

# RESUMES COVER LETTERS INTERVIEWS

## GUIDELINES, TIPS AND EXAMPLES

## RESUMES

**Definition:** A brief account of one's experience and qualifications for the purpose of securing an interview for employment.

### RESUME ESSENTIALS

- **Focus**

The resume must be able to stand alone without a cover letter. The reader must be able to immediately recognize the purpose of the resume.

- **Qualifications that match the job**

Identify skills, core attributes, experiences, etc. that show your value to the reader – tell the employer what you can do for them.

- **Action Verb + Skill + Task = Result**

Use this formula for writing bulleted phrases that define your work experience.

- **Balance**

Document must look aesthetically appealing

1-2 pages, only if second page is full

Font size: 10-12 pt. Font styles: Calibri, Times New Roman, Arial

Must be scanned in 15 seconds or less

Avoid using templates such as Microsoft Word - they are difficult to edit

References on a separate page

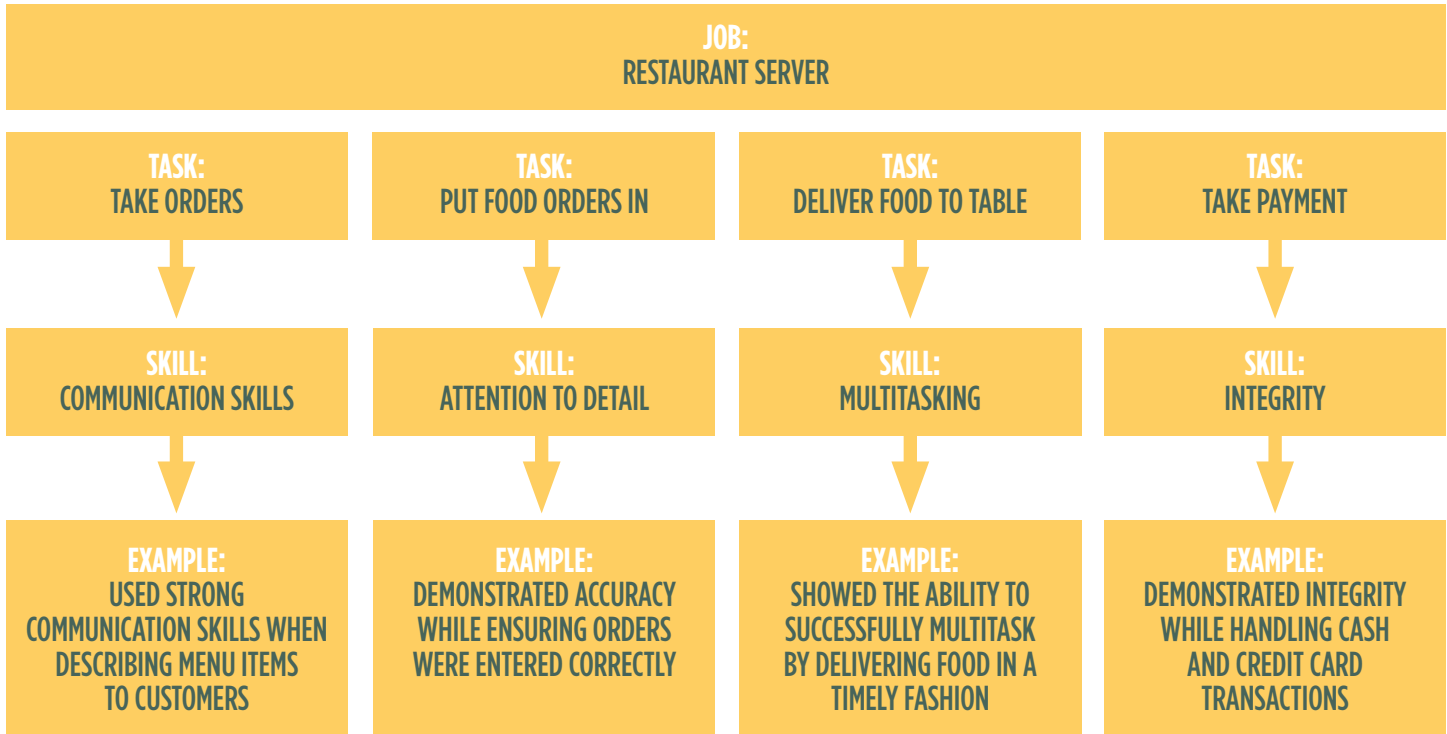
- **Error-free copy – no exceptions**

## DEVELOPING STRONG BULLET POINTS

### Map it out

Do not think about a job or experience based solely on what you did, but also what you gained and learned. Employers will be evaluating you based on what you can do for his/her company; your past experiences are meant to determine whether or not your contribution will be positive.

Select the skills you have that will be the most meaningful for the job you are investigating. Do not get trapped into simply explaining your qualifications by what you did for your past employer.



## RESUME TIPS

- Focus on relevant skills and experiences, as well as transferable skills
- Tailor each resume for the position you are applying for and match language used in a position description
- Less is more – avoid using lots of bold, underlined words and/or fancy fonts
- Use white space to indicate when each topic ends
- Create margins between .5” narrow and 1” wide
- Be concise
- Use PDF format when uploading or emailing documents to employers
- Follow the application instructions
- Be honest
