

# Resume & Cover Letter Guide



**CENTER FOR CAREERS AND TRANSFER**

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The State University  
of New York

***Inside this guide:***

Resume Purpose and Formats	1
Getting Started and Resume Categories	2
Your Header and Education	3
Employment/Experience	4
Which Skills to Include	5
How to Construct a Bullet Point	6–7
Action Word Examples	8–9
Resume Writing Worksheet	10–11
What Went Wrong	12
Resume Samples	13–18
No Work Experience	13
Recent Graduate (Computer Information Systems)	14
Electrical Construction and Maintenance	15
Digital Media	16
Recent Graduate (Nursing/HealthCare – includes clinical rotation)	17
Career Change (Combination Style Resume)	18
Cover Letters	19
Cover Letter Example	20
Reference Page Example	21
Center for Careers and Transfer Contact Information	22

## WHAT IS A RESUME?

A resume is your professional advertisement. As its purpose is to convince employers that you have the skills and qualifications they seek, it is an essential part in securing an interview. A resume summarizes your education, experience, skills and credentials as they relate to your employment goals. Did you know that...

- The average time spent by recruiters analyzing a resume is 5 to 7 seconds.
- Unprofessional email addresses are the reason for rejection of 76% of resumes.
- When you put a photo on a resume the chances of it being discarded are up to 88%.
- Poor grammar/spelling issues are one of the top reasons resumes are rejected.

Use this guide for basic instructions on how to develop a resume. Then, set up an appointment with a counselor in the Center for Careers and Transfer to edit and refine your resume.

## RESUME FORMATS

Most resumes follow one of the formats listed below. Resumes for new graduates, or those seeking to transition to a new field, are usually **one page**. Job seekers with extensive experience may need two pages.

**Chronological:** Most preferred by employers. A chronological resume presents education and work experience in reverse chronological order (most recent first). See page 14 for example.

**Functional:** A functional resume focuses on skills, specifically your skills that relate to the job you are applying for. This format is most commonly used by those changing fields or seeking a promotion. See page 17 for example.

**Combination:** For some, a combination of chronological and functional works best. This format features significant skills and achievements while highlighting employment history – in reverse chronological order. See page 18 for example.

***Hiring managers spend only seconds viewing resumes – it is important to make your resume easy to follow and pleasing to the eye.***

## GETTING STARTED

### Make sure to...

- Use an easy-to-read font such as Arial, Times New Roman, or Calibri. Font size should be 10-13.
- Set margins to 1 inch on all sides. Reduce margins if you need extra space, but no smaller than ½-inch (margins that are too small make your resume look too busy).
- Check your resume for grammar, spelling, and accuracy.
- Use a combination of Bold or Italics to help your information stand out.
- Use the TAB key instead of the space bar to line up information.
- Use bullet points instead of paragraphs to present your information.
- Keep your formatting consistent throughout the page.
- Save your file as a PDF - use a filename that includes your name (you may only have one file with “resume” in the title but hiring managers will have many).

### Make sure NOT to...

- Use a template. Find a format you like and create your own. Templates are often difficult to edit for future use
- Use more than one font.
- List social security number, age, marital status, gender or other personal information.
- Use colored ink, clip art, photos, graphics, or borders.
- Use extra words (“a”, “the”) and pronouns (“I”, “we”).

## SAMPLE RESUME CATEGORIES (SECTIONS)

### EDUCATION

(Include honors and GPA if above 3.0)

### EMPLOYMENT/EXPERIENCE

(Use subcategories of Relevant Experience or Other Experience as needed)

### LEADERSHIP EXPERIENCE

### VOLUNTEER EXPERIENCE

### COMPUTER SKILLS

### FORMAL TRAINING/CERTIFICATIONS

### LANGUAGE PROFICIENCY

### CLUBS and ACTIVITIES

### SKILLS or QUALIFICATIONS

## HEADING (CONTACT INFORMATION)

The resume heading provides information that employers need to contact you. It contains your name, address, phone number, and email address. You may choose to center it or have it at the left margin but make sure it stands out by using a font a point or two larger than the rest of your resume. For example:

**John Doe**  
80 Vandenburg Avenue  
Troy, New York 12180  
518-629-7326  
John.Doe@gmail.com

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## EDUCATION

List the name of the college, city, and state (no street address or zip code), and complete name of your degree program. This is also where you list academic honors and accomplishments. Only list a GPA above 3.0.

