



THOMPSON RIVERS  
UNIVERSITY

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Career Education Department

# **COVER LETTER and RESUME GUIDELINES**

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**“Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph: a beginning, a struggle, and a victory.”**

**- Mahatma Gandhi**

## What is a Resume?

A resume is essentially a *marketing tool*. It demonstrates your relevant education, skills, experience, abilities, training and work history in a way that is efficient to read and understand. It tells a potential employer what you have to offer and why you should be considered for employment.<sup>1</sup>

## Why You Need a Great Resume

A great resume is essential in today's labour market! It can:

- Paint a picture of what you have done, what you are capable of doing, and how your career has progressed to date
- It highlights your education, skills and experience
- Helps ensure you stand out in a crowd, ensuring your resume won't blend in with the multitude of other resumes received
- Makes the screening process easier for the employer; measuring your skills with other applicants
- Can help refresh your memory on the work you have done and the transferable skills that you possess
- Builds confidence



## When to Use Your Resume

A resume is a vital document to use in securing employment. There are many reasons for sharing your resume, the following is just the beginning of a lengthy list:

- Responding to a job posting
- Applying for unadvertised positions
- When coordinating informational interviews
- When networking

## Resume Styles – Chronological and Functional

There are two main resume styles to choose from when applying for work, Chronological and Functional. What style you use will depend on your skills, experience and the position you are applying for.

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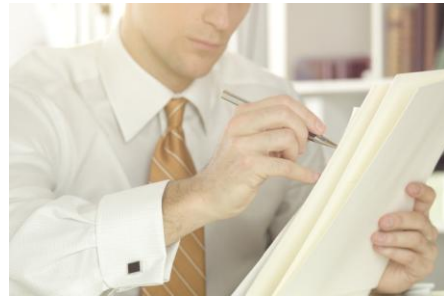
<sup>1</sup> The information in this package is derived from information shared with us from employers in Kamloops, BC and across Canada.

- A **Chronological** resume is the most frequently used format in Kamloops and throughout British Columbia. It lists work experience from the most to the least recent and provides details about each position's duties. This type of resume should be used if:
  - You have experience in the field you are seeking employment in
  - Your work history is stable with limited time gaps
- A **Functional** resume (also referred to as combination or skill set resume) lists your abilities in 'skill groups' focusing on transferable skills and abilities. This is a strong marketing tool for most students as it allows you to highlight the skills you acquired through your education and volunteer experience. This type of resume should be used if:
  - You have limited work experience in the industry you are pursuing
  - You want to emphasize your transferable skills
  - You are making a career change to a new industry or occupation

## Resume Sections

The following resume sections are typical to see in resumes, although not all sections are used. The order of the sections and which headings to use depends on the position you are applying for, employer's preferences and what will best market your abilities!

- **Contact Information:** This section is mandatory. Include your name, address, phone number and an **appropriate** e-mail.
- **Job Objective:** A specific statement indicating the position you are applying for is preferred by many employers. The more specific this section the better.
- **Summary of Qualifications:** A list of the key education, skills, experience and personality traits you bring to this specific position. This can also be named Highlights of Skills and Abilities, Career Highlights, Core Strengths, etc.



### Sample A

- **Strong work ethic:** completed numerous helicopter planting contracts under extreme terrain conditions
- **Creative:** created graphic design for Recreation Fish and Wildlife graduating class t-shirts
- **Self-Motivated:** accomplished tree planter, achieved personal goal of \$350 per day
- **Ambitious:** created an in-depth research project involving the effects of residential development on water quality

### Sample B

- 3<sup>rd</sup> year student in Thompson Rivers University (TRU) majoring in chemistry. Cumulative GPA is 3.3 out of a possible 4.0
- Acquired excellent organization and time management skills from working in a variety of chemistry labs

- Proficient with MS Excel, MS Word and familiar with various database programs, statistical and graphics software
- Previous instructors and employers have described me as hard working, diligent, reliable and out-going