- Remember your social media or online digital image is part of your resume; many employers check Facebook and other social media sites
- **Course Work**  
If you have taken a class or classes that help you meet the minimum employment qualifications, which can't be met otherwise, then list those classes on your resume.
- **Class Projects**  
Only include class projects that help satisfy minimum employment qualifications for an internship or full-time job; be selective.
- **High School Activities and Honors**  
After freshman year in college, high school activities and honors are no longer relevant.

## ACTION VERBS AND ADVERBS

Quick reference for writing bulleted statements

- **Action Verb + Skill + Task = Result**  
(Quantify when possible)

Example: Effectively demonstrated (AV) communication skills (S) by taking customer orders (T), resulting in 98% accuracy (R)

TASK ASSOCIATED WITH YOUR JOB/EXPERIENCE	SKILL(S) PERTAINING TO TASK	EXAMPLE: ACTION VERB + SKILL + TASK = RESULT

### ACTION VERBS

Accomplish  
Achieve  
Administer  
Apply  
Assist  
Attain  
Calculate

Coordinate  
Communicate  
Construct  
Contribute  
Create  
Delegate  
Demonstrate  
Design

Develop  
Display  
Document  
Enhance  
Execute  
Facilitate  
Formulate  
Gain

Generate  
Hone  
Illustrate  
Implement  
Initiate  
Improve  
Lead  
Leverage

Maintain  
Manage  
Master  
Operate  
Optimize  
Organize  
Perform  
Present

Produce  
Provide  
Select  
Supervise  
Utilize  
Upgrade  
Work  
Write

### ADVERBS

Accurately  
Creatively  
Effectively  
Efficiently  
Successfully

Note: Make sure when using action verbs in your bullet points you are using the correct verb tense.

## TOP 10 SKILLS FOR JOB CANDIDATES

1. Verbally communicate with people inside and outside the organization.
2. Work in a team structure.
3. Make decisions and solve problems.
4. Plan, organize and prioritize work.
5. Obtain and process information.
6. Analyze quantitative data.
7. Show technical knowledge related to the job.
8. Demonstrate proficiency with computer software programs.
9. Create and/or edit written reports.
10. Sell or influence others.

