

**RESUME & COVER  
LETTER**

**GUIDE 2016/17**

**CAREERS**

# Cover Letter

## Cover Letter Rules:

- Address your letters to a specific person if you can.
- Tailor your letters to specific situations or organizations by **doing research before writing** your letters.
- Keep letters concise and factual, **no more than a single page**. Avoid flowery language.
- Give **examples that support your skills and qualifications**.
- Put yourself in the reader's shoes. What can you write that will convince the reader that you are ready and able to do the job?
- Don't overuse the pronoun "I".
- Remember that this is a marketing tool. Use lots of action words.
- Convert to a .pdf, check that your formatting translated correctly.
- Reference skills or experiences from the job description and draw connections to your credentials.
- Make sure your resume and cover letter are prepared with the same font type and size.

# Sample Cover Letter

Your Name  
Street Address  
City, Province  
Postal Code  
Phone Number  
student@email.ca

Month Date, Year

Employer's Name  
Position or Title  
Company Name  
Employer Street Address/P.O. Box  
City, State Zip Code

Dear Mr./Ms./Dr. Last Name of Addressee:

Opening Paragraph

State the position you are applying for, how you found out about it, and ask for consideration based on your skills and experiences you have to offer. If you were referred by someone, state that here. Make a general statement about being a good candidate for the job.

Middle Paragraph(s)

In this section, you want to build a connection between the company's needs and your background and skills. Stress what you have to offer, not what you want from them. Identify those parts of your experience that will interest THIS employer. You can draw attention to relevant course work, special projects and school activities if they show direct relationship to this position. Do not restate what's in your resume, rather expand upon a specific project or accomplishment.

Closing Paragraph

Restate your interest in this position and how your unique qualifications fit the position. Request an interview, or tell the reader that you will contact him/her soon in order to schedule a mutually convenient time to meet. Thank the reader for his/her time and consideration.

Sincerely,

Type your name

Yovanna Jawb  
123 Street Drive  
Vancouver, BC  
V1K 2C3  
123.456.7890  
student@email.ca

September 20, 2016

Ms. Ellie Wells  
Senior Manager  
Wallaby Yogurt Company  
110 Mezzetta Court  
American Canyon, CA 94503

Dear Ms. Wells:

I am a senior at Rockridge Secondary and am writing to apply for the Manager in Training opportunity at the Wallaby Yogurt Company. I am very interested in the field of marketing and would welcome the opportunity to contribute my research and writing skills and experience to your growing business.

I am excited about Wallaby's commitment to organic, all-natural ingredients in its products. As a varsity field hockey player, I am very aware of the importance of healthy food as the foundation for a healthy life. Your emphasis on "learning by doing and leading by serving" is also consistent with the training I received as an athlete. Whether on the field learning new drills in the worst weather conditions or patiently working with a new team member, I am most fulfilled when contributing to the team effort.

In addition to my concentration in History, I have completed coursework in Economics. My academic work has strengthened my research and writing skills as well as my understanding of the economics of business growth and development. Working with Harvard Undergraduate Women in Business (WIB) over the last two years gave me the experience and confidence to work in a dynamic, fast-paced organization where learning quickly and pitching in are instrumental to success. As a member of the Executive Committee, for example, I managed campus advertising campaigns that increased overall membership and attracted more than 500 students from 12 different schools to our annual Intercollegiate Fall Conference.

Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this position.

Sincerely,

Yovanna Jawb

# Ima Student

1234 StreetDrive,  
West Vancouver, BC

Cell: 604.123.4567  
Home: 604.891.0111

[imastudent@gmail.com](mailto:imastudent@gmail.com)

**Joe Black**

Director of Summer Camp  
Camp Kawartha Environment  
Centre  
1010 Birchview Road, Douro-  
Dummer,  
Lakefield ON, K0L 2H0

November 2<sup>nd</sup>, 2015

Dear Mr. Black

I am a grade 11 student attending Rockridge Secondary School and I am writing to apply for the position of Camp Counsellor and Instructor for next years summer holiday at Camp Kawartha Environment Centre. I have been a camp kid all of my life, and am very interested in taking up the position of Counsellor so that I can give back all of what I have learned over my many years of camp experience.

I am excited to hear that you have recently added a new waterfront to your camp, and that you intend to maintain it in a entirely environmentally friendly way. Having been a sailor for my entire childhood, as well as a lifeguard, I feel I could really help contribute to making a swimming and boating environment that the campers would truly enjoy and want to come back to every summer.

