

OFFICE OF CAREER SERVICES

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CAREER AND ACADEMIC RESOURCE CENTER

Harvard Extension School

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RESUMES and COVER LETTERS

An Extension School Resource



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CREATE A STRONG RESUME

A resume is a brief, informative summary of your abilities, education, and experience. It should highlight your strongest assets and skills, and differentiate you from other candidates seeking similar positions. Although it alone will not get you a job or internship, a good resume is an important element towards obtaining an interview.

Tailor your resume to the type of position you are seeking. This does not mean that all of your work history must relate directly, but your resume should reflect the kind of skills the employer would value. Find additional guidance on resumes and cover letters, as well as resume samples, on the OCS website.

NEED HELP?

- **Attend a CARC Resume Workshop.** Learn the nuts and bolts of getting started. See the OCS or CARC website for dates.
- **Come to drop-ins.** Every Monday (Sept. – May) from 1:00-3:45pm at 51 Brattle St, 5th Floor. Get any career questions answered and have someone look at your resume.
- **Set up a counseling appointment.**

RESUME TIPS

RESUME LANGUAGE SHOULD BE:

- Specific rather than general
- Active rather than passive
- Written to express not impress
- Articulate rather than “flowery”
- Fact-based (quantify and qualify)
- Written for people who scan quickly

DON'T:

- Use personal pronouns (such as I)
- Abbreviate
- Use a narrative style
- Number or letter categories
- Use slang or colloquialisms
- Include a picture
- Include age or sex
- List references on resume

TOP 5 RESUME MISTAKES:

1. Spelling and grammar errors
2. Missing email and phone information
3. Using passive language instead of “action” words
4. Not well organized, concise, or easy to skim
5. Too long

DO:

- Be consistent in format and content
- Make it easy to read and follow
- Use spacing, underlining, italics, bold, and capitalization for emphasis
- List headings (such as Professional Experience) in order of importance
- Within headings, list information in reverse chronological order (most recent first)
- Avoid information gaps
- Be sure that your formatting translated properly if converted to a .pdf

PLAN TO WORK INTERNATIONALLY?

Resume guidelines can vary from country to country. Check out Going Global at www.ocs.fas.harvard.edu.

ACTION VERBS FOR YOUR RESUME

Accelerated	Delivered	Impacted	Persuaded	Selected
Accomplished	Derived	Implemented	Planned	Served
Achieved	Demonstrated	Improved	Predicted	Shaped
Acted	Designed	Increased	Prepared	Simplified
Adapted	Determined	Initiated	Presented	Sold
Added	Developed	Inspected	Prioritized	Solved
Administered	Devised	Installed	Processed	Spearheaded
Advised	Directed	Instituted	Produced	Standardized
Analyzed	Discovered	Instructed	Programmed	Steered
Arranged	Documented	Interviewed	Promoted	Streamlined
Assembled	Earned	Interpreted	Proposed	Strengthened
Assessed	Edited	Introduced	Proved	Structured
Broadened	Enabled	Invented	Provided	Studied
Budgeted	Energized	Launched	Publicized	Suggested
Built	Enhanced	Lectured	Published	Summarized
Calculated	Established	Led	Purchased	Supervised
Centralized	Evaluated	Liaised	Recommended	Supported
Changed	Examined	Maintained	Recorded	Surpassed
Clarified	Executed	Managed	Recruited	Surveyed
Classified	Expanded	Marketed	Redesigned	Synthesized
Collaborated	Expedited	Mastered	Reduced	Taught
Collected	Fabricated	Maximized	Regulated	Tested
Compiled	Facilitated	Mediated	Reinforced	Trained
Completed	Followed	Minimized	Renegotiated	Translated
Composed	Formed	Modeled	Reorganized	Unified
Conducted	Formulated	Monitored	Reported	Updated
Conceived	Founded	Motivated	Represented	Upgraded
Concluded	Gained	Negotiated	Researched	Utilized
Constructed	Gathered	Operated	Resolved	Verbalized
Controlled	Generated	Optimized	Reviewed	Verified
Coordinated	Governed	Orchestrated	Revised	Visualized
Counseled	Guided	Organized	Revitalized	Worked
Created	Handled	Originated	Rewrote	Wrote
Defined	Headed	Participated	Scheduled	
Delegated	Identified	Performed	Screened	

