



Resume, CV & Cover Letter Writing

Your application materials take time to develop. Be thoughtful and strategic in your approach. Suggestions in this section will help you get started.

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Preparing & Tailoring Your Resume

Preparing and tailoring your resume to each job opportunity is vital if you want to stand out from the crowd. Customize your resume to fit the job description to increase your chances of getting an interview. Follow these three steps and in no time, tailoring your resume will become more natural.

PRO TIP: Start with a comprehensive resume that includes everything -- your education, accomplishments, work or volunteer experiences, skills, and any awards you have earned so that you don't forget all of the experiences you've had that you can possibly use. Pick and choose what you want to showcase from the master resume to your tailored one.

Read the Job Posting

Many candidates forget the job posting once they have begun the application process, but it is so important you read the job ad thoroughly. Use the job description as a guide as you construct your document.

Highlight Your Relevant Accomplishments, Skills, and Experiences

While reading through the job description, highlight any accomplishments, experiences or skills that you have that match the job ad. Remember that experience and skills don't just come from jobs you've had. They also come from volunteer or other unpaid work, relevant hobbies, extracurricular activities, temporary jobs, and more. Also, don't underestimate the powers of transferable skills! Look for those skills in the job ad, too.

Match Your Information to the Job Posting

Now you need to customize your resume to include those relevant accomplishments, experiences, and skills. Most recruiters and hiring managers have a software system that scans your documents for keywords and phrases. For example, if a job description calls for someone with a solid work ethic and organization skills, you will want to use those key phrases specifically in your document. By customizing your resume, you are showing the hiring manager that you are serious about the job opportunity and that you are the best candidate for the job.

PSST..

Show future employers you can pay attention to details by matching phrases and verbs used in their job description as they apply to you.

Sections to include on a resume

There are four main resume sections: Contact, Education, Experience, and Skills. Highlight your most direct experiences with a **Relevant Experience** section. Additionally, you could have an Other Experience section or title your other experiences in a variety of ways. Your other experiences could include community involvement, volunteer, part-time jobs, etc (see list below).

Remember, **experience does not have to be paid!** Your course work or research projects might be the most relevant item on your resume; or maybe your unpaid internship is most relevant. Please also remember your resume will change depending on what you're applying to. "Relevant Experience" is subjective. You can also re-title Relevant Experience to XYZ Experience (e.g. Social Work Experience). Your items within each section should go in **reverse chronological order**, with most recent experience within a section first.

Below are ideas of what you could put in each major section. If you'd like tailored advice to fit you and your career interests, come by the Career Studio 12-4 PM Monday to Friday or make an appointment via your MyWCU. (Click on Advising and Tutoring under Apps). Check out our resume samples on page 10 for more ideas.

CONTACT

- First & Last Name*
- City, State**
- Phone Number***
- Professional Email
- Website/ Portfolio URL
- LinkedIn URL

* = Use the first and last name you want others to call you.

** = Omit if you are applying outside your region

*** = Be sure to have a professional-sounding voice-mail message.

EDUCATION:

- Name of Institution, followed by City and State
- Graduation Month and Year
- Full Title of Degree (e.g. Bachelor of Science in Biology)
- Concentration
- Minor
- GPA (if above 3.0)
- Honors College Membership
- Study Abroad

EXPERIENCE:

- Internships
- Course Work Projects
- Research Experience
- Full- or Part-Time Jobs
- Military Experience
- Volunteer Experience
- On-Campus or Community Involvement
- Athletics/ Theatre./ Band
- Professional Presentations & Publications
- Professional Development
- and more!

SKILLS:

- Technical Skills
- Equipment Used
- Research Methods
- Lab Skills
- Computer Languages
- Computer Programs
- Computer Operating Systems
- Additional Languages

Now you try...

RESUME SECTION	COURSEWORK, EXPERIENCES, OR SKILL SETS TO INCLUDE

Showcase Career-Ready Competencies

Ever heard the phrase, “**Show, don’t tell**”? It’s a common saying in the fiction writing world, however, the saying is also true in resume writing. It’s fine to have a skills section to list your tangible skill sets (e.g. computer programs, additional languages, tools and equipment you use in your field). However, you also need to **show** the employer that you’re ready for their workplace. It’s not only about what skills you have developed but also how you have developed them. Check out a few of our **resume sample bullet points** under each career-ready competency.

Career and Self Management

- Completed voluntary professional development program to learn and apply important skill sets such as professionalism and leadership.
- Displayed flexibility and leadership by training 10 other student staff members on departmental policies and protocols while adjusting to changing circumstances.

Equity and Inclusion

- Mentored 4 incoming first generation college students bi-weekly during their first semester to provide friendship and encouragement, improving their confidence in navigating college environment.
- Reviewed student club’s policies for inclusive language, increasing membership among marginalized student populations.

Teamwork

- Collaborated with 2 other interns to develop sales pitch and engaging marketing plan for company’s two upcoming products.
- Coordinated with 10 local and regional clothing retail stores to create Suit Up!, an event which connects college students with affordable business professional wear.

Communication

- Communicated effectively with diverse audiences, including prospective students, families, and external constituents regarding university history, resources, and academic majors.
- Conducted more than 50 thirty-minute interviews for qualitative research regarding effects of pandemic on adolescent development as they enter young adulthood.

Leadership

- Led group of 3 other classmates in semester-long project which aimed to increase awareness of sexual assault risk factors and incidents on campus.
- Managed restaurant’s training program to initiate incoming staff members to ServSafe protocols, customer service expectations, and other company policies.

Technology

- Edited 15-minute mini-documentary on history of relations between Western Carolina University and Eastern Band of Cherokee Indians using Adobe Premiere Pro.
- Created and analyzed over 20 surveys using SPSS to gather actionable insights into effective teaching methods.

Critical Thinking

- Identified and solved inefficiencies within department, such as student check-in and check-out processes and computer software shortcuts to increase productivity.
- Evaluated sorority’s marketing plan and implemented new ways to reach potential members; increased new membership by 20% within one semester.

Professionalism

- Presented research findings to judges, other faculty, and external university constituents during annual Undergraduate Research Symposium.
- Represented academic department during Open Houses and Orientation sessions, answering incoming student questions and giving tours of facility.



Bullet Development

Now that you've brainstormed your transferable and technical skills and discussed how to connect yourself to the job ad, consider how your bullet points describe your experiences and skill sets. Be sure to include details such as equipment or computer software used, how often you completed the task, who else you might have worked with, any outcomes you observed or can prove as a result of your hard work, etc. Use the following formula:

action verb + what you did + how/ why you did it = solid bullet point

Skill set: Written communication skills

Supporting experience: Freelance Writer, *The Western Carolinian*

Basic: Wrote articles for campus newspaper

Better: Worked with team to brainstorm and write three articles monthly for *The Western Carolinian*, WCU's campus newspaper.

Best: Collaborated (**action verb**) with a team of six other writers and editorial staff members to brainstorm and write three timely and newsworthy articles (**what you did**) using AP style (**how**) for *The Western Carolinian*, WCU's bi-weekly campus newspaper.

