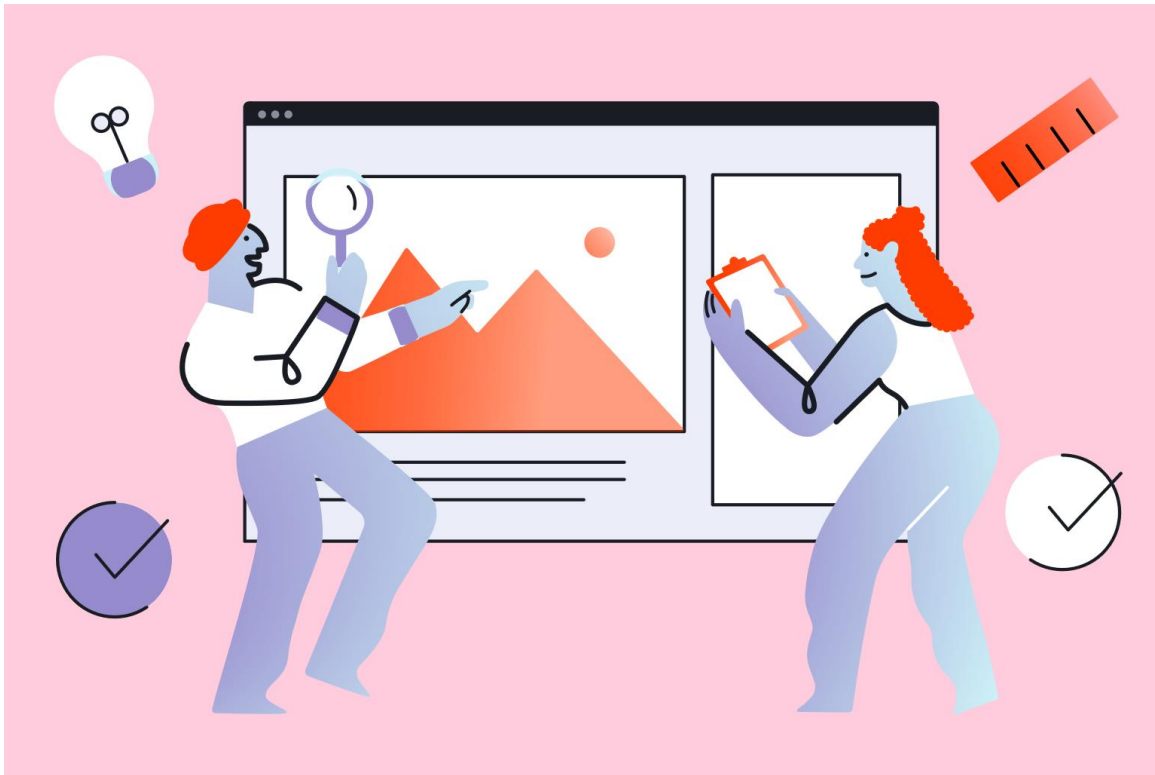
- Supports human resources department by screening, testing, and interviewing applicants.
- Prepares payroll by calculating pay, distributing checks, and maintaining payroll records.
- Provides orientation for new employees by providing information packets, reviewing company policies, gathering withholding and other payroll information, explaining benefit programs, and obtaining signatures for documents.
- Maintains human resources records for employees by recording the hiring, transfer, termination, change in job classifications, and merit increase dates as well as tracking vacation, sick, and personal time.
- Administers employee benefit program including student loan, medical insurance, savings bond, and disability programs by advising employees of eligibility, providing application information, helping with form completion, verifying submission, and notifying employees of approvals.
- Documents and tracks human resources actions by completing forms, reports, logs, and records.
- Sets up and schedules complicated meetings for interviewees, hiring managers, employees, and department heads.

# Your Turn!

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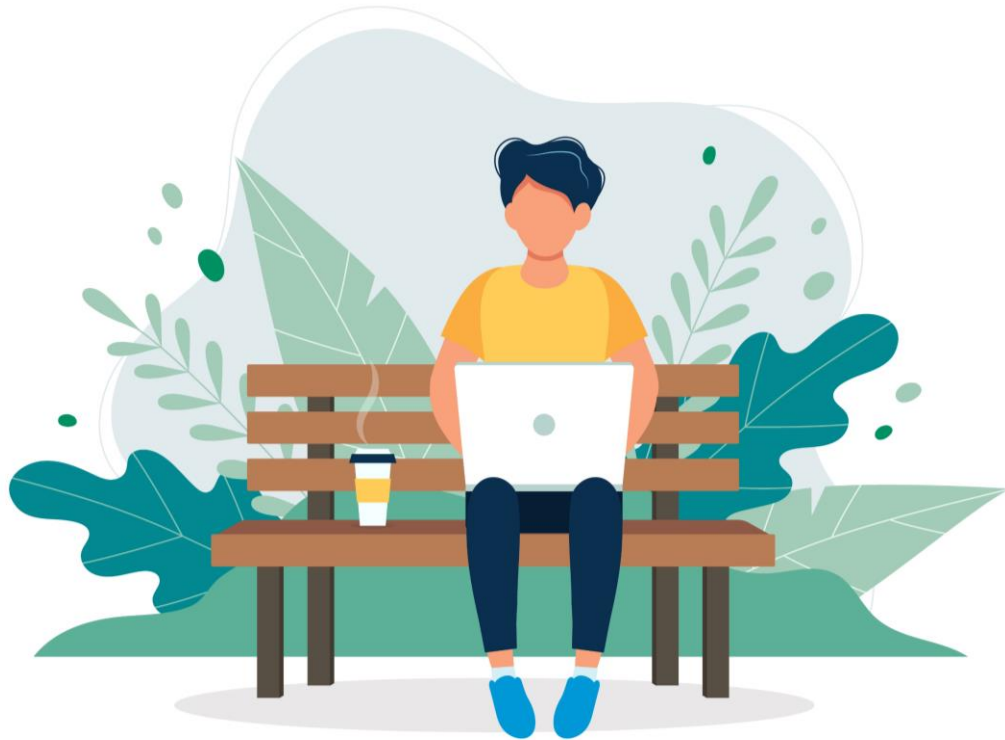


- You will now analyze a new job posting
  - Circle/underline important phrases
  - Categorize skill themes
  - Rank how often skills are mentioned / how important they seem to the employer
- Using these themes, consider how your past experiences demonstrate this need to create your accomplishment statements and cover letter



**Today:** we put on our recruiter hats and learned how to analyze résumés and cover letters according to the job posting!





- **Tonight:** you can take what you learned today and implement these tips into your own résumés and cover letters

# 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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