I have always been interested in the outdoors, and I plan on joining the environment club during my schools second term, so that I can further my knowledge on healthy ways to respect ad treat the environment. The fact that your camp hugely emphasizes this way of thinking would not only let me share my current knowledge on the subject, but for me to learn from you as well so I myself can become even better.

Thank you greatly for taking the time to read this letter, and I look forward to speaking to you soon.

Sincerely

Ima Student

# Resume Do's and Don'ts

## Do's for a résumé

- 📄 Do include your name, address, phone number, & email address on your résumé
- 📄 Do make sure your résumé is error free – no typographical, spelling or grammatical errors
- 📄 Do list your skills, qualifications, and accomplishments in a primary position on your résumé
- 📄 Do target your résumé to the position by including all skills and qualifications that are relevant to the position
- 📄 Do select an appropriate format that includes a clean, professional appearance and an easy to read font
- 📄 **Do make sure your résumé is brief, well organized, and focused on the position for which you are applying**

## Don'ts for a résumé

- 📄 Do not include a date; you should put a date on your cover letter, not your résumé
- 📄 **Do not include personal pronouns such as "I" in your résumé**
- 📄 Do not include abbreviations in the body of your résumé
- 📄 **Do not include availability** (Wait until the interview or job offer to discuss this point)
- 📄 Do not include personal information such as height, weight, social security number, driver's license number, race, religion, marital status or political affiliation
- 📄 Do not include miscellaneous details such as salary requirements, salary desired, supervisor's name and title, marital status, number of children

There is no “correct” version of a resume. However there are a few types, and some major rules.

**1) Chronological Resume.**

Used when you have several years of experience in one field, and are applying for a job in that same field. Experience is written in reverse chronological order, accompanied by detailed descriptions of all duties

**2) Skills Based Resume**

Used when you are new to the work force, or are applying for a job in a different field than you have experience for. Responsibilities, accomplishments, and skills are organized into categories.

- 1) Use a clear business like font such as Times New Roman, or Arial. Size 10 - 12 font. *No fancy, or silly FONTS.*
- 2) Leave a proper 1 inch margin around your page
- 3) Print your resume on thick white paper.
- 4) A typical recruiter will read your resume for less than 30 seconds. You must contain your CLEAR information in 1 page. (2 if you are a professional)
- 5) Revise your resume to fit the specific position you are applying for
- 6) PROOFREAD! Correct grammar and spelling is essential
- 7) Start each bulleted point with an **action word** (NOT : Responsible for planning an event / DO: Planned an event...)
- 8) Stay away from complete sentences. Be concise.
- 9) Quantify your experiences (how much, how many etc)
- 10) Do not exaggerate or use adjectives (DON'T: I'm an amazing writer)
- 11) Do not list references on your resume. State: “References available upon request”, and have a separate typed sheet prepared.
- 12) Always accompany your resume with a cover letter.
- 13) DO NOT HAVE A “FUN” EMAIL. Your name is most appropriate. (Ex: [phatboy@hotmail.com](mailto:phatboy@hotmail.com) is BAD.)

# Bob Smith

West Vancouver, BC V7A 3B8. bob@shaw.ca

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## PROFILE

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Student in the eleventh grade at Rockridge Secondary looking for summer and after school work. Motivated and hard working with excellent people skills. Holds past work experience that would help succeed in a customer service-oriented work environment.

## EDUCATION

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**Grade 10 Student, Rockridge Secondary, West Vancouver, British Columbia** Completion: 2015

- Honor student
- Associated clubs/teams: Grade 9/10 Rugby Team, Interact Club, Umoyo Club

## WORK EXPERIENCE

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**Deli Worker, Caulfeild Safeway, West Vancouver, British Columbia** May 2013-current

- Prepares food for hundreds of customers
- Serves food to hundreds
- Completes sales transactions

**Volunteer Instructor, Eagle Harbor Yacht Club, West Vancouver, British Columbia** 2011-current

- Assists in the coaching of 20-30 young sailing students
- Helps fix and maintain 20 sailing school boats
- Packs sails and tracks equipment inventory

**Babysitter, Private Employers** 2012-current

- Cooks, cleans, and prepares meals
- Entertains children under 11 years of age
- Ensures safety and well being of children