Skill set: Event planning

Supporting experience: Recruitment Chair of Greek organization

Basic: Responsible for recruitment for fraternity

Better: Created recruiting events on campus for large fraternity

Best: Led (**action verb**) a team of four others to host four recruitment events for a 50-member fraternity (**what you did**), resulting in an increase in membership (**why**) by 15% within one semester (**outcome**)

Skill set: Time management in a fast-paced environment

Supporting Experience: Sandwich Artist, Subway

Basic: Managed time to make sandwiches for customers

Better: Managed time to complete customer orders to satisfaction

Best: Used (**action verb**) time productively to complete customer orders to satisfaction in a fast and dynamic environment (**what you did**), while adhering to all company policies and ServSafe protocols (**how**)

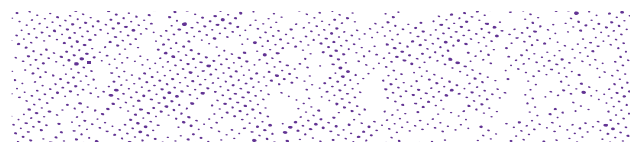
Now you try...

Skill set:

Supporting Experience:

Outcome (optional):

Resume Bullet:



Action Verbs for Resumes

Using action verbs to describe your experiences is one way to bring thoughtfulness and creativity to your resume. Whenever possible, use verbs that represent functions of the job you are seeking. Remember to use present-tense verbs for current activities and past-tense verbs for completed activities. Also, try not to use the same verb twice; the thesaurus in your word-processing software and this list should provide more than enough possibilities.

Management/ Leadership Skills

administered
analyzed
approved
assigned
attained
authorized
chaired
considered
converted
coordinated
decided
delegated
developed
directed
emphasized
enhanced
established
generated
handled
hosted
improved
incorporated
increased
initiated
instituted
led
managed
merged
motivated
organized
overhauled
oversaw
planned
recommended
replaced
restored
reviewed
supervised

Communication/ People Skills

advertised
articulated
authored
clarified
collaborated
communicated

condensed
consulted
contacted
corresponded
defined
described
discussed
drafted
edited
enlisted
explained
formulated
incorporated
interacted
interpreted
interviewed
joined
marketed
mediated
moderated
negotiated
observed
participated
persuaded
presented
promoted
recruited
responded
suggested
translated
wrote

Research Skills

analyzed
clarified
collected
compared
conducted
critiqued
detected
determined
diagnosed
evaluated
examined
experimented
explored
extracted
formulated
gathered

identified
inspected
interpreted
investigated
measured
organized
researched
searched
solved
summarized
surveyed
systematized
tested

Technical Skills

accelerated
adapted
advanced
applied
architected
assembled
automated
built
calculated
calibrated
computed
constructed
converted
deployed
designed
determined
developed
discovered
engineered
expedited
fabricated
fortified
installed
maintained
operated
overhauled
printed
programmed
repaired
replaced
restored
sequenced
solved
troubleshoot

upgraded
utilized

Teaching Skills

accepted
acknowledged
adapted
advised
clarified
coached
communicated
developed
enabled
encouraged
evaluated
explained
facilitated
fostered
guided
influenced
informed
instilled
instructed
lectured
mediated
motivated
posed
recognized
shaped
stimulated
taught
tested
trained
tutored

Organization Skills

approved
arranged
classified
coded
collected
compiled
corresponded
distributed
divided
generated
implemented
inspected

monitored
obtained
operated
ordered
organized
prepared
processed
provided
recorded
registered
reserved
responded
reviewed
routed
scheduled
screened
set up
submitted
supplied
standardized
systematized
updated
validated
verified

Creative Skills

altered
ameliorated
augmented
composed
conceptualized
created
customized
debugged
devised
displayed
drew
entertained
fashioned
innovated
introduced
invented
launched
modeled
modified
originated
painted
performed
photographed

piloted
pioneered
polished
procured
published
rebuilt
refined
reformed
rehabilitated
revitalized
shaped
spearheaded
streamlined
synthesized
transformed
undertook
visualized

Helping Skills

adjusted
advocated
aided
assisted
attended
cared
contributed
counseled
demonstrated
familiarized
helped
inspired
integrated
intervened
listened
mentored
perceived
prevented
provided
referred
rendered
represented
resolved
safeguarded
serviced
simplified
spoke
supplied
supported
volunteered

Formatting Your Resume

While there is no one “right” way to format a resume, there are several rules you should follow to present a clean, clear, and concise document which highlights your education, skills, and experiences:

1. Keep it short. For most, a one-page resume is optimal (Areas of study with ample hands-on experience as part of the curriculum, such as nursing or teaching, will likely have a two-page resume).

2. Make use of negative spaces. Try not to leave large blank spaces in your resume. Think through how you will use the space you have to effectively display your skill sets to the potential employer or academic institution. This is especially true if you have many skills, projects, and experiences to showcase and would like to keep your resume to one page.

3. Use professional fonts. Choose a font that allows you to stand out from the rest but is still professional such as Garamond, Arial, Calibri, Helvetica, Georgia, Cambria, or Avenir.

4. Think about your font size. We recommend that your name be larger, up to 18- or 20-point font (and in bold); the headings of your resume up to 14-point font; and the text of your resume between 10- and 12-point font.

5. Use boldface, italics, and underlines thoughtfully. Make sure you aren’t overusing them; they can easily become distracting.

6. Be consistent. However you decide to format the look of your resume, make sure you are consistent (font types and sizes, as well as where you put your locations, position titles, dates, etc.)

7. Think about the margins, too. Your margins can be as small as 0.5” to allow for more room to showcase your skill sets.

8. Save your resume as a PDF. Unless the employer says otherwise, save your documents as PDFs so that your formatting stays true regardless of the type of computer or software the employer may be using to review your materials. (**NOTE:** You will also want to include your name when you save your documents so the employer can quickly locate yours for further review. For example: Catamount_Resume or PawsCatamount_Cover_Letter)

It’s good to go when...

- You’ve checked to make sure there are **no** grammatical or spelling errors.
- You’ve tailored your resume to the job description as much as possible.
- All sections are in reverse chronological order (current experiences are placed first, followed by events that have happened in the past).
- You’ve had at least two people you know and trust review it.
- Formatting is clear, concise, and consistent.
- You have saved your document as a PDF and have named your file appropriately (e.g., Last Name_Resume).

Paws Catamount

Cullowhee, NC | 555-555-5555 | paws1@catamount.wcu.edu

Education:

Western Carolina University Bachelor of Fine Arts
Cullowhee, NC
Expected May 2028

Tuscola High School Diploma
Waynesville, NC
June 2024

Leadership Experience:

Tuscola High School Student Government Association
Vice President
Waynesville, NC
Aug. 2023 – June 2024

- Served on SGA Executive Board and as liaison between Board and committee chairs
- Submitted monthly report to President and Parliamentarian for accurate records
- Participated in decision-making processes and voting decisions

Tuscola High School Marching Band
Jr. Drum Major/ Head Drum Major
Waynesville, NC
Aug. 2023 – Dec. 2024

- Led band ensemble of 40 members in award-winning season
- Taught fundamentals of marching concepts to all incoming band members
- Assisted Director in office tasks as needed

Work Experience:

Jack the Dipper Ice Cream Store
Cashier/ Staff Member
Waynesville, NC
June 2022 – July 2024

- Fulfilled customer orders accurately in a timely fashion
- Followed company policies and protocols regarding cleanliness of facility
- Promoted monthly specials and promotions via social media and in person

Community Engagement Experience:

Sarge's Animal Rescue
Volunteer
Waynesville, NC
Sept. 2020 – Present

- Provided hands-on care to shelter animals by cleaning kennels and ensuring animals were well fed during each shift
- Organized office files and answered community questions via phone and email

Think about experiences you can do while at WCU to enhance your resume such as **internships, student employment, volunteer work, research opportunities, athletics, student clubs and organizations**, etc. Your degree alone will not make you competitive in the job marketplace. You need to think of how you can build your resume so that you are competitive after you graduate.