SAMPLE RESUME

Jacob A. McLean

1921 Rainy Day Drive • Cambridge, MA 02140
jacob.mclean@post.harvard.edu • (617) 555-3456

Education

HARVARD UNIVERSITY Extension School

Master of Liberal Arts in Information Technology May 2012

- Concentration: Information Management Systems
- Dean's List Academic Achievement Award recipient
- Relevant coursework: Trends in Enterprise Information Systems, Principles of Finance, Data mining and Forecast Management, Resource Planning and Allocation Management, Simulation for Managerial Decision Making

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Bachelor of Arts in Computer Science with Mathematics minor May 2006

Professional Experience

STATE STREET CORPORATION

Boston, MA

Principal – Simulated Technology December 2009 – July 2011

- Led 8 cross functional, geographically dispersed teams to support quality for the reporting system
- Improved process efficiency 75% by standardizing end to end project management workflow
- Reduced application testing time 30% by automating shorter testing phases for off cycle projects
- Conducted industry research on third-party testing tools and prepared recommendations for maximum return on investment

FIDELITY INVESTMENTS

Boston, MA

Associate – Interactive Technology January 2007 – November 2009

- Initiated automated testing efforts that reduced post production defects by 40%
- Implemented initiatives to reduce overall project time frames by involving quality team members early in the Software Development Life Cycle iterations
- Developed a systematic approach to organize and document the requirements of the to-be-system
- Provided leadership to off-shore tech teams via training and analyzing business requirements

L.L. BEAN, INC.

Freeport, ME

IT Consultant June 2006 – December 2007

- Collaborated closely with the business teams to streamline production release strategy plans
- Managed team of five test engineers to develop data driven framework that increased application testing depth and breadth by 150%
- Generated statistical analysis of quality and requirements traceability matrices to determine the linear relationship of development time frames to defect identification and subsequent resolution
- Led walkthroughs with project stakeholders to set expectations and milestones for the project team

Technical Expertise

MS Excel, PowerPoint, Relational Databases, Project Management, Quantitative Analysis, SQL, Java

Additional

Organized computer and English literacy workshops for underprivileged children in South Asia, 2011
Student Scholarship Recipient, National Conference on Race and Ethnicity, 2005-2006

SUSAN R. SMITH

2 Kinnaird St. • Cambridge, MA 02139 • 781.555.7777 • ssmith@post.harvard.edu

EDUCATION**Master of Liberal Arts Management, Finance**

Harvard University, Extension School, Cambridge, MA (May 2012, GPA 3.85)

Bachelor of Science, Biomedical Engineering

Carnegie Mellon University, Pittsburgh, PA (December 2001, GPA 3.78)

Level II Candidate CFA Program**PORTFOLIO MANAGEMENT PROJECT****HARVARD UNIVERSITY - Investment Management Course****Spring 2010**

Final project (Bill and Melinda Gates Foundation Asset Trust)

- Group leader and Fixed Income manager
- Diversified portfolio achieved a risk - adjusted 11% annual return, preserving wealth and satisfying yearly distribution goals
- Usage of Black-Litterman and Mean-Variance Optimization modeling and Bloomberg database
- Team ranked highest among all groups of the Investment Management class

PROFESSIONAL EXPERIENCE**SYNOPSIS, INC., MARLBOROUGH, MA****2009 – Present***Senior Application Consultant II - Synplacite Product Sales*

Synopsis is a publicly-traded provider of software for ASIC and FPGA microchip design serving Fortune 500 companies. Synopsis purchased Synplacite in 2008.

Demonstrated Revenue Growth:

- Earned 120% of quota via pivotal technology solutions and key relationships
- Achieved 150% of quota in 10 month period by expanding product usage

Proven Leadership:

- Implemented synthesis flow for top storage provider, resulting in client's record purchase of Synplacite products
- Selected by senior management to support eastern Canada accounts and assist team in growing FPGA business
- Selected as Synplacite Track Leader for Boston Synopsis User Group event with 400+ clients, team earned top rank
- Lifted team capabilities, personally identifying and hiring new application consultant

Technology Investment Management:

- Year-over-year proven results and support reliability resulted in tier one customers increasing their annual, multi-million dollar software investment by 24%

SYNPLACITE, INC., ANDOVER, MA**2001 – 2009***Senior Field Application Engineer - Synplacite Product Sales***Demonstrated Revenue Growth:**

- Consistently triggered revenue growth, generating 20% sales growth for 5 consecutive years
- Increased military account booking by 50%, by establishing product value and performance