Source :  
NACE Job Outlook 2013

# Bill E. Bison

Current Address • City, State Zip • 701.555.1212 • first.last@ndsu.edu

## OBJECTIVE

To obtain the summer Marketing Internship with the XYZ Company

## EDUCATION

North Dakota State University, Fargo, ND  
Bachelor of Science degree in Marketing, Minor: English  
GPA: 3.3/4.0, Dean's List (two semesters)

Anticipated Graduation May 20XX

## RELATED COURSEWORK

- Foundations of Marketing
- Marketing Strategy
- Consumer Behavior

## INTERNSHIP

Marketing Professionals, Minneapolis, MN  
Marketing Intern

Month 20XX–Month 20XX

- Highlight an internship skill separately to illustrate its importance and relevance
- List three to five bullet points following the format: Action Verb + Skill + Task = Result (\*Result is optional)
- Managed all social media accounts, including development of content and marketing plan

## WORK EXPERIENCE

NDSU Bookstore, Fargo, ND  
Shift Supervisor

August 20XX –May 20XX  
January 20XX–May 20XX

- Promoted to Shift Supervisor after six months of employment for demonstrating strong leadership and a commitment to customer service
- Demonstrated attention to detail and integrity by ensuring accurate cash count and daily register balances

Cashier

August 20XX–January 20XX

- Listened to and provided excellent service to diverse customers, resulting in higher customer satisfaction scores
- Worked individually, as well as part of a team, to meet the goals established by the group or management

Two Stones Bison Ranch, Thompson, ND  
Farm Hand/Laborer

March 20XX–Present

- Utilize organizational skills to maintain ranch ledger and assist with payments and accounts receivable ensuring all payments are made on time
- Demonstrate adaptability by assisting with various daily tasks on a family ranch

## LEADERSHIP AND INVOLVEMENT

Residence Hall Government, NDSU, Fargo, ND  
Floor Representative

August 20XX–Present

- Develop presentation and verbal communication skills by facilitating floor meetings and educational workshops to ensure all constituents' voices are heard at hall-wide meetings
- Gain knowledge of personal leadership style by attending the President's Student Leadership Camp, October 20XX

Nokomis Childcare Center, Fargo, ND

August 20XX–Present

- Volunteer to read to toddlers for two hours per week during the academic year

## RECOGNITION AND HONORS

Mr. Anderson Memorial Scholarship

May 20XX

## COMPUTER SKILLS

- Microsoft Word
- Microsoft Excel

## ADDITIONAL RESUME SECTIONS WITH EXAMPLES

*\*include all experiences that apply*

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### PHARMACY RESUME SECTION EXAMPLES

#### LICENSURE AND CERTIFICATION

Licensed Intern, North Dakota  
License No. 123456

May 2015–Present

Basic Life Support for Healthcare Providers  
American Heart Association

January 2015–Present

#### ADVANCED PHARMACY PRACTICE EXPERIENCE

Clinical Pharmacology  
Sanford Health, Fargo, ND

January 2015–May 2015

Preceptors: Joe Johnson, Pharm.D.; Ron Swanson, Pharm.D.

- Utilized interpersonal skills to educate patients about their medications, correct dosages and any adverse drug reactions that may occur
- Developed strong written communication skills when assisting with writing patient notes
- Honed ability to communicate within a team when collaborating with fellow pharmacists and physicians

#### INTRODUCTORY PHARMACY PRACTICE EXPERIENCE

Institutional  
Essentia Health, Fargo, ND  
Preceptor: Jane Doe, Pharm.D.  
*\*include all that apply*

June 2014

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### NURSING RESUME SECTION EXAMPLES

#### LICENSURE AND CERTIFICATION

Certified Nursing Assistant  
Basic Life Support for Healthcare Providers  
American Heart Association

May 2015–Present  
January 2015–Present

#### CLINICAL NURSING EXPERIENCE

Medical/Surgical Rotation, Essentia Health, Fargo, ND, 84 hours  
Palliative Care Observation, Sanford Health, Fargo, ND, 8 hours  
ICU Rotation, Altru Health System, Grand Forks, ND, 65 hours  
Mental Health Rotation, Prairie St. John's, Fargo, ND, 40 hours

Spring 2015  
Spring 2015  
Fall 2014  
Fall 2014

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### TEACHING RESUME SECTION EXAMPLES