PAWS CATAMOUNT

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CAREER TARGET: SOCIAL JUSTICE ADVOCATE

- Demonstrated commitment to **equitable access to education** and **literacy**; Bilingual in **English** and **Spanish** languages.
- **Excellent communication** and **time management skills** developed through campus newspaper experience and internship.
- Proficient in **Microsoft Office** (Word, Excel, PowerPoint) and **Adobe** (Photoshop and InDesign).
- Knowledge of **social media platforms** (Instagram, X, Facebook) and **Google Analytics**.

EDUCATION

Bachelor of Arts in English (English Studies concentration) | Social Justice minor December 2026
Western Carolina University | Cullowhee, NC GPA: 3.78/4.0

Relevant Courses:

Writing for Electronic Environments
Cultural Studies

Writing and Advocacy
Social Justice in Education

Proposal and Grant Writing
Global Educational Systems

INTERNSHIP EXPERIENCE

Intern, Center for Racial Equity in Education (CREED) | Raleigh, NC June 2024 - August 2024

- Assisted Director of Policy and Advocacy of CREED, a nonprofit dedicated to close opportunity gaps in K-12 public school systems in North Carolina, with social media management.
- Analyzed literature reviews regarding North Carolina educational policies and their effects on various populations including Black, Hispanic, LGBTQ+, and students from low socioeconomic backgrounds.
- Wrote and copy-edited key highlights from literature reviews for monthly policy briefs and committee meeting agendas.
- Developed template for annual review report using Adobe InDesign; copy-edited report before publication online and in print.

ADDITIONAL RELEVANT EXPERIENCE

Volunteer, Language Enhancement Afterschool Program, Cullowhee, NC January 2023 - Present

- Tutor 3 students in 4th and 5th grade in English language concepts twice a week; students improved in language proficiency by 25% within one semester.
- Communicate with parents in Spanish regarding students' progress in both English proficiency and academic homework materials

Campus Reporter, *Western Carolinian*, Cullowhee, NC August 2023 - Present

- Write three articles monthly for campus newspaper on relevant topics including tuition increases, campus sustainability efforts, and AI technology policies.
- Interview key campus administrators including Faculty Senate Chair Dr. Yancey Gulley, Provost Richard Starnes, and Student Government Association President CJ Mitchell.

PROFESSIONAL DEVELOPMENT

Participant, DegreePlus Program (Level 3 completion) August 2023 - May 2024

- Learned important career readiness skills including leadership, teamwork, cultural responsiveness, and professionalism through voluntary campus professional development program.
- Applied skills learned through capstone project and created poster presentation of experiences.

Paws Catamount

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EDUCATION:

Western Carolina University Cullowhee, NC
 Bachelor of Science in Education (Middle Grades Education) May 2025

- Language Arts Concentration
- Brinson Honors College member: All semesters
- DegreePlus participant (Level 3 completion)
 - Learned professionalism and leadership skills via voluntary professional development program

STUDENT TEACHING EXPERIENCE:

Waynesville Middle School Waynesville, NC
7th grade English Language Arts Student Teacher August 2024 – Present

- Teach 20 students fundamentals of text analysis and sound reasoning following NC Department of Public Instruction's ELA standards.
- Implement effective classroom management strategies such as modeling respectful behavior, encouraging class participation in constructing rules, and rewarding positive behavior.
- Meet one-on-one with licensed teacher to review teaching styles and methods.
- Communicate effectively with parents regarding IEPs, behavioral concerns, or additional resources.

FIELD OBSERVATIONS:

Cullowhee Valley School Cullowhee, NC
6th grade English Language Arts January 2024 – May 2024

- Observed licensed teacher in classroom management strategies as well as a variety of teaching techniques hands-on activities, visualization exercises, and group projects.
- Assisted students in homework assignments and reading comprehension.

Canton Middle School Canton, NC
8th grade English Language Arts August 2023 – December 2024

- Examined various teaching modalities in mixed-abilities classroom.
- Observed parent-teacher conference regarding a student's IEP progress.

TEACHING-RELATED EXPERIENCE:

Cullowhee Valley School Cullowhee, NC
After School Assistant January 2024 – May 2024

- Organized small group activities for social interaction among 30 students in Kindergarten through 5th grade.
- Supported students in homework assignments and offered tutoring assistance when needed.
- Communicated with parents regarding behavioral concerns and payment schedules.

WCU Writing and Learning Commons Cullowhee, NC
Writing Fellow August 2022 – December 2023

- Collaborated with faculty in Psychology course regarding 3 writing assignments and due dates.
- Empowered students in developing their writing style by using positive-leaning language.
- Highlighted students' patterns of error and taught techniques to improve areas of weakness.

ON-CAMPUS INVOLVEMENT

Member, WHEE Teach August 2022 – Present
Volunteer Ambassador, WCU Health and Wellness August 2022 – December 2023

PAWS CATAMOUNT

Asheville, NC | paws1@catamount.wcu.edu | 555-555-5555 | linkedin.com/pawscatamount

EDUCATION

Western Carolina University, Cullowhee, NC

Bachelor of Science in Nursing, May 2025

GPA 3.7/4.0

Asheville-Buncombe Technical College, Asheville, NC

Certified Nursing Assistant, December 2021

HIGHLIGHTED CLINICAL EXPERIENCE

Surgical ICU: Mission Hospital, Asheville, NC, January-Present

- Rotate through Surgical ICU and Operating Room, observed an aortic valve replacement
- Learn about differences in the role of nurse on Medical Surgical floor, ICU and OR
- Investigate concerns related to several floor practices such as occurrences of post-surgical infection in CABG patients and benefits of bedside hand-offs

Cardiology: Harris Regional Hospital, November-December 2024

- Conducted research on 10 patient conditions to develop a plan for care and concept map
- Collaborated with interdisciplinary team to ensure optimal care for patients

ADDITIONAL CLINICAL EXPERIENCE

Pediatric/Oncology: Levine Children's Hospital, Charlotte, NC, April 2025

Obstetrics/Labor and Delivery/NICU: Harris Regional Hospital, Sylva, NC, January 2025; and Mission Hospital, Asheville, NC, March 2025

Psychiatric: Broughton Hospital, Morganton, NC, February 2024

Neurology: Wake Forest Baptist Hospital, Wake Forest, NC, November 2023

Emergency Room: Erlanger Murphy Medical Center, Murphy, NC, September-October 2023

RELATED EXPERIENCE

CNA, CarePartners Home Health, Asheville, NC, December 2021 – August 2022

- Perform direct and indirect patient care under supervision of licensed nurse
- Record initial and ongoing patient information throughout cycle of care
- Collect specimens for diagnostic tests, ensuring accuracy of all labels