**Server, Eagle Harbor Yacht Club, West Vancouver, British Columbia** 2011-current

- Serves for parties and club events for hundreds of members
- Assists in dining preparation and clean up

## EXTRA-CURRICULAR ACTIVITIES

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**Sailor, Eagle Harbor Yacht Club, West Vancouver, BC** 2007-current

- Completed up to Cansail 6 at an accelerated pace
- Passed two levels (White Sail 1&2) first time sailing
- Won "Top Sailing School Student" in first year of the sport

**Athlete, Vancouver British Columbia** 2003-current

- Rockridge Secondary Rugby Team Grade 8, 9, 10 (2011-2014)
- Capilano R.F.C. Rugby Team (2004-current)
- Played Provincial Regional Championships, PRC (2013)
- Cypress Park Little League (2003-2012)
- West Vancouver Soccer League (2007-2012)



# Alice Wonderland

Purple Cat Drive. Wonderland Drive. BC. (604) 123-5342 • alicew@hotmail.com

## EDUCATION

**Rockridge High School** – West Vancouver, BC  
Holds Honors with Distinction

2011 - Present

**Harvard University** – Summer High School Program, Cambridge, MA  
Summer 2014  
Achieved 8 college credits in Philosophy and Creative Writing

## WORK EXPERIENCE

**West Vancouver Field Hockey Club**, West Vancouver, BC  
*Umpire*

Spring 2011 - 2013

- Officiated youth field hockey games
- Ensured that all game rules were observed
- Explained rules to players and coaches when necessary
- Maintained control of the games

## EXTRACURRICULAR

**Me to We**, Vancouver, BC  
*Crowd Pumper*

2013

- Instructed a section of seating at “We Day” Vancouver
- Was accountable for the occupants’ enjoyment of my section
- Encouraged engagement and enthusiasm

**Me to We Take Action Camp**, Bethany Hills, Toronto, ON  
*Journalism for Justice Participant*

Summer 2013

- Studied and discussed global issues with kids
- Wrote an article on blind and deaf awareness

**Eagle Harbor Community**, West Vancouver, BC  
*“Fun Run” Volunteer*

2013

- Set up tables, tents and prepared food
- Interacted with hundreds of people
- Assisted with clean up

**Free The Children**, Maasai Mara, Kenya  
*Building team member*

Summer 2012

- Participated in building a school and dormitory
- Worked on accommodating the water needs of students’ families
- Observed the workings of the local economy

## ACHIEVEMENTS/AWARDS

**Lifesaving Society** – West Vancouver, BC  
*Bronze Cross & Bronze Medallion*

2011

## SKILLS AND INTERESTS

**Language Skills:** Fluent English, Basic French

**Interests:** Field Hockey, Volleyball, Swimming, Skiing, Running and Travelling

# Firstname Lastname

1234 street drive  
City, Province  
Postal Code

Cell:123-456-7890  
Email:myemail@email.com

Profile	Student in the twelfth grade at Rockridge Secondary looking for part time work. Hard worker with great interpersonal skills. Good at organization, have held a large number of event coordinator roles. Past work experience helpful to excel in customer service industry.
Work Experience	<p><b>Senior Sales Associate</b>, LUSH Cosmetics Park Royal, West Vancouver, BC 2014-Present</p> <ul style="list-style-type: none"><li>• Capitalized on event capabilities to promote company party services, increasing revenue</li><li>• Facilitated store openings and closures including stock rotation and financial computation</li><li>• Consulted with customers to enhance their experience and recommend the best products</li></ul> <p><b>Hostess</b>, Salmon House on the Hill, West Vancouver, BC 2013-2014</p> <ul style="list-style-type: none"><li>• Coordinated guest dinner reservations</li><li>• Directed special events (weddings, anniversaries, birthdays, engagements)</li><li>• Maintained sanitation standards in lobby area</li></ul> <p><b>Intern</b>, Design Love Co., Vancouver, BC 2011-2014</p> <ul style="list-style-type: none"><li>• Created and helped implement social media strategy</li><li>• Assisted CEO with scheduling</li><li>• Responsible for packaging and shipping specialty products</li></ul>
Volunteer Experience	<p><b>Free the Children Club Executive</b>, West Vancouver, BC 2013-Present</p> <ul style="list-style-type: none"><li>• Cultivated awareness of global issues in a team of student leaders</li><li>• Implemented fundraising initiatives for donations to developing communities</li><li>• Authored proposals for donations to the school, developing relationships with companies</li></ul> <p><b>Oppenheimer Christmas Dinner Volunteer</b>, East Vancouver, BC 2009-2013</p> <ul style="list-style-type: none"><li>• Served Christmas meals to 2000+ Lower East Side residents</li><li>• Organized team of students to make and deliver blankets</li><li>• Distributed warm beverages</li></ul>
Education	Rockridge Secondary School, West Vancouver, BC – 2011-Present
Skills	Basic French Red Cross First Aid Certification
Hobbies	Hiking, dogs, adventuring, art