- **Education:** A list of the education you have completed or are currently enrolled in, including the name of the school, location, the program and date of completion (or expected completion). List in reverse chronological order (from most recent backward). Consider itemizing courses relevant to the position you are applying for by including formal names (not course numbers). This may also be the section to include any scholarships, academic or athletic awards – if you are not going to list them in a separate section.
- **Employment History:** List job title, business, city and dates. Include the months only if worked at company under one year. If using a chronological resume include a bulleted list describing your duties, responsibilities, special projects or initiatives.
- **Volunteer Work or Community Service:** List names of organizations, the years you were involved, and a title if applicable. If using a chronological resume and you do not have a lot of work experience you can blend this with your work history (however you must clearly indicate if it is volunteer experience).
- **Special Training, Workshops, Seminars, Courses, Professional Development:** List all the *RELEVANT* extra courses you completed, including workshops, seminars, night or summer courses, and special interest courses.
- **Awards and Achievements:** Include any relevant awards or achievements from work, school or community activities (if not already mentioned in the resume).
- **Hobbies and Interests:** Note your spare-time activities, try to ensure the relevance to the position you are applying for. About 50% of employers like to see this information on a resume.
- **References:** Think carefully about appropriate references. Record their proper name, title or position, company, city, telephone and e-mail. Ensure your references know they are on your resume and know what they are going to say about you.

## Other Ways to Word Sections

As your resume is a personal document and will be tailor-made, include only those categories that relate to your specific background and current job target.

Career Goal	Highlights of Qualifications	Academic Background
Career Objective	Professional Qualifications	Academic Training
Employment Objective	Qualifications	Additional Training
Goals	Skills	Professional Development
Objective	Summary of Qualifications	Professional Education
Teaching Objective	Career Highlights	Achievements
Additional Experience	Coaching Experience	Additional Skills
Employment	Community Involvement	Computer Skills
Employment History	Community Service	Language Skills
Professional Background	Professional Activities	Personal Achievements
Related Experience	Related Activities	Professional Skills
Relevant Experience	Volunteer Activities	Relevant Skills
Teaching Experience	Volunteer Experience	Special Skills
Affiliations	Activities	Scholarships & Awards
Associations	Activities & Interests	Honours & Awards
Memberships	Extracurricular Activities	Presentations
Conferences Attended	Hobbies & Interests	Publications

## Word Phrasing

It may be important to write some statements that demonstrate your transferable skills. These are skills that you have acquired in various activities such as work, classes, volunteer, hobbies, sports – and are transferable to what you want to do in your next job. Consider the following phrase table:

Verb	Adjective	Transferable Skill	Linking Word
➤ Demonstrated	➤ consistent	➤ patience	➤ when...
➤ Utilized	➤ strong	➤ interpersonal skills	➤ while...
➤ Exercised	➤ excellent	➤ ability to learn	➤ when...

Use the above table as a template to develop more detailed statements.

Simple Detail:

- Demonstrated strong interpersonal skills

Adding **quantifiable** and **quantitative** details:

- Demonstrated excellent interpersonal skills while doing 15 in-take assessments daily at ABC Healthcare

Adding details on **quality** of work:

- Complimented by supervisors on my excellent interpersonal skills while doing 15 in-take assessments daily at ABC Healthcare

You may not need a quantifiable, quantitative and quality oriented statement for each bullet. When you use these ‘rich’ statements will depend on what you have to share, the text already in your resume, and what the reader prefers.

Employers can see 100s of resumes for a single job posting, many with similar word phrasing. Wherever possible use ‘*unique to you phrases*’ and try to avoid over-used phrases.<sup>2</sup> See the examples below.

Over-Used Phrases	Unique to You Phrases
➤ Excellent customer service skills	<ul style="list-style-type: none"> <li>➤ Enthusiasm for providing outstanding customer service.</li> <li>➤ Handled customer’s enquirers effectively, developing and encouraging repeat business.</li> </ul>
➤ Work well alone and as a team member	➤ Results-driven achiever and effective team leader with exceptional interpersonal skills.

Another strategy to make your resume stand out is to be specific and use numbers whenever possible. See the examples below.

Unspecific Phrases	Specific Phrases
➤ Managed staff and increased productivity.	➤ Managed a staff of six and increased productivity by 17% in a two year period.
➤ Spearheaded projects to overhaul computer systems.	➤ Spearheaded a \$150,000 project to overhaul computer systems, resulting in doubled efficiency in inventory and cost control.