Nursing Extern, Mission Hospital, Asheville, NC, September 2021 – December 2021

- Promoted patient stability by monitoring vital signs, weight, accurate intake and output measurements, and executing nurse-delegated tasks in a timely and safe manner.
- Provide patient comfort by answering call lights, assisting with health functions, hygiene needs, and activities of daily living.
- Accurately kept patient records in Electronic Health Record

LEADERSHIP EXPERIENCE AND ACTIVITIES

Member, WCU Student Nurse Critical Care Club, August 2023 – Present

- Engaged with other Nursing students regarding topics on critical care knowledge and skills

DegreePlus Participant, WCU DegreePlus Program, January 2022 – October 2022

- Learned professional and leadership skills via voluntary on-campus program.
- Applied skills learned to hands-on capstone project and presented findings to other DegreePlus students

Paws C. Catamount

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EDUCATION

Western Carolina University	Cullowhee, NC
Bachelor of Science in Psychology	Expected May 2025
Bachelor of Science in Integrated Health Sciences (Pre-Professional)	Expected May 2025

- GPA: 3.5/4.0
- First-Generation Student
- Research interests: Musculoskeletal health challenges, psychological challenges of adults post-acute and chronic stroke conditions, PT interventions with combat veterans experiencing PTSD
 - IRB certification: Summer 2023

UNDERGRADUATE RESEARCH EXPERIENCE

Summer Undergraduate Research Program (SURP), Cullowhee, NC	June 2023 – March 2024
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- Completed IRB certification and developed mixed methods research study under the direction of Dr. Tom Smith to determine psychological challenges of adults with post-acute and chronic stroke conditions
- Prepared and wrote grant proposal to continue study during 2023-24 academic year
- Continued study through academic year to collect more than 50 qualitative interviews; findings indicated an increased risk for depression and anxiety, as well as an increased chance of repeated hospitalization

PROFESSIONAL PRESENTATION

Catamount, P. (2024). The psychological challenges of adults with post-acute and chronic stroke conditions [Virtual poster presentation]. Presented at the 29th annual WCU Undergraduate Research Symposium, Western Carolina University, Cullowhee, NC, March 2024

PHYSICAL THERAPY OBSERVATIONS

Pediatric Hands-On Therapy, Gastonia, NC 40 hours	July 2024
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- Observed general orthopedics, neurologic, and pediatrics in an outpatient clinic and home health visits
- Assisted Physical Therapist with keeping the young patient's attention and going through their exercises such as throwing a ball back and forth while standing on one leg

Smoky Mountain Sports Medicine & Physical Therapy, Cullowhee, NC 40 hours	June 2023
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- Observe licensed physical therapist regarding treatments with patients with a variety of injuries including shoulder, hand, and elbow
- Studied treatment as therapist demonstrated several stretching techniques to improve normal hand function for geriatric stroke survivor

Lincolnton Rehabilitation Center, Lincolnton, NC 45 hours	June 2022
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- Observed general orthopedics, neurologic, cardiovascular/pulmonary, integumentary, and geriatrics within an inpatient skilled nursing facility

RELEVANT WORK EXPERIENCE

Tutor/ Lead Tutor , WCU Writing and Learning (WaLC) Commons, Cullowhee, NC	Jan. 2023 – Present
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- Chosen by WaLC Director to serve as Lead Tutor for Introductory Physics I & II courses based on exemplary tutoring experience and leadership skills
- Manage communication between the 8 Introductory Physics I & II course tutors and five professors
- Ensure students understand material by offering multiple strategies for reviewing and reinforcing information

COMMUNITY ENGAGEMENT

Volunteer , Equinox Ranch, Cullowhee, NC	August 2022 – Present
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- Ensure property landscaping is maintained during Volunteer Weekends for nonprofit which supports combat veterans with PTSD
- Services provided include weed-eating, mowing, pruning bushes, and other yardwork needs

PAWS C. CATAMOUNT

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EDUCATION

Bachelor of Science in Engineering (Concentration in Mechanical Engineering) May 2025
Western Carolina University Cullowhee, NC

- Program GPA: 3.6

Associate of Science May 2022
Caldwell Community College and Technical Institute Hudson, NC

RELEVANT COURSES

Design of Machine Elements I and II | Fluid Dynamics | Heat Transfer: Analysis and Applications | 3D Solid Modeling | Thermodynamics | Mechanics of Materials

KEY SKILLS

Computer Programs: AutoCAD, Civil 3D, AutoDesk, Revit, TrackWise

Engineering Skills: Statistical Design, Process Analysis, Prototype Development, Project Management

Electrical Skills: Circuitry, Electrical Inspections and Repair

MECHANICAL ENGINEERING EXPERIENCE

Lab Assistant August 2022 – Present
WCU College of Engineering & Technology Cullowhee, NC

- Ensure proper handling of all laboratory equipment and engineering software including AutoCAD
- Provide quality assistance in tutoring students in using software systems to complete class assignments

Engineering Intern May 2024 – August 2024
Thermo Fisher Scientific Asheville, NC

- Collaborated with team of 6 professionals to estimate project's costs, materials needed, and design modifications to existing facilities.
- Developed and presented recommended project solutions for internal clients; solutions presented improved efficiency and project costs by 10%.
- Utilized company's project management software system (TrackWise) to effectively communicate project timelines and challenges with supervisor and colleagues.
- Created and presented final project presentation to key stakeholders at the conclusion of internship.

WORK HISTORY

Lab Assistant, WCU College of Engineering & Technology, Cullowhee, NC August 2023 – Present

Engineering Intern, Thermo Fisher Scientific, Asheville, NC May 2024 – August 2024

Assistant Manager, Galaxy Wireless, Lenoir, NC March 2020 – August 2023

Paws Catamount

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EDUCATION

B.S.B.A in Sport Management	August 2026
B.S.B.A. in Marketing	May 2026
Western Carolina University (WCU)	Cullowhee, NC

Relevant Courses:

Sport Marketing	Sport Media	Contracts and Sales
Social Media Marketing	Financial Aspects of Sport	Professional Selling

Study Abroad:

University of Portsmouth, England	Summer 2025
<ul style="list-style-type: none"> Participated in a 3-week study abroad experience to gain valuable insights into the international sports marketing field; emphasis placed on European Football sales and marketing 	

SPORT MANAGEMENT & MARKETING EXPERIENCE

<i>Social Media Intern, Sideline Swap (remote)</i>	Summer 2026
<ul style="list-style-type: none"> Developed weekly schedule of 10 video posts per week on Sideline Swap's social media platforms including Instagram, X, and Facebook Worked autonomously to shoot and edit video footage highlighting Sideline Swap's pre-owned sports equipment and products Increased online sales within soccer equipment by up to 15% within 3 months Collaborated with three other interns to plan social media strategy in preparation to launch Sideline Swap's brand on TikTok 	

<i>Apprentice, WCU Women's Soccer, Cullowhee, NC</i>	Spring 2024
<ul style="list-style-type: none"> Collaborated with full-time Athletics staff to create social media marketing plan using Facebook, Instagram, and Twitter social media platforms Increased fan base interaction online by 20% from previous Spring semester Assisted coaching staff in setting up equipment and water stations during practices 	

<i>Class Project, Mountain Heritage Day 5K, Cullowhee, NC</i>	Fall 2025
<ul style="list-style-type: none"> Worked in a team of 4 classmates to create 5K course for annual Mountain Heritage Day 5K, an event to raise funds for prospective Sport Management students during annual festival which brings in up to 10,000 people to WCU's campus 	