**Still in college?** Include your degree, major and month/year of anticipated graduation

**A.A., Individual Studies** Expected December 2026  
Hudson Valley Community College – Troy, NY

**Already graduated?** Include your degree, major and month/year of graduation

Hudson Valley Community College, Troy, New York May 2023  
Associate in Applied Science, Human Services, GPA 3.7  
Honors: President’s List and Dean’s List Fall 2022 and Spring 2023

**Multiple degrees?** Include your degrees and majors starting with the most recent first

**Bachelor of Science, Biology** May 2025  
University at Albany, State University of New York, Albany, NY

**Associate in Science, Biological Sciences** May 2023  
Hudson Valley Community College, Troy, NY GPA 3.7

**If you have been out of high school three or more years – it’s not necessary to include on your resume *unless relevant to the position you are applying for.***

## EMPLOYMENT AND EXPERIENCE

In this section, list employment with the most recent job first (reverse chronological order). List the name of the organization where you work(ed), city and state, job title and dates employed. Then, list the duties you performed.

Target, Rensselaer, New York

**Sales Associate**

April 2022 – Present

- Greet customers, respond to questions
- Operate cash registers, manage financial transactions, balance drawers
- Maintain orderly appearance on the sales floor

When the most recent job is **NOT** related experience, but less recent jobs **are** related, consider using two categories – “related experience” and “other work experience.”

### Other Category Titles for Work Experience:

Related Experience

Clinical Experience/ Rotations

Relevant Experience

Military Experience

Professional Experience

Employment Experience

Internship Experience

Work History

### ***Additional Tips:***

- It is no longer necessary to say “references available upon request”.
- Removing dates from employment and education may raise red flags with employers. You can explain gaps in employment in a cover letter.
- As a general rule, only include the last 10 years of work experience on your resume.

## CONSIDER WHICH SKILLS TO INCLUDE

**Technical Skills** are knowledge or abilities needed to perform specific tasks. *These can be incorporated into individual bullet points, or as their own category.* Pay close attention to the job description and highlight those skills that are emphasized in the posting.

### Examples of Category Titles:

Technical Skills  
Analytical Skills  
Software Proficiencies  
Digital Marketing  
Coding and Programming

**Soft/ Transferable Skills** are non-technical skills that relate to how you work. They include how you interact with colleagues, how you solve problems, and how you manage your work. Many students list their soft skills separately on their resume. *Instead, we recommend incorporating them into your bullet points and showcasing them in your cover letter.* See examples below:

### Communication

Resume Example: Launched remote communication processes that increased department productivity

### Teamwork

Resume Example: Coordinated with events team members to plan corporate events, from planning to post-event analysis

### Organization

Resume Example: Regularly and accurately prepared, reviewed, and delivered invoices for customer base of over 500.

### Time Management

Resume Example: Supported multiple client engagements while training new staff members on existing protocols

## HOW TO CONSTRUCT A BULLET POINT

Using bullet points makes your resume clear, concise, inviting, and convenient for the reader.

- Begin each bullet with an action verb (see pages 8- 9). Use verbs relevant to your industry. For example, “Design” or “Create” for the fashion industry; “Calculate” or “Audit” for the accounting field.
- Use the appropriate verb tense (i.e., use present tense for current positions and past tense for prior positions).
- Prioritize your bullets, include 3-5 bullets as an average. List bullets by relevance, not by what you spent the most time doing.
- Use statements, not complete sentences (no pronouns).
- Be concise, but include details. Highlight accomplishments and results. For example, “Worked with manager to streamline ordering process”
- Follow the steps below

Examples:

### **Step 1: What did you do?**

- Worked at a day camp and supervised campers

### **Step 2: Apply “So What?” to each point.** What was the benefit? What was accomplished?

What was the reason you did it?