#### STUDENT TEACHING EXPERIENCE

Centennial Elementary School, Fargo, ND  
Student Teacher, fifth grade

January 2015–May 2015

- Utilized creativity to develop curriculum and teach a diverse class of 20 students
- Displayed strong organizational skills to complete lesson plans in a timely manner
- Incorporated successful classroom management using xyz theory of behavior management
- Demonstrated effective communication skills with parents and collaborated with other teachers and staff

## ENGINEERING PROJECT EXAMPLE

### ENGINEERING PROJECT

Senior Capstone, NDSU

Spring 2015

Reverse Engineer a Model Combat Tank

- Applied conceptual modeling and engineering skills while developing 3D models and blueprints for over 50 individual and interworking parts of a model combat tank
  - Utilized technology and CAD software including PTC Creo and digital calipers to complete modeling
  - Developed project management skills by serving as team leader, developing and adhering to an overall work plan and delegating assignments to team members
  - Displayed strong communication skills when presenting project process and results to professor and classmates
- 

## OTHER ACADEMIC PROJECT EXAMPLE

### ACADEMIC PROJECT

Experiential Retailing, NDSU

Fall 2014

Fashion Merchandising Secondary Brand Proposal

- Incorporated marketing, brand management and style concept theories to design a secondary brand proposal for a major retailer
  - Utilized design and art skills while creating concept drawings of possible pieces, including eight original designs
  - Created store layout concept, including all visual merchandising and product placement to optimize sales of secondary brand while adhering to established brand concepts
  - Gained knowledge of budgeting by developing a financial plan for secondary brand launch
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## RESEARCH PROJECT EXAMPLE

### RESEARCH EXPERIENCE

NDSU Pharmacology Lab, Fargo, ND

June 2014–Present

Research Assistant

- Demonstrate flexibility and adaptability by assisting graduate students with the day-to-day operations of their individual research
  - Hone ability to work in a fast-paced, changing workplace while being responsible for up to five projects at one time
  - Display attention to detail by accurately documenting progress and measurable changes on projects
  - Develop technical skills by utilizing basic and advanced lab equipment, technology, protocol and vernacular on a daily basis
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## COMPUTER AND TECHNICAL SKILLS EXAMPLE

### COMPUTER SKILLS

Operating System	Windows 7/XP, Unix, Linux
Programming Languages	C# 3.5/4.0, C++, Object Oriented Programming
Web Technologies	ASP.NET, Java Script, CSS, HTML
Databases	SQL SERVER 2008, SQL SERVER 2008 R2, Oracle 9i
Software	Microsoft Access, Excel, Word, PowerPoint

## EXAMPLES OF CORE COMPETENCIES

### Interpersonal competence

The ability to convey poise, self-assurance and professionalism; to build positive and long-term relationships and partnerships with coworkers and clients; and to demonstrate awareness and consideration of others' opinions, concerns and needs.

### Problem analysis, decision making

The ability to identify, integrate and grasp critical elements of problem situations and to use logical and sound judgment. It also includes the ability to handle complexity, recognize subtle interrelationships, draw conclusions and make sound and timely decisions.

### Administrative/organization skills

Included are setting and adjusting priorities, creating and implementing both short- and long-term plans, following through on responsibilities, handling paperwork effectively and efficiently, and structuring and allocating one's own time and resources productively.

### Leadership

The ability to supervise, direct and guide individuals and groups in the completion of tasks and fulfillment of goals. This includes initiating new ideas, delegating responsibility and managing conflict.

### Strong work ethic/integrity

Includes showing up on time, looking for ways to stay busy, being willing to accept challenges and sticking to a task until completed. It also means having a strong desire to complete a job well and taking responsibilities seriously.

### Influencing others

The ability to use personal influence and persuasion to bring others to one's point of view, to project a "take charge" attitude and to bring about effective action through direction or collaboration.

### Adaptability/flexibility

The ability to cope with the demands of work. Factors such as confidence, coping with stress and pressure, responding to new challenges and changing expectations, and maintaining flexibility and resilience through adversity are included.

### Motivation

Includes initiative, commitment to high internal standards of excellence, achievement and ability to consistently meet or exceed performance expectations related to organizational goals and objectives.