SPORT INVOLVEMENT

<i>Player & Team Captain, WCU Intramural Sports (Soccer and Volleyball)</i>	Fall 2022 – Present
<ul style="list-style-type: none"> Lead Intramural Women's Volleyball team to campus championship in 2024 Display leadership and encouraged team members throughout practices and games 	

WORK HISTORY

<i>Cashier, Walmart, Sylva, NC</i>	Fall 2022 – Present
<i>Wait Staff, Rogers Bros., Cullowhee, NC</i>	Spring 2024 – Fall 2025
<i>Landscaper, Paws Catamount's Landscape (Freelance), Asheville, NC</i>	Summers 2022 - 2024

PAWS C. CATAMOUNT

Cullowhee, NC | 555-555-5555 | paws1@catamount.wcu.edu linkedin.com/in/pawscatamount

EDUCATION

Western Carolina University – Cullowhee, NC

Bachelor of Science in Emergency Disaster Management – Expected December 2025

Minor in Criminal Justice

Course Highlights: Emergency Planning, Weather and Disaster, Disaster Response Operations Management, Disaster and Crime, Humanitarian Response and Disaster Relief, Social Dimensions of a Disaster

Blue Ridge Community College – Flat Rock, NC

Associate of Applied Science in Criminal Justice – May 2023

Course Highlights: Crime Scene Processes, Crime Scene Photography, Investigative Principles, Forensic Biology

INTERNSHIP EXPERIENCE

National Emergency Management and Response – San Antonio, Texas

Emergency Management Intern – May 2024 – August 2024

- Rotated through various departments including Operations, Logistics, Planning and Finance
- Attended daily one-on-one meetings with the Incident Commander who provided an understanding of objectives and decision-making criteria.
- Updated daily national situation report to use in meeting with the Situation Unit Leader
- Developed public informational materials and assist with conducting public education presentations on emergency management programs.

RELEVANT COURSE PROJECTS

Missing Persons and Search and Rescue – Fall 2024

- Learned deployment procedures for search and rescue (SAR) as well as interagency cooperation and use of technology, tools, probability statistics, and SAR theory.
- Wrote five-page literature review regarding SAR nuances regarding individuals with special needs including severe autism, Downs Syndrome, and intellectual disabilities.
- Participated in class field trip to Asheville, NC to implement problem-solving, technology, and techniques in staged SAR situation.

Weather and Disaster – Spring 2024

- Collaborated with three other students to develop 30-minute presentation regarding the intersection of geological processes, weather-related events, and emergency preparation

SKILLS

SAR tools and equipment: GIS systems, vibration detectors, search cameras, Leader WASP, Halligan bar, foldable backboard, evacuation harness

Computer software: Microsoft Office (Word, PowerPoint, Excel), SARTopo and CalTopo

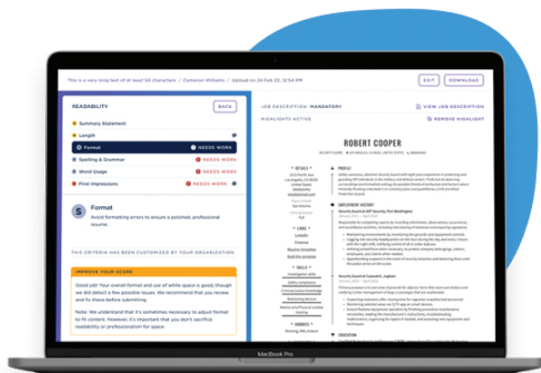
WORK HISTORY

Assistant Property Manager, Prospect Student Living, Cullowhee, NC – May 2024 – Present

Staff Associate, Catamount Jaxe, Cullowhee, NC – August 2023 – May 2024

Theatre Attendant, Flat Rock Playhouse, Flat Rock, NC – April 2019 – August 2023

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ChatGPT & Resume Writing

It's never a good idea to use ChatGPT or other AI technology to create original writing. However, you can use the tool to your benefit when revising your application materials. Also, NEVER copy/ paste sensitive information into ChatGPT such as your name, address, email, or phone number! Consider these prompts:

1. Review my resume like an expert coach and let me know five specific changes I can make based on this job description.
2. Are there unnecessary details that I should remove from my resume based on this job description?
[insert job description + body of resume]
3. Are there specific buzzwords I should include to enhance my resume for applicant tracking systems (ATS) for this job? [insert job description]
4. Help me reword this bullet point for professional tone. [insert bullet point]
5. Help me focus on the outcome in this bullet point. [insert bullet point]

Creating a federal resume

You should create a federal resume when applying to any federal job through usajobs.gov. Federal resumes differ from private sector resumes in several ways. For one, federal resumes are typically longer, usually between 2 to 5 pages and pay particular attention to the job announcement. Additionally, federal resumes highlight competencies listed in a job ad in a more direct way. Use the following as a guide to creating and formatting your federal resume (for more information, visit gogovernment.org or come by the CCPD and use our full-length Federal Resume Guide):

1. Include citizenship status and job information for which you are applying. Include the name of the job, followed by the position number; as well as veteran's preference, reinstatement eligibility, or highest federal civilian grade held.

2. Include address and phone numbers of previous employers or volunteer sites. In a private sector resume, an employer or organization's city and state will suffice; but a federal resume should include the employer or organization's physical address, and phone number. You should also indicate if your former supervisor may be contacted. For example:

Office of Global Engagement, Western Carolina University

International Orientation Leader

Address: 109 Cordelia Camp Building, 69 East University Way, Cullowhee, NC 28723

Supervisor: Kaitlin Richie Phone: 828-227-7494

May contact: Yes

3. Include dates, hours, level of experience and examples for each work experience. The main difference here is you will need to include how many hours per week you worked in that job or volunteer experience and at what level. Make sure you include relevant experiences and accomplishments that prove you can perform the tasks at the level required as stated in the job announcement. For example:

January 2023 - Present

Part-Time: 15 Hours/Week

\$12.00/hr

4. Highlight competencies as listed on the job ad. In the sample provided, notice the competencies underneath each experience the person is listing. Pull out the competencies listed in the job ad and highlight the experiences you have in developing them.

5. Use numbers and outcomes-based sentence fragments to highlight your accomplishments. You can find this information in things like your performance reviews, previous job descriptions, awards, and letters of recommendation. Include examples of how you saved, earned, or managed money; or include examples of how you saved or managed time. Bullet points are not typically used in a federal resume. Instead, use paragraph style and include sentence fragments next to relevant competencies. For example:

LEADERSHIP: Led team of four student club members to improve efficiency of document processing by 25% over the previous year. Managed a student organization budget of more than \$7,000. Wrote prospect letter that has brought in more than \$25,000 in donations to date.

6. Consider other experiences to list. Just like with a typical resume, you should also consider listing any job-related training courses (be sure to put the title and year you completed the training), current certifications and licenses; skills such as additional languages, computer programs, industry-related tools and equipment; publications and professional presentations; honors and awards; student clubs and organizations; or memberships to professional organizations.

NOTE: Federal resumes also encourage you to duplicate sentence fragments if you did the exact same task in multiple positions.