Technology Investment Management:

- Recommendations, results, and proven support record resulted in industry leading storage and router firms to transition to new microchips and software across their entire product lines

Proven Leadership:

- Recognized by executive management for building excellent relationships with top accounts and industry partners and for positioning solutions versus leading competitors
- Drove development and implementation of top selling features for structured ASIC and verification software
- Eliminated competition at critical accounts and averted ASIC designer division layoff for telecommunication provider
- Collaborated with teammates and marketing management to uncover new business opportunities and strengthen relationships with high-profile military, telecommunication, processor, and storage accounts
- Promoted to Senior Field Application Engineer
- Promoted to Field Application Engineer
- Hired after completing challenging summer internship, quickly developed expertise in digital design languages

SAMPLE RESUME

SANJAY GOPAL

75 Smith Lane • Billerica, MA 01821 • 978-555-9999 • Sanjaygopal@gmail.com

Project Director

A results oriented Project Director with extensive leadership experience in highly competitive IT and Telecom industry. Proven track record of leading and managing multi-million dollar international programs across northern Europe, Middle-East, North America and South America.

Specialize in launching new services and products from concept to roll-out and building organizations from ground up. Expertise in improving team performance while securing customer loyalty and forging valuable relationships with internal and external partners.

Core Competencies

Project/Operations Management	Leadership	P&L Management
Strategic Planning	Building organizations	Risk Management
Client Management & Retention	Negotiations	Business development

Professional Experience

Comyerse Inc., USA

Oct 2005 - Present

The world's leading provider of Telecom software and systems

Project Director / Consulting Program Manager, Boston / London / Dubai

Delivered 30+ Projects and Programs within agreed budget, time and quality for telecom operators in North America, South America, northern Europe and Middle East region. Planned & supervised “concept to launch” for enterprise software systems, system integration projects for telecom operators in voice, data & billing domains. Prepared service proposals, RFP responses & worked closely with sales groups to secure new business.

Accomplishments:

- Delivered 30+ projects valued 80+ Million USD, on-time, within budget with team of up to 100 people for Verizon Wireless, Sprint, Bell Canada (North American clients), America-Movil, Millicom (South American clients), Vodafone, Orange, (European Clients), Q-Tel and Etisalat (Middle Eastern clients).
- Introduced Visual Voice Mail services for Verizon wireless nationwide in aggressive schedule with team of 100+ professionals.
- Managed launch of first Ring Back tone project for Sprint within very demanding timeframe. Comverse was awarded multiple expansions based on success of project.
- Coordinated very competitive trials for multiple services for Bell Canada and won the contract.
- Launched a globally distributed ring back tone service for Orange Global in UK, France and Belgium. Team consisted of 100+ team members including Sub-contractor (Cap-Gemini).
- Introduced new product lines across North America, Europe and Latin America.
- Built and managed Comyerse (Middle East) organization from scratch to team of 4 Project managers and 13 Engineers.

SAMPLE RESUME (page 2)

Atlas Telecommunications, UAE

Leading telecomm solution & system supplier, based in UAE

April 2004 - Sept 2005

Business Development Manager, Abu-Dhabi

Marketed and sold telecommunication systems for Telecom, Defense, Oil and gas companies. Managed contract negotiations, RFI /RFP responses and project agreements.

Accomplishments:

- Exceeded the sales target for 2002 and 2003 by 25% (3.6 Million USD).
- Successfully introduced and won projects for Mera systems, Scientific South and Comyerse Inc.

Facile Call Paging, India

Largest & most innovative paging service provider in India

June 2002 - March 2004

Sr. Manager (Projects & Operations), New Delhi

Launched first green field paging network across north India. Managed operations and customer support with team of 9 engineers and 70 customer care agents.

Accomplishments:

- Built Facile Call technical organization from ground up across 7 locations in India.
- Member of core team to bid nationwide spectrum auctions and vendor selection.
- Launched and managed green field paging services across major cities in demanding time scales.

