

Resume Building and Cover Letters

February 16th

Resumes

- Presents your skills, experience, and accomplishments
- **Should only be one page**, unless they ask for a CV
- Should be tailored to each application

Two Ways to Apply

- Through an online portal
 - Larger organizations
- Through email
 - Smaller centers (usually non-profits)

Applicant Tracking Systems (ATS)

- Tool recruiters use to collect and sort resumes
 - Set parameters by the company
- ATS rejects roughly 75% of applications
- Recruiters only glimpse at resumes that pass

How to Pass ATS

1. Tailor your resume for each application
2. Use keywords and phrases from description
3. Use long form and acronyms of keywords
 - Ex: Bachelor's of Science > B.S.
4. Use chronological order resume
5. Avoid tables and columns
6. Traditional fonts
7. Don't use headers or footers
8. Use standard section headlines (Work Experience, Education)
9. Use correct file type

Tailor Your Resume

- Include relevant experiences
- Highlight keywords, skills, and phrases from description
 - Action verbs, required skills,
 - Incorporate into your resume
- Include the skills that you may think are “too general”
 - Communication
 - Writing

- Perform groundwater, soil, and vapor sampling at project sites.
- Compile and evaluate data, perform geological and hydrogeological analyses, and assist in report preparation.
- Communicate with colleagues, subcontractors, regulatory agents, property representatives, and clients during office and field activities.
- Assist in ensuring compliance with applicable federal, state, and local environmental regulations.

- **Perform** groundwater, soil, and vapor **sampling** at project sites.
 - **Do you have field work experience?**
- **Compile and evaluate data**, perform geological and hydrogeological **analyses**, and assist in **report preparation**.
- **Communicate** with colleagues, subcontractors, regulatory agents, property representatives, and clients during office and field activities.
 - **Work with different audiences and part of a team**
- **Assist** in ensuring compliance with applicable federal, state, and local environmental regulations.

Words to *Use*

- Increased
- Managed
- Implemented
- Strategized
- Created
- Spearheaded
- *Action verbs from posting*

Words to *Avoid*

- Lead
- Worked
- Had
- Helped
- Responsible for

Hard Skills

- *Teachable and measurable*
- GIS and other software
- Microsoft Office
- Typing speed
- Languages

Soft Skills

- *Personal attributes*
- Teamwork
- Communication
- Critical thinking
- Time management

Skills Important to Environmental Field

- Writing
- Written and oral communication/teamwork
- Analytical/critical thinking
- Hard skills/software experience
 - GIS
 - Field Work/Assessments
 - Certifications



-
- Upload description and resume
 - See how well it matches
 - Receive feedback from a computer

Chronological resume

Summary

Financial Advisor with 7+ years of experience delivering financial/investment advisory services to high value clients. Proven success in managing multi-million dollar portfolios, driving profitability, and increasing ROI through skillful strategic planning, consulting, and financial advisory services.

Professional Experience

Wells Fargo Advisors – Houston, TX

Senior Financial Advisor, August 2020–Present

- Deliver financial advice to clients, proposing strategies to achieve short- and long-term objectives for investments, insurance, business and estate planning with minimal risk
- Develop, review, and optimize investment portfolios for 300+ high value clients with over \$190M AUM (Assets Under Management)
- Ensure maximum client satisfaction by providing exceptional and personalized service, enhancing client satisfaction ratings from 88% to 99.9% in less than 6 months

Suntrust Investment Services, Inc – New Orleans, LA

Financial Advisor, July 2017–August 2020

- Served as knowledgeable financial advisor to clients, managing an over \$20.75M investment portfolio of 90+ individual and corporate clients
- Devised and applied a new training and accountability program that increased productivity from #10 to #3 in the region in less than 2 year period
- Partnered with cross-functional teams in consulting with clients to provide asset management risk strategy and mitigation, which increased AUM by 50%

Maverick Capital Management – New Orleans, LA

Financial Advisor, July 2014–August 2017

- Served as the primary point of contact for over 15 clients
- Managed the portfolios of several major clients with over \$8.5M in total assets