PAWS CATAMOUNT

55 Carrot Drive, Cullowhee, NC 28786
Cell: 555-555-5555

Email: paws1@catamount.wcu.edu

Citizenship: United States (or indicate if you are on a work visa)

Veteran's Preference: N/A (or 'yes' if you are a veteran. Indicate military branch)

Federal Civilian Status: N/A (or 'yes' if you currently hold a Federal position outside of the military. Include current position and department)

Highest Grade Held: N/A (or include highest GS position held)

Applying for: Data Scientist, Central Intelligence Agency – DEST-10514986-20-CB (Name of Position, Name of Agency, Position Number as indicated on job description)

PROFILE:

Western Carolina University graduating senior seeking career-focused position maximizing an academic degree in Computer Science and hands-on experience gained through internship and academic projects. Experienced with agile design methodologies, including the design/development of database applications. Completion of cyber security and database projects, gaining experience with multiple cyber security and database applications and tools. Seeking permanent employment or post-baccalaureate internship following May 2025 graduation date.

EDUCATION AND CERTIFICATIONS:

Bachelor of Science in Computer Science

Western Carolina University

GPA: 3.6

Relevant Courses: Data Structures and Algorithms, Database Systems, Computer Networking, Software Engineering, Computer Languages, Information Security, Case Studies in Cyber Security

Certification: Certified in Cyber Security (CC)

Associate of Science in Computer Information Analysis

Western Piedmont Community College

GPA: 3.75

Relevant Courses: Web, Program, and Database Foundations, Systems Analysis and Design, Operating Systems, Database Concepts, Windows Administrator, Security Concepts

Certification: Microsoft Office Certified

COMPUTER SKILLS:

Scripting Language: C++, Python, Java, JavaScript, Git, Bash, Powershell

Project Management Methodologies: Agile, Six Sigma

Applications: VirtualBox, R, QuickBooks, SharePoint, Microsoft InfoPath

Document Management: OneDrive, SharePoint, Cherwell

Database/ Web: Oracle, SQL, MySQL

Office Products: Microsoft Office, Visio, Google Docs

Operating Systems: Windows, macOS, Linux

ACADEMIC PROJECTS:

Cyber Security Capstone Project (Spring 2025): Completed semester-long capstone project which explored and addressed various types of attacks and vulnerabilities organizations face including phishing attempts, malware, and ransomware. Studied case on ransomware attack on NC Agriculture and Technical State University in 2022. Based on information provided, suggested improvements included university-wide training on phishing attempts and scams, investing in added certified staff members, requiring software updates for all students, faculty, and staff, implementing mandatory password changes every 90 days, and the requiring the use of multi-factor authentication applications.

Database Systems Project and Presentation (Fall 2024): Collaborated with 3 other classmates to create a database application for hypothetical rental property firm. Designed a MySQL database from an entity-relationship model and a corresponding relational schema for use with web application supporting SQL queries for selecting, adding, and dropping data. Presented the design in classroom presentation to receive high score.

Intro to Cyber Security Project (Spring 2024): Gained hands-on server and network administration skill sets through designing a client-server network and automating OS tasks using Python, Bash, and Powershell. Applied Agile project management methodologies to complete project on time and exceeded expectations.

INTERNSHIPS:

PeopleConnect Intern (Remote)

1687 114th Ave SE, Suite 200

Bellevue, WA 98004

Part-Time: 20 hours/ week

Base Salary: \$18.00/hr

Supervisor: Joe Schmoee, (555) 555-5555; May contact

May 2024 – August 2024

DATABASE MANAGEMENT AND PERFORMANCE OPTIMIZATION: Selected for competitive 3-month remote internship for PeopleConnect, the largest digital identity company. Collaborated with the Database Administrator team to monitor, analyze, and optimize the performance of PostgreSQL and MySQL databases. Utilized Percona PPM and DataDog to track database performance metrics, identify bottlenecks, and make recommendations for improvements. Developed and implemented backup and recovery strategies for both AWS cloud and on-premises data center environments. Created and maintained backup scripts, schedules, and procedures for disaster recovery. Conducted regular database maintenance tasks such as vacuuming, reindexing, and archiving data.

DATABASE SECURITY AND COMPLIANCE: Assisted Cyber Security team in ensuring the security and compliance of databases by implementing access controls and encryption mechanisms. Reviewed and applied security patches and updates. Collaborated in maintaining audit logs, monitoring for security incidents, and contributing to compliance documentation.

WORK EXPERIENCE:

WCU Technology Commons, Student Technician

120 Hunter library, Western Carolina University

Cullowhee, NC 28723

Part-Time: 10 hours/ week

Base Salary: \$11.50/ hour

Supervisor: Jill Pihl, (555), 555-5555; May contact

August 2023 – Present

CUSTOMER SERVICE: Assist with customer support functions for all students, staff, and faculty members. Provided quality customer service in checking out IT equipment rentals. Completed set up configurations of Windows-based desktop systems for incoming students during Orientation. Ensured compliance of each desktop system with a standard, secured Windows configuration. Won Employee of the Month for November 2023 and March 2024.

PROBLEM-SOLVING: Troubleshoot software and hardware issues such as clearing cache, problem-solving student and staff account issues, and completing hard resets. Install Windows-based software onto student, faculty, and staff laptops.

Resume Vs. Curriculum Vitae (CVs)

What is a CV? A CV (Curriculum Vitae) is an in-depth document that can be laid out over two or more pages and contains a high level of detail about your achievements. The CV covers your education, as well as any other accomplishments like publications, awards, honors, work experience, etc.

	RESUME	CV
PURPOSE	Outlines your education, experiences, skill sets as they relate to a specific position	Comprehensive look into your educational and professional experiences including publications, professional presentations and activities, honors and awards, etc.
WHEN TO USE	When applying to full-time or part-time employment, internship opportunities, non-profit, technical, or other non-academic industries	When applying for faculty or research positions, clinical and scientific positions, graduate school admissions, or when specifically requested
LENGTH	Typically 1 to 2 pages	2+ pages, depending on education and experience

A typical CV will include the following information (NOTE: A CV can look very different depending on your unique experience, publications, etc. Use the sections that make the most sense for you.).

Name and Contact Information: contact information for your current institution or place of employment may work best, unless you do not want your colleagues to know that you are job hunting.

Areas of Interest: a listing of your varied academic interests.

Education: a list of your degrees earned or in progress, institutions, and years of graduation. You may also include the title(s) of your dissertation or thesis here.

Grants, Honors, and Awards: a list of grants received, honors bestowed upon you for your work, and awards you may have received for teaching or service.

Publications and Presentations: a list of your published articles and books, as well as presentations given at conferences. If there are many of both, you might consider having one section for publications and another for presentations.

Employment and Experience: this section may include separate lists of teaching experiences, laboratory experiences, field experiences, volunteer work, leadership, or other relevant experiences.

Scholarly or Professional Memberships: a listing of the professional organizations of which you are a member. If you have held an office or position in a particular organization, you can either say so here or leave this information for the experience section.