- Supervised campers with a team of co-counselors
- Planned and coordinated daily activities for campers



**Step 3: Add results and quantify when possible** – include data, number of people responsible for, number of projects completed, etc.

- With the assistance of 2 other counselors, supervised 15 campers ages 5-7
- Planned and coordinated small and large group activities
- Communicated student successes and challenges to parents

**Practice:**

Step 1- What did you do?

Step 2 – Apply the ‘So What’?

Step 3 – Add results and quantify

## WORD BANK

**ANALYSIS:** Analyzed, Studied, Determined, Discovered, Forecasted, Evaluated, Conducted, Identified, Interpreted, Investigated, Planned, Researched, Revised, Selected, Solved, Ascertained, Clarified, Integrated, Appraised, Assessed, Examined, Audited, Adjusted, Balanced, Corrected, Estimated, Measured, Prepared, Projected, Reconciled

**LEADERSHIP/SUPERVISION:** Explained, Governed, Guided, Presided, Scheduled, Trained, Recruited, Supervised, Managed, Administered, Appointed, Directed, Enhanced, Executed, Approved, Delegated, Generated, Improved, Increased, Instituted, Motivated, Oversaw, Planned, Prioritized, Recommended, Reorganized, Secured, Selected, Streamlined

**COORDINATION:** Coordinated, Directed, Maintained, Presided, Systematized, Shaped, Steered, Arranged, Assembled, Activated, Scheduled, Facilitated, Categorized, Organized, Integrated, Standardized, Compiled

**COMMUNICATION:** Negotiated, Explained, Clarified, Interacted, Persuaded, Motivated, Petitioned, Presented, Promoted, Wrote, Recommended, Consulted, Interpreted, Debated, Synthesized, Counseled, Translated, Addressed, Authored, Collaborated, Communicated, Composed, Contracted, Corresponded, Published, Moderated, Reported, Mediated, Moderated, Persuaded, Referred, Suggested, Responded

**TRAINING/ TEACHING:** Trained, Coached, Advised, Instructed, Educated, Oriented, Enhanced, Taught, Instilled, Briefed, Enlightened, Guided, Motivated, Counseled, Clarified, Communicated, Coordinated, Developed, Encouraged, Evaluated, Facilitated, Informed, Stimulated, Enabled, Informed, Tested, Tutored

**ORGANIZATION:** Organized, Collected, Arranged, Collated, Catalogued, Indexed, Revised, Scheduled, Systematized, Classified, Itemized, Specified, Implemented, Compiled, Planned, Processed, Maintained, Prepared, Updated, Inventoried, Categorized, Corrected, Distributed, Operated, Recorded, Registered, Reviewed, Searched

**SALES:** Sold, Marketed, Distributed, Obtained, Promoted, Generated, Recruited, Energized, Partnered, Spearheaded, Expanded, Increased, Surpassed, Merchandised, Advised, Strengthened, Pitched

**MANAGEMENT:** Planned, Administered, Fostered, Promoted, Consulted, Organized, Directed, Conferred, Discussed, Formulated, Contracted, Facilitated, Supervised, Trained, Prepared, Arranged, Coordinated, Marketed, Maintained, Analyzed, Recommended, Reviewed, Handled, Prescribed, Participated, Accomplished, Determined, Approved, Contributed, Established

**CREATION:** Animated, Created, Initiated, Originated, Authored, Wrote, Designed, Composed, Conceived, Conceptualized, Formulated, Pioneered, Developed, Defined, Invented, Engineered, Fashioned, Founded, Illustrated, Mapped, Reproduced, Visualized, Innovated, Proposed, Adapted, Customized, Revised, Adapted, Modified, Revitalized, Shaped, Solved