EDUCATION

Louisiana State University

Baton Rouge, LA

Bachelor of Science in Business Administration,
(concentration: finance)

Honors: cum laude (GPA: 3.7/4.0)

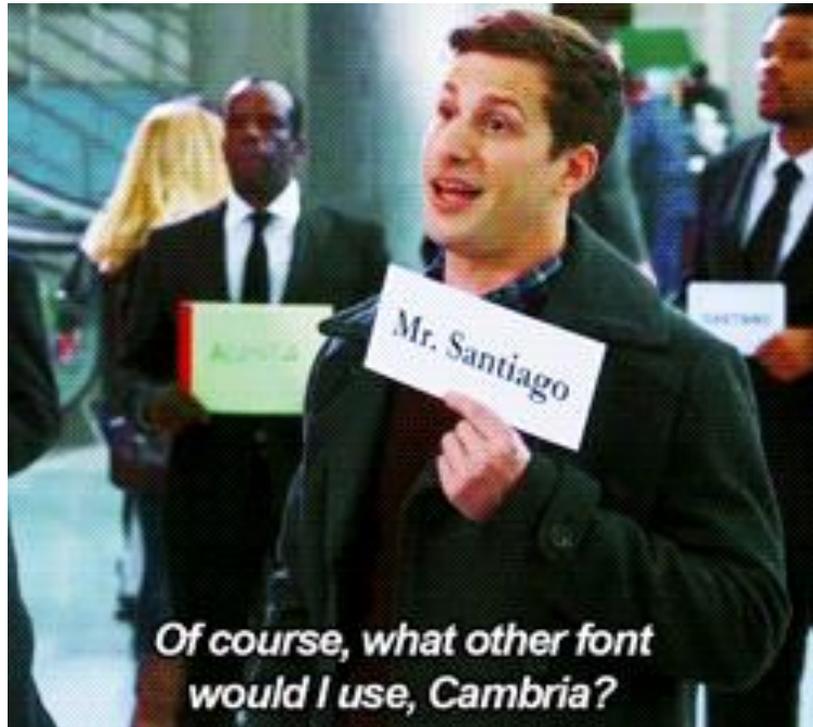
May 2014

RELEVANT SKILLS

- Proficient in MS Office (Word, Excel, PowerPoint) Outlook, MS Project, Salesforce, TFS Project Management, and Webex
- Fluent in English, Spanish, and French

Chronological Format

- Demonstrates progression
- Great for entry level positions
- Standard resume



Format Appropriately

- ATS friendly templates
- ATS fonts (Times New Roman, Arial, Garamond, etc...)
 - 9-11 font sizes
- No columns/tables/headers
- Use metrics when appropriate
- ONE PAGE!



JESSICA WILLIAMS

Marketing Manager

CONTACT



123-457-5757



City, state



youremail@domain.com



linkedin.com/in/jessicawilliams

EDUCATION

Master's Degree
Marketing and Strategy
UNIVERSITY NAME
2012 - 2013

Bachelor of Business
Marketing Management
UNIVERSITY NAME
2010 - 2012

EXPERTISE

Content Marketing
Project Management
Price negotiation
Customer service
Email marketing.

INTERESTS



PROFILE



Use this section to quickly sell yourself and prove that you are awesome skills and achievements can truly help the company you are applying to. Olore alibusam, commis en dit qui totata intium fugite volo- rior aut quam que pro eos imos aut ulpa voloressi natiatiaspel.Mioo omnisci disquatur, imet ut as. Volum ut et maximpe rcipsapit praecerci omni.

EXPERIENCE

Company name 2015 - 2017

JOB POSITION HERE

Brief description of the position and the responsibilities you had in this post. Do not just list your job duties or copy your job description!What did you do in this position that could benefit the company you're applying to in terms of making money, saving money, or saving time?.

Company name 2014 - 2015

JOB POSITION HERE

Brief description of the position and the responsibilities you had in this post. Do not just list your job duties or copy your job description!What did you do in this position that could benefit the company you're applying to in terms of making money, saving money, or saving time?. Volum ut et maximpe rcipsapi.