Paws Catamount

Cullowhee, NC | 555-555-5555 | paws1@catamount.wcu.edu

EDUCATION

Western Carolina University, Cullowhee, NC, Expected May 2025
Bachelor of Arts in History; GPA: 3.89
Honors Thesis: "The 1918 Influenza Pandemic and Public Health in Rural Western North Carolina"
Relevant Courses: US History Since 1865, Immigration and Ethnicity in US History, North Carolina History, Public History, Introduction to Appalachian Studies, Southern Appalachian History

HONORS AND AWARDS

Brinson Honors College Member, 2021 – Present
WCU Chancellor's List, 2021 – Present
Alice Mathews Scholarship, 2022-Present

RESEARCH AND TEACHING INTERESTS

Southern Appalachian culture in 20th Century; History of public health in Southern United States; Immigration trends and impact within Southern United States; North Carolina History

RESEARCH EXPERIENCE

Western Carolina University, History Department, Cullowhee, NC
Research Assistant, August 2023 – Present
Collect data from 75 peer-reviewed journals regarding 1918 influenza pandemic with focus on impact within rural Western North Carolina medical care. Findings supported Dr. Jane Smith's upcoming book, publication pending 2026.

Western Carolina University, History Department, Cullowhee, NC

Independent Student Researcher, Summer 2024

Advisor: Dr. K. Hansen

Identified and evaluated 15 peer-reviewed journal articles to analyze natural remedies to common maladies within Greater Western North Carolina during 19th Century. Wrote 15-page paper to connect findings. Project illuminated necessity of resourcefulness within Appalachian culture and survival. Presented project during WCU's Undergraduate Research Symposium.

TEACHING-RELATED EXPERIENCE

WCU Writing and Learning Commons, Cullowhee, NC
History Tutor/ Writing Fellow, August 2023 – Present
Communicate with History faculty regarding syllabi and homework assignments. Assist 15 students in Turabian citations as well as content for history papers. Highlighted patterns of error in students' writing and suggested ways for improvement. Communicated with faculty regarding student concerns and progress.

PRESENTATION

"An Analysis of 19th Century Natural Remedies to Common Maladies within Greater Western North Carolina." Poster presented at the WCU Undergraduate Research Symposium. Cullowhee, NC, April 2024.

LEADERSHIP

WCU History Club, Cullowhee, NC

Vice President, August 2024 – Present

Fundraising Committee Chair, August 2023 – Present

Assist President in managing 50-member organization. Engage with Center for Career and Professional Development to identify potential local and regional employers to speak with Club members on possible internship placements. Lead Fundraising Committee and organize events such as the Roaring '20s Great Gatsby Dance.

WCU Intramural Sports, Cullowhee, NC

Team Captain, August 2022 – May 2023

Recruited 15 members for the WCU Women's Volleyball Team for intramural sports. Organized team meetings and social gatherings for team development. Led practices and motivated team players during games and tournaments.

PROFESSIONAL MEMBERSHIPS

American Historical Association, 2022 – Present

Appalachian Studies Association, 2022 – Present

Society of Appalachian Historians, 2023 – Present

CONFERENCES ATTENDED

AppalachiaFest: Appalachian Studies Association Annual Conference, Ohio University, Athens, Ohio, March 2024.

Society of Appalachian Historians Annual Meeting, Pack Memoria Library, Asheville, NC, March 2023.

SKILLS

Data analysis using Microsoft Excel; data visualization using Tableau

Preparing to Write Your Cover Letter

Cover letters are important documents that can help your resume stand out among other candidates, but it can be difficult knowing how to prepare for and begin writing one. They are not easy, nor should they be hastily written. Here are some tips to consider when beginning your cover letter.

STEP 1

Research the company and position. Write down the key requirements listed in the job description and research the company's website, social media feeds, and employee LinkedIn profiles to identify the culture within the company and any challenges they might be facing. This research can help you decide how your experiences and skills fit into the organization and give insight into how you may be able to explain how your role within the company could address current challenges.

STEP 2

Create a list comparing yourself to the position. Based on the details of the job listing or the company, try creating tables, columns, or diagrams comparing your experiences, skills, and occupational goals and values with the company's position. By recognizing how you match up to the job, you will be able to more easily convey your enthusiasm and appropriateness for the position in your cover letter. Clearly identifying your motivations and excitement for applying will help make your cover letter stand out with authenticity and personality.

STEP 3

Identify what strengths, experiences, and/or transferable skills you would like to promote. A cover letter is a one-page document highlighting your ability and potential for a position. Include a short description of an experience that speaks to your qualifications and gives the reader a distinct idea about who you are as an employee and how your skills and work experience can add value to their company. If you have limited professional experience, try thinking about some strengths and skills from previous internship, volunteer, or work experiences that could be emphasized and transferred.

STEP 4

Write a draft. Using your research on the company and job listing, plus the list of skill sets you have identified, write a draft using a standard business letter block format (see examples on the next few pages).

STEP 5

Have your cover letter reviewed. Before submitting your application, you should review your cover letter and resume for any grammatical or mechanical errors. For formatting, content, or organizational concerns, you can schedule an appointment with a career counselor through Navigate or by emailing careerservices@wcu.edu. You can visit a peer career mentor at the Center for Career and Professional Development, Reid 150, during Career Studio drop-in hours, Monday-Friday from Noon to 4 p.m. at the CCPD.



Now you try.....

Use this sheet to help you get organized before writing a cover letter. For practice, conduct a quick online search for a position in your field or one that you might be interested in.

Employer/ Company: _____

Employer/ Company Vision or Mission: _____

Required or Preferred Qualifications and Skill Sets: _____

Your Qualifications/ Skill Sets

Experiences (jobs, internships, student projects, organizations, volunteer work, etc.):

Ex: Written Communication using MS Word

Ex: Student Office Assistant in tutoring center

Based on your research on the company and job description, why are you interested in applying for this position?: _____

What can you bring to the position, employer, or surrounding community?: _____

GENERAL FORMATTING

FORMAT:

Use the same font and font sizes as your resume to keep branding consistent. Use a block style of letter; no indentations but separate each paragraph with a hard Enter.

ADDRESSING THE LETTER:

Try to do some research to whom you should address the letter. If you cannot find a specific person to address the letter, stick with Hiring Manager, Human Resources Representative, or Search Committee. Do not write, To Whom It May Concern.

WRITING STYLE:

Make sure your writing is indicative of your personality and branding. It should also be free of errors, so make sure you have several people copy edit your materials before submitting.

ENDING THE LETTER:

Use a formal closing before signing your name (ex. Sincerely,). If you are mailing your cover letter, leave 3-4 lines between the closing and your typed name for your hand-written signature. If you are e-mailing your cover letter, you may simply type your name on the line below your closing or you can add a signature as you would on a mailed letter.

PAWS C. CATAMOUNT

555 Catamount Drive, Cullowhee, NC 28723 | paws1@catamount.wcu.edu | 555-555-5555

Today's Date

Hiring Manager's Name

Their Title

Company Name

Company Street Address

City, State Zip

Re: Name of Position, Position Number (if applicable)

Dear Ms./ Mr./ Dr. Last Name

Opening Paragraph: Begin by stating the purpose of the letter; state the position you are applying for, identify the employer or the department, and include where you learned of the position. If you have previously met this employer, use the first few sentences to remind them of your interaction. You should also state your enthusiasm for the position or organization. Being able to clearly identify why you chose to apply and to relay your excitement will help make your cover letter stand out with authenticity and personality.

Middle Paragraphs: Use the next few paragraphs to connect yourself to not only the specific position but to the company or organization as a whole. It is important to highlight specific experiences that relate to the needs of the position but be careful not to restate your whole resume. Show the employer that you are educated about the position. The body of your cover letter should illustrate why you want to work for the organization and how you are qualified for the position.