**GROWTH:** Gained, Increased, Augmented, Amplified, Accumulated, Advanced, Heightened, Intensified, Strengthened, Maximized, Enhanced, Enlarged, Expanded, Broadened, Doubled, Reinforced, Concentrated, Condensed, Consolidated, Saved

**REDUCTION:** Decreased, Diminished, Reduced, Lowered, Minimized, Alleviated, Declined, Divided, Simplified

**DEVELOPMENT:** Developed, Converted, Designed, Devised, Refined, Established, Improved, Improvised, Installed, Planned, Cultivated, Evaluated, Engineered, Explored, Examined, Researched, Analyzed, Upgraded, Updated, Applied, Conceived, Implemented

**EFFICIENCY:** Streamlined, Facilitated, Expedited, Simplified, Combined, Converted, Eased, Mobilized, Remodeled, Reorganized, Repaired, Reshaped, Restored, Revitalized

**SUPPORT:** Assisted, Participated, Augmented, Relieved, Boosted, Strengthened, Represented, Assessed, Encouraged, Facilitated, Provided, Resolved, Simplified, Motivated

**ACHIEVEMENT:** Achieved, Awarded, Elected, Earned, Mastered, Maintained, Performed, Saved, Salvaged, Solved, Started, Succeeded, Utilized, and Volunteered

**INTERPERSONAL:** Advocated, Collaborated, Connected, Consulted, Demonstrated, Educated, Energized, Engaged, Enlisted, Facilitated, Greeted, Motivated, Partnered, Recruited, Negotiated, Represented, Trained, Tutored

**TECHNICAL/ HANDS-ON:** Assembled, Built, Constructed, Delivered, Designed, Distributed, Operated, Rebuilt, Repaired, Remodeled, Restored, Applied, Calculated, Converted, Determined, Developed, Installed, Maintained, Overhauled, Programmed, Regulated, Solved, Upgraded, Utilized

# RESUME WORKSHEET

## Resume Heading: Your Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email: \_\_\_\_\_

## Education: Degree and Institution

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## Related Courses

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## Honors or Scholarships and Awards

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## Certifications & Licensures

Name of Certificate/License: \_\_\_\_\_ Date Received/Expires: \_\_\_\_\_

Organization Granting Certification/Licensure: \_\_\_\_\_

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**Research and/or Class Projects**

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**Experience: Work, Internships and/or Related**

Job Title #1: \_\_\_\_\_ Dates of Employment: \_\_\_\_\_

Company Name: \_\_\_\_\_ Company's City, State: \_\_\_\_\_

Job Tasks and Accomplishments:

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Job Title #2: \_\_\_\_\_ Dates of Employment: \_\_\_\_\_

Company Name: \_\_\_\_\_ Company's City, State: \_\_\_\_\_

Job Tasks and Accomplishments:

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**Involvement: Campus, Community, Volunteer**

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## WHAT WENT WRONG

### Employers spend seconds viewing resumes, why some are discarded right away:

- A silly email address. Create a professional email address for your job search.
- Spelling and grammar errors. Errors indicate carelessness and lack of attention to detail.
- Too many fonts, colors, or other graphics.
- Not using keywords. The resume doesn't match the position you are applying for. Customize your resume for the position you are applying to and include keywords from the job description. (Scan-friendly resume)
- Omitting dates. Dates are important for indicating the length of experience.
- Writing too much. Recruiters want short, bulleted points. They won't read paragraphs.
- Your resume wasn't uploaded as directed.

### Other reasons a resume may not lead to an interview:

- The candidate doesn't meet minimum criteria.
- Wording is too general and not relevant to the position.
- Contact information doesn't work (voice mailbox not set-up, mailbox full, unprofessional voicemail greeting).

