



# *Your Comprehensive [ATS Worthy] Cover Letter and Resume Guide*

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A Quick Guide to

# Writing the Perfect Resume



Your resume is your opportunity to make a first impression on a potential employer—so make it a good one! A well-written resume demonstrates that you can communicate clearly and efficiently and lets you market yourself to potential employers. Remember, the purpose of your resume isn't to land you a job, it's to get you in the door for an interview so you can wow them in person. Here are a few tips to follow when writing up the



## Standard Resume Format

Keeping your resume organized is one of the most important aspects of having a good-looking resume. Although your resume format is flexible, there are key elements to include so your resume is easy to read and clear. The main thing to consider when formatting your resume is that your information is presented in a clear and easy-to-read manner, and that it is structured with your most relevant information.

### Name

Your name should be eye-catching and located at the top of your resume.

### Contact Information

Address and contact information should be easy to locate. You might also choose to include your LinkedIn information or online portfolio address here.

### Experience

List relevant job experience, education, and skills for the specific job position you're applying for.

### Education

Your educational background can help highlight why you would be a good fit for the position. Alternatively, if you've been out of school for a while, you might move this section towards the bottom of your resume and simply include your profile with your work experience.

### Skills

If you have lots of relevant skills for a job position, consider making this the first section on your resume.

A resume template layout with sections for Name, Contact Information, Experience, Education, and Skills. The template is white with blue and green accents. It includes placeholder text and icons for phone, email, and location. The Experience section is divided into two columns, and the Education section is also divided into two columns. The Skills section is a table with four columns for different skill levels.

YOUR NAME			
PROFESSION			
+1 234 879 888	MAIL@DOMAIN.COM	Office Building Floor 3rd, New York, USA	
<b>STATEMENT</b>			
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex.			
<b>EXPERIENCE</b>			
Last Company / 2014-2016 <b>JOB POSITION</b>		Last Company / 2016-2018 <b>JOB POSITION</b>	
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit.		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
<b>EDUCATION</b>			
Your Diploma 2011-2014 <b>YOUR COLLEGE OR UNIVERSITY</b>		Your Diploma/ 2014-2016 <b>YOUR COLLEGE OR UNIVERSITY</b>	
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit.		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam accumsan auctor metus, vel venenatis sem rutrum a. Donec ut metus sit amet tortor pharetra porttitor sit amet auctor ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
<b>SKILLS</b>			
Expert Level <b>YOUR SKILL</b>	Intermediate Level <b>YOUR SKILL</b>	Intermediate Level <b>YOUR SKILL</b>	Beginner Level <b>YOUR SKILL</b>



# Example Cover Letter



Many jobs today list cover letters as “optional”—but are they really? Even if a cover letter isn't required, taking the time to write one shows that you're willing to go above and beyond, even before the job has started. Plus, a cover letter is a chance to show your future employer exactly who you are and what you can do—who would want to miss out on an amazing opportunity like that?

## Make the Most of Your Cover Letter

Think of your cover letter as a way of marketing yourself to a future employer. Use your cover letter to tell your employer why you're interested in this job position, why you're a good fit, what your educational and employment experience is, and what really sets you apart from other candidates. It's not just a longer version of your resume; it's a tailored tool to show your passion for the position. With that in mind, here are some quick tips for writing a killer cover

- **Personalize Your Letter:**

Not every job is the same, so why would you give the same cover letter to every position you're applying for? Make sure to tailor your content specifically for the job position (and company) where you're applying. A generic cover letter is worse than no cover letter at all.

- **Show You're a Cultural Fit:**

You might just be thinking about how well you can do your job, but rest assured, your hiring manager is also considering whether you might be a good cultural fit for the company. If you're a team player, emphasize it. Solo? Show them you're a self-starter who keeps themselves motivated.

- **Use Bullet Points to Make it Skimmable:**

Hiring managers see a lot of resumes pass over their desk. Make their job easy by making your content easy to skim for information so they know your main accomplishments and projects at a glance.

- **Use Your Cover Letter to Tell a Story:**

Talk about the things you're doing and have done that are relevant to the job position. A cover letter allows you to tell a potential employer what you were able to contribute in a previous position and how.

- **Include a Call to Action:**

Before you end your letter, send it in, and pray to high heaven someone calls you back, take matters into your own hands. A call to action at the end of your resume can mean the difference between hearing from a

Using these tips is a great start to setting up a cover letter that just can't be ignored.

However, you shouldn't forget the importance of formatting to keep your letter organized and easy to read.

## Formatting Your Resume

While it's tempting to have some fun and play around with your cover letter format, a clean, simple design that is easy to read is better than a clever design with creative fonts and colors. By sticking to a straightforward design, you won't distract your reader from the content you've taken time to prepare and tailor to the job. When you're finished, save your cover letter as a PDF file before you email it to ensure the formatting won't change when the hiring manager opens it. Here is an example cover letter layout to get your creative juices flowing while you prepare for your next big job:

### Name

Make your name visible and easy to read.

### Contact Information

Contact information should be clearly visible.

### Hiring Manager

Avoid using "to whom it may concern." If you can, find out who you are addressing directly, or use the term "hiring manager," or "recruiter."

### Body Paragraph(s)

Many companies now use Applicant Tracking Systems to sort job candidates using keywords. The body paragraph is a great place to include keywords used in the job description.

### Sincerely

Include a professional closing statement.