Company name 2013 - 2014

JOB POSITION HERE

Brief description of the position and the responsibilities you had in this post. Do not just list your job duties or copy your job description!What did you do in this position that could benefit the company you're applying to in terms of making money, saving money, or saving time.

TECHNICAL SKILLS



PHOTOSHOP



ILLUSTRATOR



INDESIGN



SEO



WORD



EXCEL



Keith O'Donnell

City, State Zip • (555) 555-1234

keithodonnell@email.com • linkedin.com/in/your-name-here

Brief LinkedIn-style headline summarizing your abilities and top skills

Top Skills

- **Skill 1** - Add a brief explanation to provide context and show the depth of your expertise
- **Skill 2** - This helps recruiter believe that you have the skills and aren't just stuffing your resume with empty keywords. For example:
- **CRM** - 4+ years leveraging Salesforce on a daily basis. Earned Salesforce Certification in January 2017. Additional experience with Pipedrive (1 year) and Highrise (6 months).

Work Experience

Company 4, Location
Job Title

MM/YYYY-Present

Tailor your experience sections to the job description. Don't use up too much of your space detailing daily duties that aren't relevant to the job for which you're applying. Study the job listing to figure out what's most important to the hiring manager. Use important resume keywords and accomplishments that speak to your ability to execute.

Company 3, Location
Job Title

MM/YYYY-Present

Work the hard skills and keywords found in the job description right into your resume. Continue to add context that proves that you actually possess the skill. For example, if you mention a piece of software like Excel, Photoshop, or AutoCAD, mention the types of projects it was used for.

Company 2, Location
Job Title

MM/YYYY-Present

Recruiters like to be able to get an idea of why you move from company to company. Demonstrating your increasing impact and responsibility from job to job shows the recruiter that you're capable of taking on more and more and gives them an idea of where your career is heading.

Company 1, Location
Job Title

MM/YYYY-Present

You don't need to include every job you've ever had on your resume. Stick to the jobs that are most relevant and demonstrate your career trajectory. For example, if you are a Project Manager, you probably don't need to mention the supermarket job you had as a teenager.

Education

Degree, Graduation Year (YYYY), College Name, Location

When Applying Through Email

- Still tailor your application
- Format does not have to be ATS
 - Make it stand out
- Attach pdf
 - File: Name_Resume_JobTitle
- Write an email with attachments
- FOLLOW INSTRUCTIONS ON DESCRIPTION

When Applying Through Email

Good Morning __,

I am emailing to apply for the __ position. I have attached my resume and cover letter to this email.

Please let me know if you need any other information from me. I look forward to hearing from you.

Thank you,

Name

Contact info

How to phrase this Program on your Resume

- What section?
 - Certifications
 - Extra Curriculars
- Schuylkill Environmental Career Online Training – February 2022
 - Participated in a 6-week online training program to learn about the environmental career field, environmental issues, and how to enter any career field
 - Networked with other students and young professionals interested in the environmental career field
 - Engaged in virtual discussions and activities about environmental issues

Questions?

Cover Letters

What is a Cover Letter?

A one-page document that is part of most applications

250 - 400 words

Used to summarize your personal professional experience

Before Writing a Cover Letter

- Research the company
 - Understand the goals and culture of organization
- Read over the description
 - Understand expectations
 - Relate them back to your accomplishments

- Why do you want this job at this organization
- Less than 1 page
 - 11 font
 - Smaller margins if needed
- Highlight 1-2 key achievements
- “I am uniquely qualified for this role because...”