## ADDITIONAL CONSIDERATIONS

### Resumes for online applications:

- Many job applications will be completed online through an employer's website or through a job board (Indeed, Monster, etc.). Carefully follow the directions for uploading application materials.
- You may be asked to upload a PDF or copy and paste your resume into the online profile.
- When employers ask for a copy of your resume, **do not substitute resumes that have been created from LinkedIn or Indeed.**

### Electronic Scanning:

Many employers load your submission materials into an applicant tracking database. This allows a recruiter, or even a computer, to scan for keywords that match those used in job postings.

\*\*\*Make sure your resume matches the keywords in the job description\*\*\*

### Remember:

- Create one master resume and refine it for different positions.
- Look at other resumes: One of the best ways to write an effective resume is to study examples - several are included in this packet (see pages 13 -18).

**Jason King**  
123 Main Street  
Troy, NY 12180  
518-555-2546 – j-king53@hvcc.edu

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## EDUCATION

**Associate in Arts, Individual Studies** Expected May 2026  
Hudson Valley Community College, Troy, NY

**Regents Diploma** June 2024  
Albany High School, Albany, NY

## STUDENT ACTIVITIES AND LEADERSHIP

*Albany High School Football Team Player* 2020 - 2023  
*Albany High School Football Team Captain* 2022 - 2023

- Led team to place second in the division
- Named to All-Stars
- Assisted cheerleaders in the annual car wash

*Student Community Service Club Member* 2020 - 2024  
*Student Community Service Club Vice President* 2020 - 2024

- Encouraged students to join the Community Service Club, including getting the involvement of others and talking to the coaches to recruit players on other teams to help
- Arranged transportation for students to volunteer at the regional food bank
- Made posters advertising the club to students
- Set up community service at the Regional Food Bank, a street cleanup, and painted the entrance to a local soup kitchen

Awarded the Maria Smith Scholarship for Community Service

## VOLUNTEER EXPERIENCE

*New England Baptist Ministry Youth Leader* 2021 - Present

- Assist in teaching bible study to children ages 5–12 by helping them read stories, sing, and create craft projects

*Albany Senior Center* 2021 - Present

- Serve meals to senior citizens twice a month

**Sarah Jane Smith**  
301 2nd Street, Troy, NY 12180  
518-555-2566 sarahjsmith@hvcc.edu

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## EDUCATION

**Associate in Applied Science, Computer Information Systems** May 2024  
Hudson Valley Community College, Troy, NY GPA: 3.4

## HONORS

*President's List:* Fall 2022, Spring 2023    *Dean's List:* Fall 2023

## TECHNICAL SKILLS

Operating Systems: Linux, Microsoft Windows 10

Software: Oracle Database System, Microsoft Office: Word, Excel, Access, PowerPoint

Programming Languages: JAVA, HTML, SQL, C/C++, PHP, Python

## RELATED EXPERIENCE

Intern, Jazz Business Solutions, Menands, NY Fall 2023

- Updated company website, including reformatting layout, uploading photographs, and writing content advertising new services
- Assisted in development of a database for a client. Observed meetings with clients and helped prepare client proposals
- Attended a Chamber of Commerce meeting and networked with local business leaders in technology

Summer Student Worker, Hudson Valley Community College, Troy, NY Summer 2023

- Retrieved and swapped out PCs in campus classrooms and offices with new computers and other hardware; made sure computers were installed correctly and booted up

## WORK EXPERIENCE

Shift Leader, McDonalds, Troy, NY January 2020 – Present

- Promoted to shift leader after nine months
- Supervise and train new employees
- Operate a cash register, cash out registers, and assist with customer service

Work-Study Position, Hudson Valley Community College, Troy, NY Fall 2022

- Answered phones, greeted office visitors
- Filed and photocopied
- Created flyers and updated display boards



**John Smith**  
Averill Park, NY 12018  
(518)-495-9991, j-smith@hvcc.edu

**EDUCATION/TRAINING:**

**A.O.S. Electrical Construction and Maintenance** Anticipated May 2025  
Hudson Valley Community College, Troy, NY  
G.P.A: 3.71, Phi Theta Kappa International Honor Society  
President, ECM Club