### Why Do You Need to Customize Your Resume?

Most employers prefer a customized resume that identifies the specific education, skills and experience you offer their company and the particular position you are applying for. Many go on to say that they can spot a ‘generic’ resume within a few seconds and they don’t usually give generic resumes the time and attention they will a customized resume. A customized resume demonstrates you are serious about **THIS** job, and are not just ‘fishing’ and handing out the same

<sup>2</sup> Be careful not to use too much text, a little can go a long way!

resume to 20 other employers hoping one of them will ‘bite.’ Also, consider that your resume says a lot about you as a potential employee, including:

- Your attention to detail
- Your computer skills
- Your writing ability (wording, grammar, proofreading)
- Graphic design and presentation
- Work ethic and attitude
- How serious you are about this particular job.



If you take the time and energy to do a customized resume the employer will often interpret this into a strong work ethic. And what employer doesn't want that!

### **How to Customize Your Resume**

Customizing your resume takes a little extra time, but the time spent is well worth the effort! If you have a job posting highlight key words from their description, looking for skills, education and job duties they have identified – these are important to pay close attention to! Next, carefully consider how you have the skills, education and experience they are looking for. Develop your resume with this information in mind, making it easy for the reader to quickly see that you have much of the education, skills and experience they are looking for! If you are using a **Summary of Qualifications** section in your resume, this will be a good place to begin the customizing. You can even go as far as using the same words they have used in their advertisement peppered throughout your resume.



## Skill Headings and Action Words for Resumes and Cover Letters

<b>FUNDRAISING</b> Research Analyze Identify Propose Present Develop Coordinate Acquire Contact Motivate Raise Strategize Promote Market Create	<b>MARKETING</b> Review Assess Survey Analyze Quantify Identify Develop Announce Promote Advise Advance Boost Improve Campaign Support	<b>PUBLIC RELATIONS</b> Assess Prepare Coordinate Present Negotiate Publicize Strengthen Promote Handle Participate Facilitate Troubleshoot Broadcast Pronounce	<b>MANAGEMENT</b> Coordinate Facilitate Plan Schedule Delegate Mediate Evaluate Strategise Develop Listen Consult Monitor Supervise Spearhead Lead	<b>ORGANIZING</b> Classify Plan Assist Maintain Support Systemize Schedule Coordinate Streamline Simplify Manage Prioritize Categorize Sort Arrange
<b>ACCOUNTING</b> Record Assess Audit Prepare Maintain Forecast Calculate Estimated Appraised Verify Analyzed Examined Finance Budget Allot	<b>HOSPITALITY</b> Serve Assist Troubleshoot Present Maintain Help Coordinate Prepare Create Welcome Enhance Anticipate Greet Generate Receive	<b>LEADERSHIP</b> Create Empower Motivate Inspire Encourage Manage Organize Listen Connect Interpret Envision Lead Direct Implement Chair	<b>RESEARCH</b> Assess Review Interpret Discern Discover Infer Illuminate Clarify Synthesize Quantify Conclude Present Compile Draft Collect	<b>INTERPERSONAL</b> Speak Present Communicate Empathize Address Convince Translate Advocate Convince Report Represent Inform Verbalize Encourage Correspond
<b>EDUCATING</b> Create Tutor Develop Stimulate Perform Model Entertain Inform Instruct Teach Challenge Advise Facilitate Train	<b>COUNSELLING</b> Listen Sense Assess Analyze Align Understand Inform Facilitate Help Advocate Coach Mediate Guide Empathize	<b>TECHNICAL</b> Design Analyze Troubleshoot Inspect Locate Edit Link Coordinate Implement Construct Modify Operate Upgrade Program	<b>WRITING</b> Conceive Create Construct Draft Describe Interpret Capture Abstract Express Inform Summarize Conclude Publish Revise	<b>MECHANICAL</b> Design Analyze Construct Craft Troubleshoot Manipulate Balance Coordinate Repair Engineer Align Restore Assemble Build

## Follow-Up

After leaving a cover letter and resume with a prospective employer, you should follow-up three to four days later. At this time, ask to speak with the person responsible for hiring and politely ask if they have had the chance to review your resume and if they have any questions. Few applicants actually conduct this follow-up, yet most employers see this contact as a positive sign of initiative.

## Frequent Resume Questions

**Question:** How long should my resume be?

**Answer:** That depends on what you are applying for. If you are looking for some extra Christmas money and want to work part time at a retail store on weekends a one-page resume might work well. If you are applying for a marketing position with Sun Peaks a 2-3 page resume will market your abilities much more effectively.