Structure of a Cover Letter

1. Contact Details

2. The Hiring Manager / Department Information

3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

5. Closing Paragraph

6. Formal Salutation

John Doe
Digital Marketer

john.doe@gmail.com
202-555-0166
New York, USA
john-blog.com
linkedin.com/in/john.doe
@john.doe

To: Erling Kare, CMO
Frederiksberg, Denmark
erling@elbasolutions.dk
21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,
John Doe

Header

- Include your name (largest font)
- Address | Phone Number | Email
- Address of the company
- “Dear Hiring Manager,”
 - Try to use a name

Introduction Paragraph

- The purpose of your letter (what position you're applying for)
- How you heard about the position, especially if it's through a personal connection
- Your education or any exceptional work experiences relevant to the position
 - “I am uniquely qualified for this position because I have experience in ___
 - “With 3+ years of ___ experience, I believe I am qualified for this position”
- Personal mission statement and how this statement relates to the job/internship

Introduction Paragraph

“With the utmost enthusiasm, I would like to express my interest in the Environmental Scientist position at The Nature Conservancy. My internship experience with Audubon, as well as my Bachelor’s Degree in Environmental Science, have prepared me well to make a significant contribution to your organization. I believe that my passion for climate resilience, strong commitment to conservation, and interest in biodiversity make me an ideal candidate to join the science department staff.”

Body Paragraphs

- Highlight specific jobs/projects that relate to the responsibilities
 - Discuss your education, internships, volunteer experience
- Include your accomplishments
- 1-2 paragraphs

Body Paragraphs

“In order to complete my term of service as an AmeriCorps Watershed Ambassador, I was required to lead 50 educational presentations. During our extensive training week, I was certified as a ProjectWet Educator and provided with a book full of lesson plans. I was able to create the materials for three new interactive lessons and complete over 80 presentations for schools in my watershed management area. With this experience, I am confident I can help expand the educational reach of this education program.”

Conclusion

“I understand you will receive a large number of applicants for this role. I do however believe that my professional experience, organization skills, and passion for the environment would allow me to immediately start supporting the needs of your program. I would appreciate the opportunity to discuss my application further. Thank you in advance for your time and consideration.

Sincerely,

Make Your Cover Letter Stronger

- Include the Hiring Manager's name
- Write a unique letter for each application
- Demonstrate you have researched the company
 - Match the tone of the company
- Use "I" statements
- Format cover letter and resume similarly
- Proofread!!

Match the Tone

- Mention *why* you want to work for this organization
 - “Working for a company whose values so closely align with my own is an exciting prospect. I hope to continue learning more about this company and share more of my experience through an interview.”
- Read over their mission statement
- Write about a project you admire
- Why would you be a good fit in the company culture

When Applying

- Title documents with your name, position title you are applying for, and what the document is
 - Name_Position_Resume.pdf
- If it does not say attach a cover letter, **attach one anyway**
- Follow up with a polite email if you have not heard back within a week or two

Open Opportunities

- Various intern and seasonal positions, Natural Lands
 - Horticulture and Education
- Marketing and Events Coordinator, Clean Ocean Action
 - Communications and media
- Entry Level Environmental Scientist, PennJersey Environmental Consulting
 - Sampling and site remediation
- Environmental Scientist and Geologist, Arcadis
 - Site remediation

Questions?

Eco-Anxiety



How does climate change affect physical, mental and community health?

Climate impacts



Air pollution



Forest fires



Rising sea level



Temperature increases



Extreme weather phenomena



Droughts



Physical health

- Changes in physical fitness at activity level
- Increase in heat-related episodes
- Rise in allergies
- Increased exposure to waterborne diseases

Mental health

- Stress, anxiety, depression, grief, feeling of loss
- Tension in social relations
- Substance abuse
- Post-traumatic stress disorders

Community health

- Increase in interpersonal aggression
- Increasing violence and crime
- Increased social instability
- Reduction of social cohesion

Source: US Global Research Program.

What is Eco-Anxiety?

- **“The chronic fear of environmental cataclysm that comes from observing the seemingly irrevocable impact of climate change” (APA)**
- 90% of people said that thinking about the climate crisis makes them feel uncomfortable about their future (global trends company WGSN)

Discussion

- Who does eco-anxiety affect?
- How should we approach the issue of eco-anxiety?
- What advice would you give someone suffering from eco-anxiety?
- Do you think eco-anxiety is a good thing?
 - Do you think it is a public motivator or inhibitor?



Next Week: February 23rd

Assignment 3: Select a job description that interests you, highlight keywords, and write a section you could include on your resume