Online Skills-Based Career Workshop

Marketing Yourself:
Writing Effective Resumes & Job Search Letters

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Agenda

• Resumes
• Cover Letters
• Thank You Letters
• Acceptance Letters
• Withdrawal Letters
• Phone Etiquette
Marketing Yourself: Resumes 101

The Basics

- Length
- Margins
- Font type/style
- Format, e.g. bullets & indentations
- Language
Marketing Yourself: Resumes 101

Specific Strategies for Writing Effective Resumes

1. Use *action* verbs
2. Include buzz words
3. Mention relevant details
4. Quantify tasks
5. Think outside the box
Marketing Yourself: Cover Letters

The Basics

• Format
• Length
• Language
• Customize
Marketing Yourself: Cover Letters

Strategies for Writing Effective Cover Letters

1. Know your audience
2. Grammar 101
3. Stick to the point
4. Organize your thoughts
5. The finishing touches
Marketing Yourself: Thank You Letters

When to Send a Thank You Letter

- Follow up to interviews & informational interviews
- To individuals who have recommended you
- To referrals

The Basics

- Send the letter ASAP
- Keep it short & simple
- Personalize it
- Email, post mail, & hand-written
Marketing Yourself: Acceptance Letters

The Basics

• State purpose of letter (e.g. to accept offer)

• Reference specifics (e.g. job title, department)

• Reiterate enthusiasm for position

• Confirm start date

• Thank employer for opportunity
Marketing Yourself: Withdrawal Letters

The Basics

• State purpose of letter (e.g. to withdraw application)

• Thank employer for their consideration

• Articulate your plans (e.g. accepted another offer)
Marketing Yourself: The Phone

1. Landline vs. Cell Phone
2. Answering the call vs. Voicemail
3. Professional outgoing greeting
4. Leaving a message
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