**Question:** Should I include personal information such as my Social Insurance Number or marital status?

**Answer:** Many years ago this used to be common information to share. However as time changes so does what employers like to see in resumes. This is information they DO NOT need to see in a resume, nor are they expecting to see it. Only once you are hired is your Social Insurance Number required.

**Question:** What font size do you recommend?

**Answer:** Employers want to see a resume that is quick and easy to read. That means using a font they don't have to strain their eyes for. A 10-12 font is usually a good choice. Also consider making your resume easy to read by using lots of white space, bullets and a consistent format.

### Laura Ingal

344 Long Road, Box 208 Kamloops, BC, V0E 2A0

Phone: (250) 555-5555

Email: laura-ingal@tru.ca

Objective: **Recruiting/Training Manager** position with the Fairmont Chateau Whistler

### Highlights of Abilities

- Currently completing last semester at Thompson Rivers University in **Bachelor of Business Administration** program, majoring in Human Resources
- Three years experience recruiting and training new hires (in hospitality sector)
- Demonstrated **exceptional customer service skills** through paid and volunteer work, and student activities
- Fluent in **English and French** (completed Grade 12 in French Immersion)
- Passion for travelling and meeting people from around the world
- **Proven group facilitation experience**
- Previous supervisors would comment on my willingness to “**go the extra mile,**” personable nature, and desire to maintain guest service excellence

### Education

**Thompson Rivers University**  
**Bachelor of Business Administration**

**Kamloops, BC**  
**2007-present**

*Relevant Courses:*

- Motivating Employees (A-)
- Employment Law (B+)
- Management Information Systems (A-)
- Business in Society (A+)
- Human Resource Management (A)
- Intermediate Financial Accounting (A-)
- Consumer Behaviour (B+)
- Professional Selling (A)
- Fourth Year French (A+)

*Relevant Projects:*

- Developed a 3-year recruiting plan for Volunteer Kamloops, implemented December 2010
- Conducted a 6 business case study on training programs for the Resort industry

### Work Experience

**Richmond Visitor Information Centre**  
**Lead Supervisor and Office Assistant**

**Richmond, BC**  
**April – August 2007, 2008, 2009**

- Promoted from office assistant to lead supervisor in first season due to work ethic, strong communication skills and ability to lead team of 10
- Recruited, interviewed, hired and trained up to 15 staff members per year

- Researched, implemented and analyzed a two-week training program for new hires, including an orientation, job task exercises, and using superior customer service skills
- Researched, prepared and facilitated over 30 community based hospitality customer service workshops with groups ranging in size from 5 to 35
- Tracked weekly, monthly and seasonal statistics on visitation and employee hours
- Worked collaboratively with employees, supervisors and community members to enhance visitor experiences in our region

**Residence Advisor (RA)**

**Thompson Rivers University Residence**

**Kamloops, BC**

**July 2005-August 2008**

- Promoted each year (from floor leader to RA Supervisor) due to my interpersonal skills, critical thinking skills and positive feedback from students
- Developed, facilitated and trained over 30 RAs over four semesters
- Assisted with recruiting, interviewing and selecting new RAs for two summers
- Coordinated student workshops (binge drinking, university 101, cultural days, etc) to enhance their engagement and participation in resident life
- Set an exemplary standard of conduct as a student leader
- Praised by students and supervisors for my ability to communicate effectively, positive attitude and ability to be firm when required (including in times of stress)
- Completed all reports, documentation and file updates in a very efficient manner

**Camp Fun**

**Junior counselor**

**Vancouver, BC**

**July-August 2006**

- Assisted with the day camps, and overnight field trips for eight clubs (Beavers, Guides, 4-H, etc)
- Helped the counselor look after the care and well being of over 30 campers, including homesickness, mediating peer conflicts, safety and meal preparation

**Additional Experiences and Activities**

- Member of “Student Mentor”- paired with a first year student to offer support and guidance for navigating student life and course work at Thompson Rivers University
- Participated in Students in Free Enterprise (SIFE) for three years, competing in multi-university business case study competitions, and offering business consulting service to four Kamloops organizations

**References**

Ann White  
 Team Leader, Richmond Visitor Information Centre  
 Phone: (250) 555-5555  
 Email: [annwhite@RVIC.ca](mailto:annwhite@RVIC.ca)