**YOUR NAME**  
PROFESSION

+1 234 879 888 MAIL@DOMAIN.COM Office Building Floor 3rd, New York, USA

Dear [Hiring Manager, Recruiter],

**[Intro Paragraph]**  
Like any good piece of writing, your cover letter should begin with a hook to grab your reader's attention. In your introduction, be sure to define your purpose. Plan to include at least three organized paragraphs in your letter—an intro, middle, and closing paragraph to outline your thoughts. Make sure you mention which position you're applying for and why you're interested in the position and company—if someone referred you to the position, mention it here. Your cover letter should take up the majority of your page, but should never be longer than one page in length.

**[Body Paragraph(s)]**  
Feel free to include more than one body paragraph, but make sure you focus on key points that are relevant to the job you're applying for. This is your opportunity to really market yourself and explain your past experiences in more detail. Talk about your previous job responsibilities, projects you worked on, and what kind of impact you had on the company's success.

Your body paragraph(s) are also a great place to elaborate on any awards or accomplishments you achieved, as well as unique achievements that were above and beyond your job requirements. Choose things that will set you apart from other candidates and show your capabilities: perhaps you've written a book, built a website, grown a podcast, talked at workshops, or learned a new skill on the side.

**[Closing Paragraph]**  
Before you sign off, there are a couple of things to keep in mind. Make sure you reiterate why you're interested in the position, summarize your content, and restate the qualifications you have that would make you a perfect fit for the job position. Be careful not to make your closing section seem unnecessary. Remember, every word should have a purpose and be thoughtfully laid out on your page. Don't forget to include a call to action and invite the hiring manager to follow up with you, or set a time when you will contact them.

Sincerely,  
[Your Name]



Your Comprehensive

# Cover Letter and Resume Tips and Tricks



## What's the Purpose and What do I Put on There?

### Cover Letter

- Introduces yourself in a narrative form
- Describes your qualifications and interest in the job

### Resume

- Provides a summary of your experiences, abilities, skills and accomplishments

## The Basic Best Practices You Need To Know

- **Cover Letters**
  - Personalize for each opportunity and reference specific items
  - Highlight why you're a fit for their culture
  - Use bullet points to highlight your strongest qualities
  - Quantify your results and be specific
  - DO NOT repeat your resume
- **Resumes**
  - Keep it to one page
  - Avoid any spelling and grammar errors
  - Use one tense and stick to it (Ex: Managed or manage)
  - Quantify your action points (Managed a team of 27 people)
  - Use as many brands and familiar terms as you can
  - Customize your resume for each job opening
  - Highlight your accomplishments rather than your responsibilities
  - Get professional input and peer reviews
  - Don't overstate or stretch anything on your resume
  - Prioritize your experiences: List the most relevant and important points first

## The Do's and Don'ts of Designing a Resume

- **The Do's**
  - Adjust the amount of design to your industry's standard
  - Add a visual emphasis to your contact information
  - Use columns to include more information
  - Consider using an infographic in your resume when appropriate
  - Use contrasting colors to create emphasis on important areas
- **The Don'ts**
  - Don't create a design if it's not appropriate for the job opening
  - Don't create a uniquely sized resume - use the standard page dimensions
  - Don't create too large of a file size (have a Plan B on hand if a file is too large to submit)

## Tips/Tricks to Prepare Your Resume For an ATS

- **What is an ATS**
  - ATS stands for Applicant Tracking System
  - A software that streamlines a company's recruitment process
  - Provides companies with automated process for selecting potential job candidates
  - What you need to know: It's programmed to identify whether or not your resume is eligible for further consideration
- **Formatting**
  - Keep your fonts and formatting simple
  - Get rid of all graphics, layouts, or anything that affects readability
  - Use normal, easy to recognize fonts
  - Submit resume in a .doc format
  - Use all capital letters in headers
- **Word choice/placement**
  - ATS's use keywords to understand applicants (keywords are specific words or phrases that relate to a specific topic)
  - Keyword sensitivity varies: Some ATS systems only see exact keywords while others accept and award the use of synonyms
  - Use relevant keywords and jargon that match the job description (make sure it's not unnatural or overused)
  - Define specific areas such as summary, work experience, and education
  - Keep information out of headers and footers - sometimes ATS software cannot identify them
  - Don't spam resume with keyword stuffing
  - Use both the abbreviation and spelled out term (Ex: Police Department (PD))
  - Must customize copy for specific job position (Ex: Use job title on resume)
- **Pages to find good keywords for ATS**
  - Mynextmove.org
  - Occupationalinfo.org
  - bls.gov/ooh/
  - wordle.net/
  - Googlekeywordtool.com/

## The Final Double-Check List

- **The Do's**
  - Did you include your Contact Information?
  - Did you include a Summary?
  - Did you include a list of your relevant Skills?
  - Did you include a list of your Professional Experiences?
  - Did you include your level of Education?
  - Did you check for grammar and spelling errors?
  - Did you check for formatting and design errors?
  - Did you use one verb tense throughout your cover letter and resume?
  - Did you customize your cover letter and resume for the specific job opening?
- **Additional Statistics to Consider:**
  - 75% of candidates are eliminated by their resume alone
  - A recruiter or hiring manager only gives most resumes an initial 10-30 second glance and then sorts it into 1 of 3 piles: Keeper, Maybe, Trash
  - The average job opening attracts 250 resumes.
  - 42 days is the overall average time it takes to fill a given position.
  - 93% of recruiters are likely to look at a candidate's social media profile
  - Over 75% of people don't make it past the ATS screening
  - HR experts calculate the average hiring process costs about \$3,500
  - More than 80% of hiring companies use some sort of ATS system
  - 98% of fortune 500 companies use ATS systems