If you do not have a lot of experience, highlight class projects that you may have completed, and the transferable skill sets you gained from those projects as they relate to the position. Your cover letter should only be one page, so make sure you articulate your skill sets and examples of application concisely.

Conclusion: Close your cover letter by summarizing your qualifications for the specific position. Reaffirm your interest in the company/organization and end this paragraph by requesting a formal interview. Be sure to include your email and phone number in your closing paragraph if it is not included in your heading. Thank them for taking the time to review your application materials as well.

Sincerely,

Paws C. Catamount

WARNING:

It is extremely important that you double-check your cover letter to ensure you are sending the letter to the correct employer. For example, if you are applying for a job or program at Western Carolina University, avoid sending the letter you wrote for Clemson University. One way to ensure you avoid this major error is by appropriately naming your files. Instead of naming your file, "Cover Letter," try naming it, "Last Name Cover Letter Name of Employer/School" (Catamount Cover Letter Western Carolina University). In addition, consider sending a PDF document, unless otherwise stated in the application instructions.

Paws C. Catamount

Waynesville, NC | 555-555-5555 | paws1@gmail.com
www.linkedin.com/in/pawscatamount

August 1, 2024

Asheville YMCA
30 Woodfin St.
Asheville, NC 28801

RE: Communications Assistant

Dear Hiring Manager,

As an emerging public relations professional with a Bachelor of Science in Communication and a concentration in Public Relations, I am excited to apply to your vacant Communications Assistant position. I spoke with Jane Smith at a PRSSA event on WCU's Asheville campus, and I was encouraged to apply through seeing a post on LinkedIn. Since my career goals include advocacy and nonprofit work within a public relations capacity, especially working with a nonprofit which values diversity, this opportunity in particular stood out to me.

During my academic experiences, I have gained strong foundational knowledge in public relations work. For example, during my internship with Holiday Inn Express, I created a marketing campaign which included printed brochures and newsletters. This internship allowed me to explore my administrative skills by handling large numbers of customer interactions daily. I learned a great deal about client interaction and communicated regularly via email and in person.

Additionally, I have worked on several projects which focused on press release writing and website development. In my PR Campaigns class, I helped run a legitimate PR advertising campaign in which I helped write press releases, designed brochures as well as infographics, and formatted a well-thought-out schedule for social media posting. During my Crisis Communication course, I helped develop a website on WordPress which included thorough articles and journals on dealing with crisis. The website reaches hundreds of crisis professionals daily and is used when teaching crisis communication to students.

I am confident in my abilities to create social media content that successfully shows the organization's mission, as well as adapt to an everchanging company and speak to a public in need. I would be grateful for an opportunity to speak with you personally about this role as well as the aspects I can bring to the organization. Thank you for your time and consideration, and I look forward to hearing from you at your earliest convenience regarding this mutually beneficial opportunity.

Sincerely,

Paws Catamount

PAWS CATAMOUNT

Cullowhee, NC | paws1@catamount.wcu.edu | 555.555.5555 | pawscatamount.weebly.com

November 16, 2023

Joe Schmoe
Director, Office of Student Orientation
University of Georgia
210 South Jackson Street, Athens, GA 30602

Re: Family Engagement and Communications Coordinator

Dear Mr. Schmoe,

It is with great pleasure that I submit my application for the Family Engagement and Communications Coordinator at the University of Georgia I saw posted on the department's Facebook page. After reviewing the job description on your website, it is clear that you are looking for someone who values storytelling, connecting with family members and engaging diverse audiences through social media. This mutually beneficial opportunity fits well with my previous academic experiences as well as my former and current hands-on work.

I started my journey as a Marketing and Business Administration double-major at Western Carolina University, where I ensured that in each class I related content to my interest in social media marketing. I was able to understand the importance of storytelling on a small scale which connected me with my interests in helping college students tell their own stories. These experiences, along with connecting with my peers and mentors, led me to pursue my Master of Education in Higher Education Student affairs.

Currently, I am a Graduate Assistant at Western Carolina University's (WCU) Advising and Student Support Center for education majors. One of my responsibilities is to oversee the social media team for the College of Education and Allied Professions. I have been able to apply my knowledge, teach others and learn more skills about the importance of messaging and branding. As a result of my work, the College saw an increase in prospective student engagement in all online Q&A sessions, as well as increased interest at open houses.

Along with my experiences at WCU, I have applied my knowledge of student support and leadership during my internship experience at the University of North Carolina Chapel Hill. This experience ignited my passion for working with a large-sized institution and orientation. During this experience, I oversaw different elements of an orientation program such as organizing large group tours, problem-solving technology issues, and overseeing 30 undergraduate student orientation leaders. Most of all, though, I enjoyed connecting with and welcoming families to UNC Chapel Hill's campus. I believe providing a welcoming atmosphere from the very beginning assists in improving the institution's retention rate, as well as give students a positive experience before starting their undergraduate journey in the Fall.

In summary, my experiences include student leadership development, orientation, academic advising and more. On a team, I am someone who values clear communication, professional development, and authenticity not only for myself but for my team members as well. Thank you for the opportunity to apply for this position within your office. I look forward to hearing from you at your earliest convenience regarding this position, the new student orientation office, and the UGA community.

Sincerely,

Paws Catamount

Paws C Catamount

Cullowhee, NC | paws@catamount.wcu.edu | 555-555-5555

September 14, 2022

Dr. Jill Pill, WNC Nature Center Director
75 Gashes Creek Road
Asheville, NC 28805

Re: Undergraduate Nature Center Internship

Dear Dr. Pill,

Over the last two years, I have committed myself to advocating for the preservation and conservation of wildlife and natural resources within Western North Carolina through my education and volunteering with several organizations. As someone who has frequented the Asheville Nature Center and is familiar with its quality programming, I am excited to apply for the open Undergraduate Nature Center Internship position.

Since April 2021, I have volunteered with the Nature Center at Balsam Mountain Trust, a regional leader in conservation education and accessible conservation-based programming in the Greater Western North Carolina area. Through my volunteer work, I have learned about native plants, animals, and other artifacts to the WNC area and the importance of caring for local wild and plant life. Additionally, I have developed stellar communication skills through answering patron questions regarding the Nature Center and the live animals in our care.

Moreover, I am actively involved in two on-campus student-run organizations which promote energy conservation and quality recycling practices. As a member of the WCU ECO Cats, I promote recycling through ensuring all tailgating parties have access to appropriate recycling bins before each football game. Through the WCU Sustainable Energy Initiative, I collaborate with 10 other students to review and fund sustainable project proposals to advance WCU's commitment of energy conservation. As a member of this student-run committee, I helped bring two additional EV charging picnic tables to campus.

I would like to reiterate my excitement for this internship opportunity as it would enable me to continue exploring my passions for conservation education and preservation of wildlife and other natural resources within the Western North Carolina region. I am available at your earliest convenience to speak more about this mutually beneficial opportunity. Thank you for your time and consideration.

Best regards,

Paws Catamount

how can we help?

Career & Major Exploration
Resume & Cover Letter Review
Interview Preparation
Job & Internship Search Strategies
Graduate School Preparation
Student-Employer Interaction
One-on-one & Drop-In Appointments
Online Career Software Resources