\*References available upon request\*

## Employability Skills 2000+

**The skills you need to enter, stay in, and progress in the world of work—whether you work on your own or as a part of a team.**

These skills can also be applied and used beyond the workplace in a range of daily activities.

### Fundamental Skills

The skills needed as a base for further development

*You will be better prepared to progress in the world of work when you can:*

#### Communicate

- read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
- write and speak so others pay attention and understand
- listen and ask questions to understand and appreciate the points of view of others
- share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
- use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

#### Manage Information

- locate, gather and organize information using appropriate technology and information systems
- access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

#### Use Numbers

- decide what needs to be measured or calculated
- observe and record data using appropriate methods, tools and technology
- make estimates and verify calculations

#### Think & Solve Problems

- assess situations and identify problems
- seek different points of view and evaluate them based on facts
- recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
- identify the root cause of a problem
- be creative and innovative in exploring possible solutions
- readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
- evaluate solutions to make recommendations or decisions
- implement solutions
- check to see if a solution works, and act on opportunities for improvement

### Personal Management Skills

The personal skills, attitudes and behaviours that drive one's potential for growth

*You will be able to offer yourself greater possibilities for achievement when you can:*

#### Demonstrate Positive Attitudes & Behaviours

- feel good about yourself and be confident
- deal with people, problems and situations with honesty, integrity and personal ethics
- recognize your own and other people's good efforts
- take care of your personal health
- show interest, initiative and effort

#### Be Responsible

- set goals and priorities balancing work and personal life
- plan and manage time, money and other resources to achieve goals
- assess, weigh and manage risk
- be accountable for your actions and the actions of your group
- be socially responsible and contribute to your community

#### Be Adaptable

- work independently or as a part of a team
- carry out multiple tasks or projects
- be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
- be open and respond constructively to change
- learn from your mistakes and accept feedback
- cope with uncertainty

#### Learn Continuously

- be willing to continuously learn and grow
- assess personal strengths and areas for development
- set your own learning goals
- identify and access learning sources and opportunities
- plan for and achieve your learning goals

#### Work Safely

- be aware of personal and group health and safety practices and procedures, and act in accordance with these

### Teamwork Skills

The skills and attributes needed to contribute productively

*You will be better prepared to add value to the outcomes of a task, project or team when you can:*

#### Work with Others

- understand and work within the dynamics of a group
- ensure that a team's purpose and objectives are clear
- be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
- recognize and respect people's diversity, individual differences and perspectives
- accept and provide feedback in a constructive and considerate manner
- contribute to a team by sharing information and expertise
- lead or support when appropriate, motivating a group for high performance
- understand the role of conflict in a group to reach solutions
- manage and resolve conflict when appropriate

#### Participate in Projects & Tasks

- plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
- develop a plan, seek feedback, test, revise and implement
- work to agreed quality standards and specifications
- select and use appropriate tools and technology for a task or project
- adapt to changing requirements and information
- continuously monitor the success of a project or task and identify ways to improve



The Conference Board of Canada

255 Smyth Road, Ottawa  
ON K1H 8M7 Canada  
Tel. (613) 526-3280  
Fax (613) 526-4857

Internet: [www.conferenceboard.ca/education](http://www.conferenceboard.ca/education)

**You Led a Project**

If you were in charge of a project or initiative from start to finish, skip “led” and instead try:

1. Chaired
2. Controlled
3. Coordinated
4. Executed
5. Headed
6. Operated
7. Orchestrated
8. Organized
9. Oversaw
10. Planned
11. Produced
12. Programmed

**You Envisioned and Brought to Life a Project**

And if you actually developed, created, or introduced that project into your company? Try:

13. Administered
14. Built
15. Charted
16. Created
17. Designed
18. Developed
19. Devised
20. Founded
21. Engineered
22. Established
23. Formalized
24. Formed
25. Formulated
26. Implemented
27. Incorporated
28. Initiated
29. Instituted
30. Introduced
31. Launched
32. Pioneered
33. Spearheaded

**You Saved the Company Time or Money**

Hiring managers love candidates who’ve helped a team operate more efficiently or cost-effectively. To show just how much you saved, try:

34. Conserved
35. Consolidated
36. Decreased
37. Deducted
38. Diagnosed
39. Lessened
40. Reconciled
41. Reduced
42. Yielded

**You Increased Efficiency, Sales, Revenue, or Customer Satisfaction**

Along similar lines, if you can show that your work boosted the company’s numbers in some way, you’re bound to impress. In these cases, consider:

43. Accelerated
44. Achieved
45. Advanced
46. Amplified
47. Boosted
48. Capitalized
49. Delivered
50. Enhanced
51. Expanded
52. Expedited
53. Furthered
54. Gained
55. Generated
56. Improved
57. Lifted
58. Maximized
59. Outpaced
60. Stimulated
61. Sustained

**You Changed or Improved Something**

So, you brought your department’s invoicing system out of the Stone Age and onto the interwebs? Talk about the amazing changes you made at your office with these words:

62. Centralized
63. Clarified
64. Converted
65. Customized
66. Influenced
67. Integrated
68. Merged
69. Modified
70. Overhauled
71. Redesigned
72. Refined
73. Refocused
74. Rehabilitated
75. Remodeled
76. Reorganized
77. Replaced
78. Restructured
79. Revamped
80. Revitalized
81. Simplified
82. Standardized
83. Streamlined
84. Strengthened
85. Updated
86. Upgraded
87. Transformed

**You Managed a Team**

Instead of reciting your management duties, like “Led a team...” or “Managed employees...” show what an inspirational leader you were, with terms like:

88. Aligned
89. Cultivated
90. Directed
91. Enabled
92. Facilitated
93. Fostered
94. Guided
95. Hired
96. Inspired
97. Mentored
98. Mobilized
99. Motivated
100. Recruited
101. Regulated
102. Shaped
103. Supervised
104. Taught
105. Trained
106. Unified
107. United

You Brought in Partners, Funding, or Resources  
Were you “responsible for” a great new partner, sponsor, or source of funding? Try:

108. Acquired
109. Forged
110. Navigated
111. Negotiated
112. Partnered
113. Secured

**You Supported Customers**

Because manning the phones or answering questions really means you’re advising customers and meeting their needs, use:

114. Advised
115. Advocated
116. Arbitrated
117. Coached
118. Consulted
119. Educated
120. Fielded
121. Informed

**You Were a Research Machine**

Did your job include research, analysis, or fact-finding? Mix up your verbiage with these words:

123. Analyzed
124. Assembled
125. Assessed
126. Audited
127. Calculated
128. Discovered
129. Evaluated
130. Examined
131. Explored
132. Forecasted
133. Identified
134. Interpreted
135. Investigated
136. Mapped
137. Measured
138. Qualified
139. Quantified
140. Surveyed
141. Tested
142. Tracked

**You Wrote or Communicated**

Was writing, speaking, lobbying, or otherwise communicating part of your gig? You can explain just how compelling you were with words like:

143. Authored
144. Briefed
145. Campaigned
146. Co-authored
147. Composed
148. Conveyed
149. Convinced
150. Corresponded
151. Counseled
152. Critiqued
153. Defined
154. Documented
155. Edited
156. Illustrated
157. Lobbied
158. Persuaded
159. Promoted
160. Publicized
161. Reviewed

Whether you enforced protocol or managed your department’s requests, describe what you really did, better, with these words:

162. Authorized
163. Blocked
164. Delegated
165. Dispatched
166. Enforced
167. Ensured
168. Inspected
169. Itemized
170. Monitored
171. Screened
172. Scrutinized
173. Verified

**You Achieved Something**

Did you hit your goals? Win a coveted department award? Don’t forget to include that on your resume, with words like:

174. Attained
175. Awarded
176. Completed
177. Demonstrated
178. Earned
179. Exceeded
180. Outperformed
181. Reached
182. Showcased
183. Succeeded
184. Surpassed