### Communication skills

Includes listening, conveying genuine interest in what others are saying, clarity and fluency in oral communication and the ability to ask probing and substantive questions.

### Teamwork skills

The ability to form teams, build team effectiveness and trust, as well as implement knowledge of the stages of team development and team process skills and conflict management. Team members put forth a cooperative effort for a common cause.

## TRANSFERABLE SKILLS

Employers expect you to apply different skills you have gained through various experiences to the work environment. Identify abilities on your resume that can be applied in several different professional settings. Transferable skills are your most marketable assets.

Example: Demonstrated organizational skills by effectively managing a 15-credit class schedule, three extracurricular activities and an off-campus work schedule of 25 hours per week while maintaining a 3.8 GPA.

Speak effectively	Promote change	Solve problems	Provide support	Facilitate group	Delegate
Describe feedback	Implement	Analyze	Identify problems	discussions	responsibility
Organize	decisions	Attend to details	Gather information	Provide appropriate	Manage conflict
Develop rapport	Manage time	Teach	Extract important	feedback	Enlist help
Motivate	Write concisely	Sell	information	Perceive nonverbal	Set/meet deadlines
Perceive feelings	Report	Cooperate	Enforce policies	messages	Accept
Forecast, predict	Interview	Listen attentively	Coach	Cooperate	responsibility
Identify resources	Assert	Negotiate	Make decisions	Imagine alternatives	
Define needs	Share credit	Persuade	Be punctual	Set goals	
Initiate new ideas	Represent others	Convey feelings	Meet goals	Develop evaluation	
Manage groups	Generate ideas	Counsel		strategies	

## OPTIONAL RESUME SECTIONS

Resume sections should be relevant and tailored to the position you are applying for. For example, if you are applying for a teaching position, use **teaching experience** or **related experience** instead of work experience. This allows you to set the tone and focus of the resume and make it clear what relevant and related experiences you have.

Academic Achievements	Computer Languages	Licenses	Related Experience
Academic History	Computer Skills	Memberships	Related Field Work
Accomplishments	Cooperative Education	Military Experience	Research Experience
Activities	Dissertations	Military Service	Seminars
Associations	Education	Military Training	Skills and Attributes
Athletic Involvement	Educational Background	Objective	Special Awards and Recognitions
Awards	Employment History	Occupational History	Strengths
Awards and Distinctions	Exhibitions and Awards	Other Skills	Student Teaching Experience
Background and Interests	Extracurricular Involvement	Overseas Experience	Teaching Experience
Career Goal	Graduate School	Practicum Experience	Thesis
Career Highlights	Honors, Activities and Organizations	Professional Affiliations	Volunteer Experience
Career-Related Training	Internship Experience	Professional Experience	Work Experience
Career Skills and Experience	Job History	Professional Objectives	Work History
Certifications	Languages	Published Works	
Class Projects	Leadership Roles	Qualifications	
Coaching Experience		Related Course Work	

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# COVER LETTERS

**Definition:** A professional letter introducing another document. A letter of application summarizes qualifications for employment and introduces a resume.

## COVER LETTER ESSENTIALS

- **Focus**  
Well-written professional document created for a specific company and addressed to a specific person/department/company
- **Balance**  
Document must look good on a page  
1 page - Font size: 10-12 pt.  
Font styles: Calibri, New Times Roman, Arial
- **Error-free copy – no exceptions**
- **Address position requirements or minimum qualifications**  
Identify skills, core attributes, experiences, etc., that show your value to the reader – what you can do for the employer.
- **Strong closing**  
Express an interest in participating in an interview to discuss your qualifications in greater detail.



## COVER LETTER GUIDELINES

Use the same heading as your resume or:

Street Address

City, State Zip

Month, Day, Year

Name of Recruiter

Title of Recruiter

Employer's Name

Employer's Street Address

City, State Zip

## SALUTATION

Dear Dr./Mr./Ms. (recruiter's last name followed with a colon):

## OPENING PARAGRAPH (why you are writing)

- Identify the position for which you are applying, how you learned of the opening and/or the intent of your letter. If you are not targeting a specific position, but have an interest in the company and its mission, then include that in this paragraph.
- Use a transitional sentence to introduce the second paragraph.