CPR Certification, American Red Cross January 2024  
OSHA 10 Certification, Construction Safety and Health April 2024

**AREAS OF KNOWLEDGE:**

Direct Current Theory	Alternating Current Theory	Commercial Wiring
Series and Parallel Circuits	Residential Wiring	Blue Print Reading/Estimating
Three Phase Power	Three/Four Way Switches	Estimating
Fitting/Bending Conduit	Transformers – Delta/Wye	Box Fill Calculations
Voltage Drop Calculations	National Electric Code	Class B Driver’s License

**WORK EXPERIENCE:**

Dick’s Sporting Goods, Latham, NY 11/22 - Present  
**Sales Representative in Team Sports/ Footwear**

- Provide customer service, assisting customers with questions and locating merchandise
- Arrange department resets for seasonal sports and build displays on sales floor
- Restock merchandize and assist with product inventory

Dunkin Donuts, Schodack, NY 01/20 – 11/22  
**Crew Member**

- Operated cash register to process transactions
- Prepared food per customer orders
- Cleaned and organized eating, cooking and service areas

**VOLUNTEER WORK:**

Averill Park Volunteer Fire Department, 2021 - Present  
The Albany Police Athletic League, Lights in the Park, Winter 2022  
Volunteered with other students to wire weatherproof outlets

# Dawson Leary

Troy, New York | (518) 555-9875 | dleary@gmail.com

## EDUCATION

**Associate in Science, Digital Media** | Expected May 2025  
Hudson Valley Community College, Troy, NY

## RELEVANT COURSEWORK

Digital Imaging | Web and Art Design | Animation | Photography | Interactive Media

## TECHNICAL SKILLS

**Avid Media Composer** | Video editing  
**Broadcast Pix** | Live multi-camera productions  
**Celtx** | Script writing  
**Photoshop** | Image editing  
**Pro Tools** | Audio editing

## PROJECT EXPERIENCE

**Props and Location Manager** | Music Video | HVCC | November - December 2023

- Scouted and booked the location and acquired all the props needed for the 4-minute music video
- Assisted with the lighting during the shoot

**Camera Operator and Cinematographer** | Student Documentary | HVCC | October 2023

- Filmed all footage for 10-minute documentary on the local elections
- Captured B-roll from 8 locations
- Filmed 3 studio interviews

**Digital Storytelling** | Class Project | HVCC | September - December 2023

- Created 2 ½ minute news segment: interviewed subject, operated camera, and edited all material

## WORK EXPERIENCE

**Crew Member** | Joe's Sub Shop, Troy, NY | January 2022- Present

- Assist customers, make hot and cold sandwiches, and manage social media marketing for small business

## LEADERSHIP

**Treasurer** | Student Art League | HVCC | September 2023 - May 2024

- Helped to organize art-related events and activities, including open figure drawing sessions, field trips to galleries and museums, visiting artist talks

## Roberta Davies

89 River Drive • East Greenbush, NY 12061 • (518) 555-9494  
DaviesR@hvcc.edu

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### EDUCATION

**Associate in Applied Science, Nursing** May 2023  
Hudson Valley Community College, Troy, NY

### CERTIFICATION AND LICENSURES

CPR Certification, American Heart Association September 2022  
First Aid Certification, American Red Cross January 2023  
New York State Licensing Exam for Registered Nurses Summer 2023

### CLINICAL ROTATION EXPERIENCE Fall 2022 - Spring 2023

Medical/Surgical Nursing: *Albany Medical Center, St. Peter's Hospital, Memorial Hospital*

- Delivered condition-specific care to each patient
- Conducted patient assessments, medication administration, wound care, and provided patient education

The Family: Labor and Delivery, Pediatrics, Postpartum *Bellevue Women's Hospital*

- Provided patients with individualized nursing care, assisted children with care tailored to developmental stage
- Performed care during labor, delivery, and postpartum; Educated families and explained medical terminology