John Black, Hon. BA, B.Ed, MA  
 Camp Director, Kamloops, Camp Fun  
 Phone: (250) 555-5555  
 Email: [jwhte@campfun.ca](mailto:jwhte@campfun.ca)

**JANICE HUBER**  
1111 West Alameda Street.  
Kamloops, BC V8V 8V8  
(250) 555-5555  
E-Mail: [jhuber@email.net](mailto:jhuber@email.net)

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**JOB OBJECTIVE:** Seeking a full-time, level entry accounting technician position

### **SUMMARY OF SKILLS**

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- Strong financial management skills
- 3 years experience working in various finance positions, including bookkeeping
- Averaged a 3.2 GPA while attending school and working part-time
- Demonstrated attention to detail and a strong analytical nature
- Previous employers have described me as having excellent communication and organizational skills

### **EDUCATION**

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**Thompson Rivers University**  
**Diploma, Financial Management**

**2009 - 2010**  
**Kamloops, BC**

*Relevant course of study include:*

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Corporate income tax</li><li>• Assurance</li><li>• Business and professional writing</li><li>• Commercial law</li></ul> | <ul style="list-style-type: none"><li>• Intermediate management and financial accounting</li><li>• Computerized accounting; Simply Accounting and Accpac</li></ul> |
|---|--|

### **AWARDS**

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- |   |                               |
|---|-------------------------------|
| <ul style="list-style-type: none"><li>• Dean's List (for academic excellence)</li><li>• Duke of Norfolk Award (for outstanding community volunteer)</li></ul> | <p>2008, 2009</p> <p>2007</p> |
|---|-------------------------------|

### **EMPLOYMENT HISTORY**

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**Bookkeeper (Part-time)**

2008-present

Webber Construction Ltd.

Kamloops, BC

- Coordinated accounting, activities for small business including financial statements, trial balance, accounts receivable and payroll
- Implemented procedures to improve financial accuracy and reduce costs significantly
- Researched and advised management on the purchase of a new computer system to link their two offices
- Recovered over \$230,000 in past due accounts in a 12 month period
- Provided computer training for 14 staff members
- Maintained over 15 computers on a regular basis

**Accounting Clerk (Part-time)**

2007-2008

Acme Construction Co.

Kamloops, BC

- Coordinated accounts receivable and company payroll of over \$9,000 monthly
- Completed monthly financial statements and bank reconciliation

**Data Entry Clerk** (Part-time) 2006-2008  
Valley Equipment Co-op Kamloops, BC

- Implemented changes to database of 23,000 members, increasing database efficiency
- Answered members' inquiries in a professional and prompt manner using telephone and internet

**Sales Clerk** (Part-time) 2005-2006  
ABC Data Control Burnaby, BC

- Efficiently and professionally managed a multi-line phone system, fielding over 300 calls per day
- Contacted clients in an assigned territory to promote sales of products and services

## SOFTWARE SKILLS

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- AccPAC
- dBase IV
- WordPerfect
- Bedford
- dBase IV
- MS Word
- Lotus 1-2-3
- Word for Windows

## EXTRA-CURRICULAR ACTIVITIES

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Treasurer 2005-present  
Accounting Club, TRU

- Maintain budget, process payments, oversee petty cash fund

## HOBBIES AND INTERESTS

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- Hiking
- Skiing
- Hockey
- Golf

## REFERENCES

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**Joe Smith**  
Owner  
Webber Construction  
Kamloops, BC  
**250.555.5555**

**Jane Doe**  
Instructor  
Kamloops University  
Kamloops, BC  
**250.555.5551**

**Bill Henry**  
Manager  
Acme Construction Co  
Kamloops, BC  
**250.555.5552**

# John Johnston

King Road, Kamloops, BC

(555) 555-5555

JohnJohnston@hotmail.com

## JOB OBJECTIVE

To obtain a marketing assistant position with Storm Marketing.

