

When it Comes to **Getting a Job...**

Mastering Your...

**Résumé,  
Cover Letter  
& Interview**

Is the **Key** to  
Your Success!



**Unlock** Your  
**Potential!**



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## Create Your Résumé

A résumé is a selling tool that summarizes your skills, accomplishments, experiences, and education in order to secure an interview. It is the first representation of you and your work seen by a prospective employer. The most effective résumés are clearly focused on your job objective.

There are two primary types of résumés: chronological and functional. Adapt the chronological resume if you easily meet the advertised skill, experience, and education requirements. Adapt the functional resume if you are a new graduate or are changing fields or industries.

Either should abide by the following principles and include the following basic elements:

### ▶ LENGTH

Limit résumés to one page if possible. If a résumé is longer than one page, make sure to list key skills and selling points on the first page.

### ▶ CONTACT INFORMATION

Your name, address, phone number and email address should appear centered at top of the page.

### ▶ OBJECTIVE

Start your résumé with a statement of your employment objective in one sentence. Make sure that your objective is not too narrow or too broad. Name the position you want along with two or three of your top skills.

### ▶ TITLES & DATES

Identify company name, position title, and the dates of your previous positions. Make sure dates line up and are easy to follow.

### ▶ CONTENT

Emphasize results and achievements, not job duties. Indicate how well you performed, and incorporate numbers wherever possible. Bullet points work best for listing job-based achievements.

### ▶ SALARY

Never list past, current, or expected earnings. You may be rejected because you make too much money, or you may be offered too little money based on past earnings.

### ▶ EDUCATION

Be brief and concise. Include degree earned, schools attended, year graduated, major, and any honors.

### ▶ REFERENCES

Modern résumé formats do not include employment references. Have a separate list of references available.

### ▶ PERSONAL INFORMATION

Do not include such personal information as age, height, weight, health, or marital status. Such information is not considered to be job relevant.

## Chronological Résumé

*This format is best suited for single-industry or -function careers (same industries and functions/skills), when there are no gaps in employment history.*

### Sarah Kim

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Honolulu, HI 96813  
(808)123.4567  
skim@gmail.com

#### EDUCATION:

##### **Bachelor of Arts Degree in English with a Minor in Theatre Arts**

Westmont College, Santa Barbara, CA, May 1997

- Working knowledge of Spanish and French.

#### EXPERIENCE:

##### **Director of Social Service Outreach**

Nov. 2002 - Present

Westmont College, Santa Barbara, CA

- Coordinated cross-cultural program in Ensenada, Mexico.
- Supervised 450 students in 24 diverse teams.
- Established working relationships with Mexican Government and pastoral community.
- Designed program to increase group unity.
- Directed a theatrical team for cross-cultural outreach.

##### **Director of Homeless Outreach**

Aug. 2000 - Nov. 2002

Westmont College, Santa Barbara, CA

- Developed weekly program to present at several organizations implementing drama and music.
- Motivated team members to build relationships with the homeless.
- Established strong community emphasis between homeless and students.

##### **International Ambassador for "Up With People"**

Jul. 1999 - Aug. 2000

Tucson, AZ

- Participated in both presentational and organizational aspects of show.
- Interacted in prisons, rest homes, hospitals and other similar institutions in five countries.
- Promoted "Up With People" in Norway and the United States.

##### **Promotion Representative for Access Theatre**

Sep. 1998 - Jun. 1999

Santa Barbara, CA

- Managed publicity for theatre, promoting a show which integrated handicapped and hearing impaired performers with non-handicapped performers.
- Successfully promoted fund-raisers to aid nonprofit organization.

##### **Employment Service Representative Intern**

Jul. 1997 - Jul. 1998

Employment Development Department, Santa Barbara, CA

- Organized and assisted in job search workshop.
- Aided in job development and placement of the Youth Employment Service.



**Remedy matches  
you with jobs that meet  
your career goals!**

# Functional Résumé

*This format is best suited for multi-industry or -function careers (different industries and functions/skills), when there are no gaps in employment history.*

## John Watanabe

1400 Ala Moana Blvd. Honolulu, HI 96815  
(808) 123-4567 • jwatanabe@hawaii.rr.com

**OBJECTIVE:** A position as Sales Manager or Account Manager.

### SUMMARY OF QUALIFICATIONS:

- Six years successful experience in direct sales of a range of products and services.
- Extensive practical hands-on experience as co-owner and manager of a small business.
- Motivated and enthusiastic about developing good relations with clients.
- Effective working alone or as a cooperative team member.
- Professional in appearance and presentation.

### RELEVANT SKILLS:

#### Sales and New Account Development

- Increased a small publication's advertising revenue through market research and promotion.
- Developed new distribution outlets for a special-interest magazine in Northern California.

#### Customer Relations

- Served as vendor representative for Jana Imports.
- Oversaw the production of advertising and its placement in major trade publications.

#### Advertising, Marketing and Distribution

- Organized and styled merchandise for effective presentation in a 20-page gift-ware catalog.
- Handled all aspects of order taking and processing at both Bill's Dairy and Jana Imports.

### EMPLOYMENT HISTORY:

2002 - Present:	Co-Owner/Manager	Bill's Dairy Products, Livermore
2000 - 2002:	Distribution Coordinator	Déja Vu Publishing Co., San Rafael
1997 - 2000:	Sales Coordinator	Jana Imports, Oakland

**EDUCATION:** Bachelor of Liberal Arts Degree, UCLA, 1997

## Effective Cover Letters

Every résumé should be accompanied by a well-written cover letter, whether it was requested by the employer or not.