Psychiatric: *Ellis Hospital*

- Shadowed registered nurses on duty in psychiatric wing
- Interviewed patients, observed various manifestations of mental health diseases, assisted with patient education

Intensive Care: *Albany Medical Center*

- Assisted patients requiring extensive life support

### RELATED WORK EXPERIENCE

Residential Assistant

Center for Disability Services, Clifton Park, NY July 2019 – Present

- Provide a caring, nurturing environment to assist individuals with disabilities in a residential care facility
- Administer varying levels of care to clients, including assistance with daily living activities such as bathing, dressing, and feeding

# JENNIFER RICHARDS

8 Partridge Road Clifton Park, NY 12065 | (518) 555-7586 | jenniferrichards@gmail.com

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## PROFESSIONAL PROFILE

- ♦ **Experienced:** 6 years of industry experience in sales and management
- ♦ **Leadership:** Led teams of up to 15 salespeople, motivating them to increase sales while promoting brand recognition and loyalty
- ♦ **Results:** Constantly going the extra mile – went over sales forecast by \$150K two years in a row
- ♦ **Awards:** Won top area store based on annual sales growth

## SKILLS

- ♦ Leadership and management training
- ♦ Strong expense and account management expertise
- ♦ Excellent memory and attention to detail – mastery of in-store logistics, systems, and inventory
- ♦ Native English, proficient spoken Spanish

## RELEVANT WORK EXPERIENCE

### **ABERCROMBIE AND FITCH**

RETAIL MANAGER | ALBANY, NY | JAN 2022 – PRESENT

- ♦ Exceeded sales forecast by \$150K in 2022 and 2023
- ♦ Composed branch budget with goal of cutting costs – met goal by 22% through analysis of sales and customer satisfaction data
- ♦ Pioneered sales processing that increased sales by 5-10% which came to be used and taught by corporate office
- ♦ Launched seasonal sales campaigns and organized store for them, leading team to re-stock and decorate in under 24 hours

### **H&M**

ASSISTANT MANAGER | ALBANY, NY | AUG 2017 – OCT 2021

- ♦ Supported the store manager in increasing our month-to-month sales revenue by 15%
- ♦ Assisted in increasing quarterly sales revenue by 10% each quarter for 2+ years
- ♦ Hired and trained 20+ sales associates and motivated them to become high-selling and hardworking team members with strong knowledge of inventory
- ♦ Adhered to company standard operating procedures (SOP) ensuring store merchandise and cash were safely and professionally handled
- ♦ Helped to coordinate sales associates' weekly schedules and new employee training systems
- ♦ Provided strong service to customers, increasing customer loyalty and ensuring high rate of repeat customers

## EDUCATION

**ASSOCIATE IN SCIENCE, BUSINESS ADMINISTRATION** | MAY 2022

HUDSON VALLEY COMMUNITY COLLEGE, TROY, NY

## COVER LETTERS

Cover letters are business letters that are sent with a resume. If employers request a cover letter, it should be a typed business letter. If employers do not request a letter, it is still best practice to include one. Letters may also be written as the body of an email, if the resume is being sent this way.

### **Cover letter guidelines** (Example on page 20)

This letter includes the name, date and contact information of the person you are sending the letter to, salutation (greeting), letter body, and signature. The body format is as follows:

**Paragraph 1** State the Job you are applying for - include the job title provided in the job description. One sentence about why you are qualified for the position.

**Paragraph 2** This paragraph should have three to five sentences about how you are qualified for the position. Use good writing skills (sentences must flow, don't start every sentence with "I," and use accurate spelling and punctuation).

Express enthusiasm/interest in the position to make sure your letter sounds more personal and not like a form letter. Write a new letter for each job you apply for (only minor changes may be needed for similar positions).

This paragraph may also be used to address employment gaps.

**Paragraph 3** Use this paragraph to thank the employer for their time and provide your contact information for follow-up.