## MIDDLE PARAGRAPH(S) (qualifications)

- Identify two or three ways you could successfully contribute to the overall functioning or growth of the company.
- Mention why you are excited about the position and the organization.
- Explain how your academic background makes you a qualified candidate for the position.
- If you have some practical experience, point out specific achievements or unique qualifications that evolved from it.
- Illustrate relevant knowledge and qualifications by providing at least one example of a time you used the specific knowledge or skill.
- Include a summary statement about your interest in the company and your ability to transfer your academic knowledge/work experience into a professional position.

## CLOSING PARAGRAPH (wrap-up/action)

- Express an interest in participating in an interview to discuss your qualifications in greater detail.
- Provide your contact information.
- If applicable, make a statement that will encourage a response. For example, you can say you will be in town on a certain date and would like to schedule an appointment or you will call on a certain date.
- Thank the person for his/her time and consideration.

## COMPLIMENTARY CLOSE

- Examples may include: Sincerely or Respectfully (always followed by a comma)
- Your name would appear typed four spaces below the complimentary close, and your signature would appear between these two items.
- Note: The word "enclosure(s)" should appear beneath your name if you are sending any additional information (resume, etc.)

# Bill E. Bison

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Current Address • City, State Zip • 701.555.1212 • first.last@ndsu.edu

March 14, 20XX

Ms. Carolyn Johnson  
Human Resource Director  
Employer name  
1234 Street NW  
City, State Zip

Dear Ms. Johnson:

I am applying for the position of Project Engineer advertised in The Forum on Sunday, March 13. The skills I developed during my Cooperative Education assignment and throughout my academic work give me confidence in my qualifications for this position.

I will earn a Bachelor of Science Degree in Electrical Engineering upon graduation this May from North Dakota State University. My course work has given me a broad spectrum of technical theory and applications. For the past two summers, I have worked as an Electrical Engineering Intern for (insert company name) in Alexandria, Minnesota. My work included designing and installing equipment to improve electrical generation efficiency and plant safety. Consulting with engineers and technicians when developing designs and modifications allowed me to learn new techniques, test new theories and improve my presentation skills.

The skills that I developed working as an intern give me confidence in my abilities to meet and exceed your expectations. Enclosed is a copy of my resume for your consideration, and I look forward to an opportunity to discuss them with you in person. Please contact me at 701-555-1212 or first.last@ndsu.edu to schedule an interview.

Thank you for your consideration.

Sincerely,

(Signature)

Typed name

Enclosure

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- *Alternate formatting note:* When addressing job qualifications in a cover letter, you can use a bulleted list in place of the “middle paragraph.” However, if you choose to use a bulleted list, be sure your punctuation is correct. If you have questions about format, please contact the Career Center, and we will be happy to assist you.

# INTERVIEWS

Definition: A professional meeting to evaluate the qualifications of a prospective employee.

## INTERVIEWING ESSENTIALS

- **Be professional**  
Dress appropriately and arrive 10-15 minutes early.  
Remember the interview starts the moment you arrive.  
Come prepared with extra resumes and questions to ask the employer.
- **Research the company**  
Take the time to research the company before your interview. Also, be able to tell the recruiter why you want the particular job or how you fit the job description.
- **Use the star method**  
Use specific examples when responding, using Situation/Task, Action, Result.
- **Make eye contact**  
Establish eye contact with each member of the interview panel.
- **Be sure to follow-up**  
Send a thank-you note to every member of the interview panel within 24 hours.

## BEHAVIOR-BASED INTERVIEW

Behavior-based interviewing is the most popular format among HR professionals. This style of interview focuses on past behavior to determine how an applicant will respond to similar situations in the future. Most questions are designed to elicit specific responses and detailed descriptions. Behavior-based interview questions will challenge the applicant to recall in detail what they did and how they felt. By doing this, the interviewer is able to see the big picture – the applicant’s thought process, decision-making abilities, communication skills and the results he or she achieved.