An effective cover letter will create enough interest on the part of the reader to warrant closer examination of the résumé. Make sure your cover letter includes good spelling and grammar.

If possible, mail cover letters to the attention of a specific individual within the company, rather than simply to Human Resources.

If applying to a job via email, include the cover letter in the body of the email or as an attachment and attach your resume.

### ► Cover Letters Should Include:

1. Your Return Address
2. Potential Employer's Address
3. Date
4. Salutation
5. Introductory Paragraph – Include where you saw the ad and express your interest in the position.
6. Secondary Paragraph(s) - Provide a brief summary of your skills, accomplishments, experience, and education that are specifically applicable to the job for which you are applying.
7. Request for Response
8. Closing/Signature

### ► Cover Letter & Resume Checklist:

*Remember to....*

- ☐ Check spelling and grammar.
- ☐ Include your phone number and email.
- ☐ Provide all the information the employer asked you to include (education level, years of experience, etc.).
- ☐ Explain any gaps in employment.
- ☐ Keep cover letter and résumé to one page each, if possible.



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# Mastering the Interview

The interview is your final and best opportunity to sell your skills to an employer. Confidence in yourself and your abilities, professionalism, and preparedness are the key aspects of a successful interview.

In order to master your interview, you need to understand the typical format of an interview and be as prepared as possible for questions you may be asked.

## Before Your Interview

- ▶ Research the position and the organization, and be sure you understand the position for which you are applying.
- ▶ Write down your skills and relevant work and extracurricular experience, including specific personal and professional successes that demonstrate how you can contribute to the organization. Also list your weaknesses and how you are working to overcome them.
- ▶ Prepare yourself for open-ended and factual questions from the interviewer and come up with questions to ask the employer.
- ▶ Finally, on the day on the interview, dress professionally and arrive at least 5 minutes early.

## During Your Interview

- ▶ A typical interview consists of three segments:
  1. The ice-breaking period is the opportunity to make your first impression; it sets the tone for the interview. Some Human Resources professionals say it takes 20 seconds to form an opinion of the candidate and the rest of the interview to confirm it.
  2. The body of the interview is an information exchange. The interviewer tells you about the company and the particular position and asks you questions about yourself. You can use this portion of the interview to volunteer information, as well as ask questions about the position.
  3. The closing is your chance to reiterate your interest in the position and find out the next step. Ask if they will call you or if you should call them.

## After Your Interview

- ▶ Follow up with a thank-you letter and any requested materials within 1-2 days.
- ▶ Be persistent and maintain an optimistic outlook. Employers will assume you can perform the job successfully.
- ▶ Follow-up again after an appropriate length of time has passed!

## Helpful hints for a successful interview experience:

- Be positive, speak slowly, and pause before answering.
- Listen attentively to the questions. Ask for clarification when you don't understand a question.
- Give complete answers and use specific examples whenever possible.
- Don't be negative about previous bosses, employers, or companies.
- Be prepared with extra copies of your résumé and with your list of references.
- Be courteous to everyone you meet: receptionists, secretaries, and others. You never know who could be helping make the decision whom to hire.
- Meet the interviewer with a firm handshake, a friendly smile, and a polite greeting.
- Be confident and poised. Show interest and enthusiasm.
- Be professional and use professional language.
- Use body language to show interest (appropriate posture and eye contact).
- Ask about follow-up procedures and collect a business card.



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for sample interview questions and more career coaching tips.



# Dressing for Success

**You only have one shot to make a GREAT first impression! Being dressed appropriately for an interview or job fair is a key component of landing your next position. Follow these simple guidelines to make sure you fit the part.**

- Be sure you look clean. Shower before your interview. Cover all visible tattoos and remove excessive piercings. As a general rule, earrings are acceptable, but any oversized or loud jewelry could be off-putting.
- Clean, iron, and press the clothing you will be interviewing in. Stains, wrinkles, and creases can deter employers from selecting you as their next candidate. If you look sloppy and careless, how much will you care about your work performance and professionalism in the workplace?
- Remember what position you are applying or interviewing for. What you would wear to the neighborhood hangout or newest night spot is NOT okay for an interview. Stay away from brightly colored fabrics, shiny or sparkly materials, and embellished shirts.
- Avoid or limit the use of perfume and cologne. You want them to remember you for your professional demeanor and ability to communicate — not your new fragrance. Some people may also be allergic or turned away by certain scents.
- Turn off your cell phones and other electronics. Even on vibrate, they can be distracting.

## **Women:**

- For women, your hair, make-up, and overall appearance should be on the conservative side.
- Wear a skirted suit or slacks with a blouse or sweater. Dress and skirt lengths should be no shorter than three inches above the knee. Slits, kick pleats, and buttoned or snapped closures should not exceed five inches above the mid-knee.
- Then following styles are unacceptable: jeans, leggings, cropped pants, and denim shorts. Stay away from see-through or low-cut blouses, halter-tops, tube tops, spaghetti strap tops and dresses, and t-shirts.
- Make sure your heel is an appropriate height, shoes are not worn or in bad shape, and that your footwear is not distracting. Choose simple conservative colors, patterns, shapes, and styles. Closed-toed shoes are recommended.

## **Men:**

- For men, be sure you are clean shaven and hair is well-groomed.
- Wear dress slacks with a short or long sleeved Aloha shirt or color coordinated button down shirt. Wear color coordinated socks and closed toed shoes. If you wear a black belt, wear black shoes. Same with a brown belt; wear brown shoes to match.



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