**Jennifer Richards**

8 Partridge Road – Clifton Park, NY 12065  
518-555-7586 - JenniferRichards@gmail.com

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April 28, 2023

Use a business letter format,  
the same font as your resume,  
and copy and paste the header  
from your resume at the top

Ms. Frances Jones  
Director of Human Resources  
Esteemed Marketing  
80 Wolf Road  
Albany, NY 12203

It is best to address the  
letter to the hiring manager  
by name if possible. If no  
name is provided, address  
to "Dear Hiring Manager"

Dear Ms. Jones,

Please accept the enclosed resume as application for the position of Marketing Assistant as advertised on Indeed. I believe that my sales experience, education, and enthusiastic personality will be valuable assets to your company.

I am graduating from Hudson Valley Community College on May 20th with a degree in Business Administration, with a concentration in Marketing. My coursework has included web site design, marketing principles, as well as business communications. In addition, my work at Old Navy has provided me with extensive experience in promoting merchandise, answering customer questions, and meeting monthly sales goals. I also received three awards for encouraging the greatest number of customers to open Old Navy credit accounts at the Albany store.

I am impressed with Esteemed Marketing's excellent reputation as a company dedicated to providing clients with top-notch professional marketing services and believe that I would be a good fit with the organization. I would be happy to speak with you about the position further and may be reached at (518) 555-7586 or JenniferRichards@gmail.com. Thank you for your consideration.

Sincerely,

Jennifer Richards

## Jennifer Richards

8 Partridge Road – Clifton Park, NY 12065  
518-555-7586 - JenniferRichards@gmail.com

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### REFERENCES

NAME

Title

Name of Organization


Address

City, State Zip

Phone:

E-mail:

References  
Format



JENNIFER CONNELLY

Manager

Old Navy

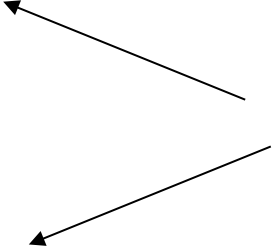
155 Crossgates Mall

Albany, NY 12218

Phone: 518-555-1234

E-mail: connellyj@gmail.com

Sample  
References



ROBERT JONES

Associate Professor of Business

Hudson Valley Community College

80 Vandenberg Avenue

Troy, NY 12180

Phone: 518-629-5555

E-mail: jonesrobert@hvcc.edu

- The Header on your reference page should be the same as the one on top of your resume.
- Use the same font as your resume
- You should have at least three professional references
- References may be supervisors, college professors, co-workers
- Try to avoid family members (especially immediately family) as references
- Provide employers with both a phone number and email address for your references; Some employers will utilize one or both in attempt to expedite the process

\*Make sure that the person you list as a reference is **willing** to provide a positive recommendation by calling or emailing them to ask if they'd be comfortable with this. Tell them a little about the jobs you are applying to so they can speak to your qualifications.

*This resume and cover letter guide is intended to be used as a starting point and general overview. HVCC students and alumni are invited to review their resume with a counselor from the Center for Careers & Transfer. Please contact us for an appointment.*

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HVCC hosts and maintains an online job bank, **College Central**, for student and alumni use.

Sign up:

- 1) <https://www.collegecentral.com/hvcc/>. You can use any email address of your choosing.
- 2) Sign up for an account and choose **I am a...** 'Student' or 'Alumnus/a'. You will be prompted to create a UserID and password. Complete the registration information and submit.
- 3) You should receive a welcome email from College Central Network. If you do not receive one, please sign in to your account and check that your email address was entered correctly. Add the College Central® app to your tablet or smartphone home screen. Using your device, go to: [collegecentral.com/app](https://collegecentral.com/app)

*If you have any questions about how to use College Central, contact the Center for Careers & Transfer.*

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### **The Center for Careers and Transfer**

Siek Campus Center, Suite 290

Phone: (518) 629-7326

Email: [cct@hvcc.edu](mailto:cct@hvcc.edu)

Web Site: [www.hvcc.edu/career-transfer/](http://www.hvcc.edu/career-transfer/)

Visit our website to schedule an appointment:



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