## HIGHLIGHTS OF QUALIFICATIONS

- Over two years diverse **marketing experience** with a multitude of groups and businesses
- Demonstrated strong **market research and analysis** skills at school and work
- Exceptional **computer skills** using Microsoft Office products and various web design software
- **Bachelor of Business Degree** from Thompson Rivers University (2009), with a cumulative GPA of 3.1
- Previous employers have described me as diligent, creative, and **very hard working**

## QUALIFICATIONS

### Marketing

- Organized and analyzed marketing for Thompson Rivers University Business Club increasing membership by 37% in four years
- Volunteered for marketing four special events at Thompson Rivers University (TRU) including: the Back to School BBQ, the Annual Job Fair, the TRU Annual Family Run and Health and Wellness Week.
- Conducted statistical survey on professional selling results with over 200 pre-selected consumers for the ABC Company for a 4<sup>th</sup> year marketing class at Thompson Rivers University
- Researched, analyzed and reported on over 35 assignments with various topics including: marketing strategies, segmentation, planning and implementing the marketing mix and managing the marketing process
- Assisted Professor Pat Smith research and document a regional heritage marketing plan for the 2005-2006 tourism season
- Member of the SIFE (Students in Free Enterprise) since 2003, working with fellow members in partnership with local business to organize and practice the principles and values of entrepreneurship and market economies

### Interpersonal

- Conducted over 30 cold calls per 4-hour shift, averaging over 28% of all callers purchasing the product (a very high industry standard)
- Contacted clients after receiving product to ensure satisfaction
- Worked with students from a variety of countries and background to plan and coordinate special events at TRU
- Liaised with TRU faculty and SIFE members to coordinate over 13 projects, ensuring communication was clear and effective

## Computer Skills

- Demonstrated exceptional skills using:
  - MS Word
  - Excel
  - Access
  - Correl Draw
  - Visual Basics
  - HTML Programming
  - Front Page
  - Dream Weaver

## EDUCATION

Thompson Rivers University  
**Bachelor of Business Administration Degree, Major in Marketing** 2007 - 2009  
Kamloops, BC

### Relevant courses in:

- Introduction to Marketing
- Consumer Behaviour
- Professional Selling
- Marketing Research
- International Marketing
- Teamwork in Organizations
- Business and Professional Writing
- Commercial Law
- Intermediate Management and Financial Accounting

## EMPLOYMENT HISTORY

2007-Present (Volunteer)	<b>Marketing Coordinator</b>	TRU Business Club	Kamloops, BC
2007-2009	<b>Telemarketer</b>	Hospitality Telemarketing	Kamloops, BC
2007 & 2006 (Summer Positions)	<b>Front Desk Clerk</b>	ABC Hotel	Kamloops, BC
2005-2007	<b>Customer Server</b>	McDonalds	Merritt, BC

## REFERENCES

Professor Pat Smith TRU, Marketing Chair Kamloops, BC (000) 111-3333	Jean Jones TRU Business Club President Kamloops, BC (555) 333-8888	Fred Noname Hospitality Telemarketing Kamloops, BC (555) 555-4444
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## Cover Letters

Many employers really value a well worded, carefully crafted cover letter that is customized for their position. Consider the following template and examples.

Your Name  
Your Address  
Your Phone Number  
Your E-Mail

(If possible use the same letterhead you created for your resume)

Date: \_\_\_\_\_

Employer Name and Title  
Company Name  
Address  
E-mail

Re: \_\_\_\_\_

Identify what position you are applying for (and the competition number if there is one).

Greeting, using name of contact person: \_\_\_\_\_,

### The Body of the Letter:

The **first paragraph** should be two or three sentences. Introduce yourself and explain how you heard about the position. Your goal is to capture the reader's attention and encourage them to read on!

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Use **paragraph two** to distinguish yourself from other candidates by telling the employer why you want to work for them. Tell the reader how you will be a valuable addition to their team and what sets you apart from other candidates.

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The **third paragraph** should market your skills, education and experience. Consider listing key accomplishments that relate to the position.

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Use the **closing paragraph** to express your appreciation for reviewing your cover letter and resume. This is also another great place to let them know how they can easily contact you.

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Sincerely, (or Sincerely yours, Very sincerely, With regards, Regards, Respectfully submitted.)

*John Henry*

Typed Name

Type your name a few lines below the closing line and sign your name in the blank space.