Education

Harvard University Extension School, Master of Liberal Arts in Management, May 2012

Regional Engineering College, Surat, India, Bachelor of Engineering, May 2002

Project Management Institute (PMI), Professional Certification: PMP

SAMPLE RESUME

John Reynolds

17 Reed St. • Boston, MA 02118
jreynolds@post.harvard.edu • 617.555.6543

Education

HARVARD UNIVERSITY Extension School, Master of Liberal Arts in Biotechnology (June 2009)

- Concentration in Project Management (GPA: 3.5)
- Relevant coursework: Business Analysis and Valuation, Entrepreneurial Leadership, Biostatistics, Clinical Trials and Regulatory Issues, Project Management
- Thesis: Assessing Acquisition Potential in the Medical Technology Market
- Faculty Aide Program: received a \$500 stipend for research investigating medical technology

UNIVERSITY OF FLORIDA, Bachelor of Science in Neurobiological Sciences (May 2004)

- Florida Bright Futures Award recipient: Full academic scholarship (1999-2004)
- Interdisciplinary Studies scholar with a concentration in Behavioral Neuroscience (Senior Thesis on abnormal repetitive behaviors in mice)
- Graduated from Honors Program

Professional Experience

BRIGHAM AND WOMEN'S HOSPITAL - Boston, MA (December 2005 - present)

Senior Research Assistant

- Create and maintain computer databases for statistical analyses
- Prepare presentations, manuscripts, abstracts, and book chapters for publication
- Perform technical duties for clinical studies in the field of sleep medicine and cardiovascular health
- Redesigned and updated the Medical Chronobiology Program Web site

HARVARD UNIVERSITY - Cambridge, MA (January 2007 – May 2007; January 2008 – May 2008)

Teaching Fellow for the course, BIOS E-210, "The Physiology of Sleep"

- Prepared syllabus and created course materials
- Designed course Web site, led discussion sections, maintained correspondence with graduate students
- Organized guest lectures featuring several prominent researchers in the field of sleep medicine

WGBH EDUCATIONAL FOUNDATION - Boston, MA (August 2007 – January 2008)

Project Consultant for the HMS Sleep and Health Education Web site

- Conducted literature reviews and produced original multimedia content based on current research
- Reviewed site content to determine scientific accuracy

HARVARD MEDICAL SCHOOL - Boston, MA (March 2007 – January 2008)

Assistant Editor for the HMS Sleep and Health Education Web site

- Developed and revised scope and architecture of the site

Publications

Sleep Research Society: Lee, S. & Smith, W. (Co-developers: Lee, S. & **Reynolds, J.**) (2007). Fundamentals of the circadian system. In C. Amlaner, & O. Buxton, (Eds.), *SRS Basics of Sleep Guide*

Abstract: Neil, L., Jones, R., Lopez, A., **Reynolds, J.** (2007) Lack of Endogenous Circadian Rhythm of Platelet Aggregability. *SLEEP 2007 (Conference)*

Community Service

Big Brothers Big Sisters of Massachusetts Bay (2005 – present): Serve in both the school-based and community-based mentoring program in Dorchester, MA

SAMPLE RESUME

Elizabeth Wong

5 Morningside Drive, Apt 2E
New York, NY 10005
212-555-1333
ewong@post.harvard.edu

EDUCATION

Harvard University Extension School, Cambridge, MA November 2009
Master of Liberal Arts, Concentration in Foreign Literature & Culture, Cumulative GPA: 3.8
Recipient of Dean's Outstanding Achievement Award

Harvard University - Summer Abroad Program, Prague, Czech Republic Summer 2007

DePaul University, Chicago, IL May 2001
Bachelor of Arts, Journalism, Minor in Communications & Culture

EXPERIENCE

Harvard Kennedy School of Government, Cambridge, MA January 2009 – April 2009
Admissions Assistant (Short-term Assignment)

- Worked closely with Assistant Directors and Deans of Admissions; handled highly confidential materials and assisted with processing over 2,000 applications for Fall 2010 Graduate Admissions

CL English, London, UK Summer 2008
Teacher

- Taught English as a foreign language to 32 international university students

Harvard Business School, Boston, MA May 2004 – June 2008
Faculty Assistant

- Managed first year required course MBA curricula for four professors; oversaw all updates to online syllabus; organized business case edits; assisted students; ordered publications and materials for research/courses; processed new publications, individual research, communications, and supplemental class materials; managed all travel and expense arrangements
- Coordinated annual unit conference for 60+ MBA professors nationwide; designed and oversaw conference website; communicated with potential attendees; collaborated with HBS faculty and potential presenters
- Interacted with a diverse group of professors, executives and students

Westfield Concession Management, Inc., Boston, MA April 2002 – May 2004
Marketing Manager