Applicants should answer behavior-based interview questions using the following format: Situation/Task; Action; Result (STAR)

### Situation/Task

- Describe the situation you were in or the task you needed to accomplish. (Describe a specific event or situation, not a generalized description of what you have done in the past.)
- Be sure to give enough detail for the interviewer to fully understand the situation/task.

### Action

- Keep the focus on you even if you are discussing a group project or effort.
- Describe what your role was – not the efforts of the team.
- Don’t tell what you might do; tell what you did.

### Result

- Finish your answer by telling the interviewer what happened, how the event ended and/or what you accomplished.

## SUCCESSFUL PHONE INTERVIEWING

- Treat the phone interview with as much preparation as you would an on-site interview.
- Stand and look into a mirror when answering their questions – this will remind you to smile.
- Ensure you are in a private location and will not be interrupted or disturbed.
- Have important documents (resume, portfolio), a note pad and several pens/pencils nearby.
- Dress up – it may be easier for you to think and sound more professional if you are dressed professionally.
- Keep the pace of your speech slow, as rapid speech is magnified over the phone.
- Be sure to enunciate your words very carefully.
- Do not use a cell phone, unless necessary.
- Record the names of each interviewer for a thank-you letter.
- Thank the interviewers. Let them know they can contact you with further questions.
- Make sure your outgoing voicemail message is professional.

## SAMPLE INTERVIEW QUESTIONS

Common interview Q and A: Always finish your answer with the result/outcome.

### **Tell me about yourself.**

- Almost always the first question an interviewer will ask.
- Companies are not looking for family history, hometown or hobbies.
- Keep your response related to the job you are applying for.
- Discuss education, work experience and skills, but do not ramble.

### **Tell me about a difficult decision you have made.**

- Employers are looking for the process you used to make a decision.

### **Describe a time when you worked as part of a team.**

- Draw on examples from past work experiences, class projects or athletics.
- Emphasize your role and how you contributed to the team.

### **Do you have any questions for me?**

- Always have five questions prepared; ask three.
- Ensure they are not questions you can find the answers to on your own.
- Have questions written in a pad-folio notebook, and refer to that during your interview when appropriate.
- Never initiate questions about salary, vacation, break time or benefits during a first/screening interview.

### **Questions you can ask:**

- How would you describe a typical day on the job?
- How will this position be evaluated?
- What do you enjoy about working at XYZ company? (Gives insight into company culture)
- When are you planning to make your decision? (Always ask.)

## ADDITIONAL SAMPLE INTERVIEW QUESTIONS

- Give me an example of a time when you motivated others.
- Tell me about a time when you were forced to make an unpopular decision.
- When working within a group, what role do you typically take?
- Why do you want to work here?
- Assuming all candidates are similar on paper, why should we hire you?
- What experience do you have working with a diverse group of people?
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Tell me about a time when you had to go above and beyond the call of duty to get a job done.
- Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
- Give me an example of a time when you had to make a split-second decision.
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when you tried to accomplish something and failed.
- Give me an example of when you showed initiative and took the lead.

## THANK-YOU ETIQUETTE

A thank-you note will remind the interviewer how interested you are in the position and show appreciation for the interview. Here are some tips:

- Send a thank-you note to every person in your interview.
- Send as soon as possible, preferably within 24 hours.
- Note should be professional and brief.
- Thank-you emails are preferred by employers. An email is more timely and can be forwarded on as needed.
- Handwritten on a business professional note card (similar to graduate thank-you card) is also an option.

## EMPLOYER EXPECTATIONS OF YOUR JOB SEARCH

- Present yourself well in writing on resumes, cover letters and thank-you notes/letters.
- Articulate your career goals.
- Define your motivation.
- Display maturity – good manners.
- Take seriously your transition from student to professional.
- Know your uniqueness, strengths and areas for improvement.
- Understand what talents you have to offer an employer.
- Present yourself well verbally.
- Project a professional image.