**John Johnston**

**King Road, Kamloops, BC**

**(555) 555-5555**

**JohnJohnston@hotmail.com**

Summit Productions  
Ms. Joans, Human Resources Manager  
3700 Gilmore Way  
Kamloops, BC, V1V 1V1

February 5, 2011

Dear Ms. Joans:

It was with great excitement that I read your ad on the Thompson River Student Employment website for a **Marketing Assistant**. As the enclosed resume indicates I have the education, skills and availability to become an excellent addition to the Summit Production team!

As a fourth year Bachelor of Business Administration student majoring in Marketing, I have developed very strong research and statistical analysis skills. This was demonstrated in the Students in Free Enterprise case competition in Calgary in January 2010. We competed with universities from across Canada on developing marketing plans. As team chair I opted to do a marketing plan for your business partner, Envivo Marketing, to launch their new green products in Western Canada. We competed against 15 schools and won the grand champion award for ingenuity and creativity.

In addition to a strong education I offer over three years experience as a Marketing Assistant for ABC Enterprise. Through this position, I was responsible for developing marketing plans and analysis reports, enhancing our client base by 37%, and marketing products to over 200 vendors throughout Canada.

I am experienced, committed, and very interested in becoming part of your sales and marketing team! I hope to meet with you to discuss my qualifications. I can be reached at 250-555-5555. Thank you for your time and consideration.

Sincerely,

John Johnston

Resume Enclosed

Pat Smith  
555 Long Road  
Kamloops, BC V1S 1S1  
Phone: 233-5555  
E-mail: psmith@hotmail.com

Summit Productions  
Ms. Joans, Human Resources Manager  
3700 Gilmore Way  
Kamloops, BC, V1V 1V1

December 5, 2009

Dear Ms. Joans:

It was with great excitement that I read your ad on the Thompson River Student Employment website for a **Marketing Assistant**. As the enclosed resume indicates I have the education, skills and availability to become an excellent addition to the Summit Production team!

As a fourth year Bachelor of Business Administration student majoring in Marketing, I have developed very strong research and statistical analysis skills. In addition I also have over three years experience as a Marketing Assistant for ABC. Through this position, I was responsible for developing marketing plans and analysis reports, enhancing our client base by 37%, and marketing products to over 200 vendors throughout Canada.

In addition, I have arranged my schedule to take only evening and Monday courses to ensure my availability for exciting employment opportunities that might arise, such as the one with your company.

I am experienced, committed, and very interested in becoming part of your sales and marketing team! I hope to meet with you to discuss my qualifications. I can be reached at 250-555-5555. Thank you for your time and consideration.

Sincerely,

Pat Smith

Resume Enclosed

Pat Smith, Human Resource Manager  
Fairmont Hotel Vancouver  
900 West Georgia Street  
Vancouver, British Columbia  
Canada V6C 2W6

Your Name  
Your Address  
Your Phone Number

October 29, 2011

Dear Ms. Smith:

It was with great excitement that I read your ad for a **Host/Hostess at the Griffins Restaurant** on the go2 website this morning. Prior to immigrating to Canada I was a frequent customer of the Fairmont Hotel in Vancouver and had the opportunity to dine at this award winning restaurant. During my visits at the hotel and restaurant it was easy to see why your organization was awarded one of the Top 100 Employers in Canada for five years and one of the best hotel-restaurants in Canada.

As the attached resume indicates I have the skills and experience to be valued member of your strong team. Throughout my three years experience in comparable restaurants I have been described as friendly, energetic, enthusiastic and possessing a natural guest services/sales-oriented personality. I can communicate fluently in English, Mandarin and Japanese. I use my excellent interpersonal skills to ensure guests feel welcome, listened to and important. This includes assisting them with challenging reservations, ensuring their meals are to their complete satisfaction and their dining experience is exceptional. In addition, I take pride in my appearance ensuring I am well groomed, conservative, clean, neat and maintain a professional appearance.

In addition to strong interpersonal skills I also possess excellent telephone skills, experience using a variety of computer applications and Micros. Accurate cash and credit card handling is second nature and my Serving It Right certification has ensured strong guest services. I am also in excellent physical condition, as demonstrated by my ability to work a full shift at the Richmond Golf and Country Club Lounge followed by teaching two high-energy Pilates classes.

Thank you in advance for taking the time to review my resume and cover letter. I look forward to arranging an interview with you so we can discuss in more detail my suitability for this exciting position.

I look forward to hearing from you!

Respectfully submitted,

Stephanie Chan

Encl. Resume Attached