- Supported 30 airport retailers with all real estate concerns, daily operations, and related issues concerning maximization of sales. General annual retail sales average \$14 million
- Created Incentive Program for managers to motivate and credit staff. Served as interim general manager for six month period
- Organized airport marketing, promotional, advertising events and newsletter. Created and collaborated with advertising agencies to produce sales campaigns seen by thousands of potential customers
- Traveled nationwide to provide marketing and administrative assistance for new airport projects

Labouré College, Dorchester, MA September 2003 – December 2003
Adjunct Instructor

- Taught core writing course to college freshmen

American Red Cross Campaigns, Boston, MA October 2001 – January 2002
Assistant to Director

- Represented agency and organized large fundraising events throughout major venues in Boston and vicinity

SKILLS

Word, Excel, PowerPoint, Oracle, Outlook, Eudora, Photo Editor, PeopleSoft, Banner, Embark, Exeter, Conversational Spanish

SAMPLE RESUME

Sarah Lopes Jones

23 South St. • Concord, MA 01742 • 978-333-9898 • sljones@fas.harvard.edu

Summary

- Accomplished Certified Project Management Professional with extensive experience managing project teams in all phases of the Software Development Life Cycle, as well as in infrastructure implementations.
- Proven track record of initiating and delivering successful projects to improve systems and performance in large complex development and production environments.

Experience

IBM, Cambridge, MA, 2000 - present

Senior Technical Services Professional, 2002 - present

IBM Software Group (SWG) HQ division, which manages services to 7 brands/divisions, including: Lotus, Rational, Tivoli, Cognos, and WebSphere, with a total client base of 35,000.

- Simultaneously led 3 cross-matrix teams of 5-15 members each, in projects to research, develop, and deliver yearly software development capital forecast plans. Total budget for all 7 divisions \$100M.
- Saved an estimated \$2M yearly by increasing productivity of 600 employees. Organized the development and implementation of a worldwide database application, including requirements gathering, development, UA testing, rollout, and training. Directed 4 major version upgrades. Considered "best in breed" application by IBM managers.
- Developed and managed a \$30M yearly IT spending budget split between 35 groups/divisions located in 10 different European countries.
- Saved \$8M/yearly by initiating and managing a project to transition all US datacenters to standardized servers. Prepared and maintained 25 cutting-edge configurations available by a single part number and delivered fully assembled.
- Managed relationships with Sun Microsystems and Hewlett Packard, to provide ongoing discounts on a variety of servers needed for SWG development.
- Insured compliance for Sarbanes Oxley audits by establishing and maintaining an out-of-cycle capital approval process. Authorized over \$50M in requests yearly.
- Created the first standardized high-end ThinkPad to meet the needs of the Software Group developer community. Within 6 months this standard was adopted by all of IBM.
- Saved an estimate of \$2M/yearly by reducing capital expenditure through cross-lab sharing and reuse. Member of *The Asset Reutilization Council*, and founder of *The Asset Sharing Database*.

Advanced Systems Management Integration Professional, 2000 - 2002

- Managed deployment projects specializing in security and systems management software throughout the Cambridge data center (200+ servers).
- Specified, ordered, loaded, and installed Windows data center servers as lead MS Certified Systems Engineer on internal project teams.
- Published white papers, processes, procedures, and work instructions for IBM on OS and software standards.

SAMPLE RESUME (page 2)

Sarah Lopes Jones

page 2

MJ Research (currently Bio-Rad Laboratories), Waltham, MA
Network Administrator and Help Desk Manager, 1997- 2000

- Managed infrastructure projects, including: setup of multi-site DSL; DHCP and NAT conversion; SMS rollout; firewall installation; email migration; web server launch; database design; license server implementation; sales database rollout; VPN integration across WAN; Intranet design and installation in DMZ.
- Supervised helpdesk and staff. Prioritized help desk issues. Handled problem escalation.
- Directed selection, installation, administration, maintenance, upgrades, and backups for critical Windows servers on a cross-platform LAN/WAN with 200 nodes, and 50 remote users.
- Specified, ordered, installed, and distributed Macintosh systems to new hires. Trained employees on usage, company computer policy, and procedure.
- Held internal training classes in computer use, software applications, Internet, and project management.

Technical Skills

Hardware: IBM System x, BladeCenter, Intellistation, ThinkPad, PowerBook, AMD, Dell, Cisco, TotalStorage, NAS, tape backup.

Networking: switches/hubs, cabling, DSL/VPN, TCP/IP, remote access, DMZ/firewall.