## REFERENCES

References should be people who can critique your performance in past employment, education or community activities, such as supervisors, professors, volunteer coordinators, advisers or coaches. Unless specified, three to five contacts are typical for a reference sheet.

### Tips:

- References should be professional or academic references – do not use parents or close personal friends.
- Ask for permission before using someone as a reference; ask them what they might say to a potential employer about you.
- Submit references to employers only when they are requested.
- Let your references know you are in a job search so they can be prepared if they are contacted.

## First M. Last

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Current address • City, State Zip • 701.555.1212 • first.last@ndsu.edu

### REFERENCES

**Dr. John Scott**

*Adviser/Professor*

Communication Department  
North Dakota State University

1234 Bison Drive

City, State Zip

701.231.0000

john.scott@emailaddress.edu

**Jane Reynolds**

*Owner*

ABC, Inc.

1111 Some Street

City, State Zip

701.555.2222

jane.reynolds@abc.com

**Alice Haney**

*Executive Director*

Helping Homes, Inc.

3433 ABC Street South

City, State Zip

701.555.1111

alice.haney@helpinghomes.com

# LINKEDIN

## LINKEDIN ESSENTIALS

### Complete your profile

- Create a strong professional summary. List qualifications and goals concisely and confidently, and complete the sections specific to college students, including: majors, minors, courses, projects, honors, awards and GPA.
- Describe experiences (can be Action Verb + Skill + Task = Result), including keywords and accomplishments.
- Incorporate related/industry keywords and phrases throughout profile (everything is searchable).
- Be strategic with your section layouts – put relevant information high on your profile.
- Watch for spelling or grammatical errors.

### Claim your unique URL

When you create an account, LinkedIn gives you a generic, random link to your page; follow the editing process to make your profile URL unique to you.

### Participate in groups

- Update your profile regularly as it relates to desired work.
- Collect recommendations from professionals you have worked with – the best profiles show diverse recommendations.
- Research and join university-affiliated and industry-related groups.

### Use the alumni tool

Gain insight into a career path and network with NDSU alumni with similar majors and skills.

### Actively update your profile

Remember, you are responsible for what you put out there for people to see.

For more information, visit: <http://students.linkedin.com>

## PROFESSIONAL ATTIRE ESSENTIALS

### MEN

**Suit:** Conservative, two-piece suit in black, dark gray or navy

**Shirt:** Long-sleeved white or light blue tailored shirt to pair with suit

**Tie:** Conservative with stripes or small pattern

**Shoes:** Polished dress shoes, over-the-calf dress socks and a belt to match shoes

**Accessories:** Keep at a minimum

**Grooming:** Hairstyle should be well-groomed and fingernails should be clean

### WOMEN

**Suit/Dress:** Conservative style in black, dark gray or navy. Skirt at knee length

**Shirt:** White or light color blouse to pair with suit, nice sweater or shell

**Shoes and Hosiery:** Shoes should match suit and be low-heeled or a closed-toe pump. Hosiery plain or neutral

**Accessories:** Maximum of seven pieces

**Grooming:** Hairstyle should be well-groomed. Make-up should be minimal and natural-looking. Fingernails should be clean with light or no polish



## CAREER CLOSET

« Borrow a professional outfit at no cost. Available to current NDSU students. »

Call 231.7111 to make an appointment.  
To view the closet, visit  
[ndsucareercloset.weebly.com](http://ndsucareercloset.weebly.com)

NDSU

CAREER CENTER

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**NDSU**

CAREER CENTER

[www.ndsu.edu/career](http://www.ndsu.edu/career)

306 Ceres Hall • 701-231-7111

*Call 701-231-7111 for an appointment*

**Services offered:**

- Resume and cover letter critiques
- Interview preparation
- CAREERlink electronic job boards
- Internship programs
- Career fairs
- LinkedIn
- Navigating job offers
- On-campus interviews
- Graduate school preparation
- Career Spots, job search videos
- Alumni services