Software: Windows Operating Systems, Mac OS X, VMware, security and virus protection, system mgmt software, middleware, BrioQuery, ACT!, Filemaker Pro, Eudora Pro, *Apple:* iLife, iWork.

Microsoft: Office, FrontPage, Project, SMS, Outlook, Visio. *Lotus:* Notes, Symphony, Sametime, SmartSuite, *Adobe:* Photoshop, Illustrator, PageMaker, Acrobat.

Education

Harvard University Extension School, Cambridge, MA

Master of Liberal Arts in General Management, June 2010

Emerson College, Boston MA

Bachelor of Science in Marketing Communications: Advertising and Public Relations, May 1997

PMI Institute: PMP Certified

IBM: Leadership Excellence Program: 148 class hours developing leadership skills

Microsoft: Windows 2000 Certified Systems Engineer

SAMPLE RESUME

Georgina Santiago

35 Lee St. Apt. 3 Cambridge, MA 02139/617-555-2212/gsantiago@post.harvard.edu

EDUCATION

Harvard University Extension School

Cambridge, MA

Bachelor of Liberal Arts, Field of Study Economics, citation in French

2009

Cum Laude, Dean's List, GPA 3.62

Worked up to 40+ hours a week to defray cost of tuition

EXPERIENCE

Hangtime Wholesale Wine Company

Boston, MA

Sales Representative

2008-present

Opened and maintain 40 accounts in the greater Boston area. Conduct in-store tastings and staff trainings to generate greater revenue. Create and distribute promotional materials.

Christie's Auction House

New York, NY

Intern, Fine and Rare Wine Department

2008

Performed pre-and post-sale statistical analysis. Researched and executed mass mailing in order to generate new consignments. Researched potential domestic clients for annual Hospice de Beaune Auction. Generated contracts for consignors. Served as front-line contact for both existing clients and potential consignors, handling incoming and outgoing correspondence. Compiled and entered tasting notes for auction catalogue.

Montagna Bar and Restaurant

Aspen, CO

Back-Server, Cocktail Server, Food-Runner

2008

Active participant in wine program, including weekly blind-tastings. Created suitable beverage pairing for patrons.

Shay's Pub and Wine Bar

Cambridge, MA

Server, Bartender, Floor Manager

2001-2008

Coordinated and promoted weekly specials to generate optimal revenue. Participated in development, expansion and improvement of wine program. Recruited and trained all floor staff. Increased overall restaurant sales by 75%.

The Second Glass

Boston, MA

Staff Writer

2006-2008

Launched premier issue of print and online wine magazine. Increased public visibility through participation in wine related events. Provided up to three articles per print issue and once weekly for online issue. Conducted research and interviews for articles.

Certifications: Court of Master Sommeliers: Introductory Course

WSET Level 3 Advanced Certificate in Wine and Spirits (Pass with Merit)

Paris Chamber of Commerce and Industry Diploma in Business French

Member, Boston Sommelier Society

Volunteer:

Domaine Carrett Bully, France 2008: Vineyard and Cellar Management

Ovid Vineyards, St Helena, California 2008: Office and Events Support

WRITE AN EFFECTIVE COVER LETTER

Your cover letter is a writing sample and a part of the screening process. By putting your best foot forward, you can increase your chances of being interviewed. A good way to create a response-producing cover letter is to highlight your skills or experiences that are most applicable to the job or industry and to tailor the letter to the specific organization you are applying to.

	Your Street Address City, State, Zip Code
	Date of Letter
Use complete title and address.	Contact Name Contact Title Company Name Street Address City, State, Zip Code
Address to a particular person if possible.	Dear _____: Opening paragraph: Clearly state why you are writing, name the position or type of work you're exploring and, where applicable, how you heard about the person or organization.
Make the addressee want to read your resume. Be brief, but specific.	Middle paragraph(s): Explain why you are interested in this employer and your reasons for desiring this type of work. If you've had relevant school or work experience, be sure to point it out with one or two key examples; but do not reiterate your entire resume. Emphasize skills or abilities that relate to the job. Be sure to do this in a confident manner and remember that the reader will view your letter as an example of your writing skills.
Ask for a meeting and remember to follow up.	Closing paragraph: You may refer the reader to your enclosed resume. Have an appropriate closing to pave the way for a meeting by indicating the action or steps you'll take to arrange an appointment.
Always sign letters.	Sincerely, Your name typed

Some general rules about letters:

- Address your letters to a specific person if you can.
- Tailor your letters to specific situations or organizations by doing research before writing your letters.
- Keep letters concise and factual, **no more than a single page**. Avoid flowery language.
- Give examples that support your skills and qualifications.
- Put yourself in the reader's shoes. What can you say that will convince the reader that you are ready and able to do the job?
- Remember that this is a marketing tool. Use lots of action words.
- Have someone proofread your letter.
- If converting to a .pdf, check that your formatting translated correctly.
- Reference skills or experiences from the job description and draw connections to your credentials.

SAMPLE COVER LETTER

February 21, 2012

Ms. Liza Wideman
Recruiting Coordinator
Great Strategy Consulting Firm
200 Shell Fish Blvd, Suite 199
San Francisco, CA 94080

Dear Ms. Wideman,

I am writing to express my interest in securing an Associate position at Great Strategy Consulting Firm. I am a Master of Liberal Arts degree candidate at Harvard Extension School, specializing in Information Technology. I come from a solid technical background with a strong interest in business and a passion towards strategy. My area of focus and interest varies from quantitative analysis to project management. I have maintained a 3.95 GPA through a well-balanced program of study, which is not only very analytical and technical by nature but also helps to build leadership and team building qualities. I am extremely impressed with Great Strategy's approach to strategy consulting, especially within the Business Development and Innovation practice areas. I believe my academic background, business knowledge and industry experiences have provided me with the credentials needed to thrive as an Associate.

Prior to Harvard, I worked as a technology professional, primarily resolving strategic issues related to technology process improvement. I gained solid research, analytical and problem solving skills while working in Fortune 500 companies. My background in generating innovative ideas and strategies to improve processes has provided me with a deeper understanding of multifaceted problems that companies encounter in their daily operations. Moreover, because of my work experiences, I fully understand how important it is to have great team dynamics in today's multi-disciplinary business environment.

To date, my experience as an IT professional has been extremely rewarding and productive. However, it is through strategy consulting that I can use my analytical aptitude and creative problem solving skills to their fullest. I strongly believe that consulting is a discipline that will force me to view problems not only from the client's standpoint but also from a marketplace, best practices and "think out of the box" point of views.

I would appreciate the opportunity to interview with Great Strategy Consulting Firm for the Associate position. Please find enclosed my resume for your review. I can be reached via email at jacob.mclean@post.harvard.edu or by phone at (617) 555-3456. I enthusiastically look forward to hearing from you soon.

Thank you for your time and consideration.

Sincerely,

Jacob A. McLean

SAMPLE COVER LETTER

October 10, 2009

Ms. Susan Carey
Senior Manager
Wholesale Wine USA
23 Green St.
Boston, MA 02116

Dear Ms. Carey:

I am writing to apply for your position in wine wholesale as advertised on Crimson Careers. This exciting opportunity appears to be a wonderful fit with my professional experience, personal interests, and career goals.

I am returning to Boston to complete my final year at Harvard University Extension School, where I am majoring in French and economics. Having spent the year working and traveling, I am eager to incorporate myself once again into the local wine community, to which I can bring experience in a number of sectors of the industry.

Through eight years in the restaurant field, I have acquired a deep love of and appreciation for wine and cuisine. I have been known to wax rhapsodic over specials; nothing made me happier than discussing a bottle with a table. This enthusiasm allowed me to introduce a list of reserve selections to Shay's Pub and Wine Bar. The result was an appreciable increase in sales for the restaurant and repeat attendance by customers. My position at Aspen's award-winning Montagna allowed me to expand upon my knowledge of wine, locally inspired cuisine, and the highest standards of service. Our weekly blind-tastings fueled my desire to further myself in this field, and I am in the process of acquiring certification through both the Court of Master Sommeliers and the Wine Spirit and Education Trust.

Most recently, I have returned from France where I was lucky enough to work on an organic vineyard in Beaujolais. I adored working with the young, dynamic, vigneron who ran the estate, the largest of its kind in the region. A position at your wholesale wine company would allow me to draw upon this experience and to facilitate the success of such producers. Additionally, it would enable me to replicate the most enjoyable components of my experience overall: working with my colleagues in the local restaurant industry, as well as with distinctive, iconoclastic wine-makers.

I am readily available via email or phone in order to arrange an interview, and have attached my resume below per your request. Please do not hesitate to contact me if you have any questions. I appreciate your consideration and look forward to hearing from you.

Sincerely,

Georgina Santiago