

NC STATE Poole College of Management

**RESUME
COVER LETTER
REFERENCE PAGE
STYLE GUIDE**

Use this guide to write professional, business-related resumes, cover letters, and reference pages that create a strong first impression

RESUME INTRODUCTION

A RESUME is a tailored document designed to market your skills and qualifications as they directly relate to a specific job opening. The purpose of your resume is to land an interview!

HERE ARE SOME KEY STEPS TO GET YOU STARTED:

- **CREATE** – Use this style guide and template to create a professional, targeted resume that creates a strong first impression. Do NOT use templates or examples from online resources as these may not be compatible with Applicant Tracking Systems (ATS).
- **USE THE NUMBERED RESUME** plus the link to the resume template to assist you in this creation process.
- **REVIEW** – Make an appointment with a Poole College of Management Career Coach to review your resume and discuss your job search strategies. Drop-in hours are also available with Peer Career Coaches for resume reviews in the Career Center.
- **POST** – Once you have leveraged these resume writing resources to create a plain text Word document that is ATS compatible, upload a PDF of your resume to ePACK.

LET'S GET STARTED

LET'S GET STARTED WITH THE SAMPLE RESUME ON [PAGE 4 OF THIS GUIDE AND THIS RESUME TEMPLATE](#)

Below you will find a link to Sarah Jones' resume. You may use this as a template to craft your own resume. It has been properly formatted and provides you with examples of resume content.

[Download the Resume Template](#)

WHAT EMPLOYERS LOOK FOR ON A RESUME

Based on the National Association of Colleges and Employers' (NACE) *Job Outlook* survey, employers are looking beyond degrees and GPAs on resumes. Here are the key attributes to include on your resume that will get you noticed!

- Collaboration and Teamwork Skills
- Problem-Solving Skills
- Analytical/Quantitative Skills
- Verbal and Written Communication Skills
- Initiative and Leadership
- Flexibility/Adaptability
- Strong Work Ethic
- Computer and Technical Skills
- Organizational Skills and Attention to Detail
- Creativity
- Entrepreneurial Skills
- Foreign Language Skills

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RESUME BY NUMBERS

Sarah Jones ①

sjones@ncsu.edu | 919-555-1234 | [Linkedin.com/in/sarahjones](#) | Raleigh, NC

OBJECTIVE

Seeking a part-time position or internship in marketing or sales. Strengths include strong organizational, communication, and design skills. Enjoy a collaborative environment where I can contribute to furthering organizational goals.

EDUCATION

 ③

North Carolina State University (NC State), Raleigh, NC ② **Graduation: May 2025**
Bachelor of Science in Business Administration, Concentration in Marketing GPA: 3.0

Relevant Courses: Marketing Research, Branding, Public Speaking, Interpersonal Communications

Study Abroad: Universitat de Barcelona, Barcelona, Spain **Summer 2023**

- Lived with host family, studied international marketing and finance, and traveled throughout Spain

SKILLS

Computer: Intermediate Microsoft Word, Advanced PowerPoint, Acrobat Illustrator, basic Canva Pro

Foreign Languages: Intermediate Spanish (four semesters of study)

MARKETING PROJECT EXPERIENCE

Branding Project, Marketing Research Class: Redesigned company logo and digital marketing materials using Adobe Illustrator. Received A+ on project for creativity, attention to detail, and problem solving.

WORK EXPERIENCE

 ④

Server/Hostess, Southwest Steakhouse, Durham, NC **August 2020 – Present**

- Provide excellent customer service and fine dining experience for approximately 100 guests per day, managing over \$7,500 daily. Managed take-out process during COVID-19.
- Successfully market and upsell menu items, increasing revenue by 15%.

Child Care Provider, Cary, NC **May 2018 – August 2020**

- Supervised 3 children, ages 2-7, three times a week, providing meals, recreational activities, and homework assistance.

LEADERSHIP EXPERIENCE

Assistant Treasurer, American Marketing Association, NC State **August 2022 – Present**

- Collaborate with Treasurer to manage a budget of \$5,000 and allocate funds as appropriate.
- Monitor reconciliation process and implement improved financial reporting processes.

COMMUNITY SERVICE & INVOLVEMENT

 ⑥

Habitat for Humanity Volunteer, NC State **May 2023**

- Collaborated with a team of three to raise over \$4,500 to support Habitat for Humanity in Wake County.

Captain, Intramural Soccer, NC State **Fall Semester 2022**

- Organized players, finalized roster, and acted as team liaison to University Intramural Sports.
- Helped lead team to university-wide championship.

① The header should include your name, phone number, email address, personalized link to LinkedIn profile, and the city and state where you live. If you are an international student and would like your English name included, format using parentheses: Wei (English name) Chen.

② All dates should be right aligned. Set margins to a minimum of 0.5" and a maximum of 1" for the entire document.

③ Begin with your most recent educational experience. Include the degree you expect to earn or have earned, your major, your minor (if you have one), university, city, state, date of graduation, and GPA if 3.0+. Add relevant coursework.

④ List all experience in reverse chronological order. Include title, name of organization, location, and dates for each position.

⑤ Use Power Verbs on [page 6](#). To construct an effective bullet point, use the following formula: power verb + specific, detailed information + result or accomplishment. Emphasize skills, abilities, and accomplishments appropriate to the position for which you are applying.

⑥ Section headers should be named to accurately reflect content. For example, if you have not listed any involvement in this section, do not include the word "INVOLVEMENT" in the heading. Simply label this heading "COMMUNITY SERVICE".

RESUME CONTENT GUIDELINES

SECTIONS	BASICS	SUGGESTIONS
Contact Information:	<ul style="list-style-type: none"> Name, phone number, city and state, and email address should be at the top of the page. Include personalized link to LinkedIn profile. 	<ul style="list-style-type: none"> Voicemail is instrumental in your job search. Be sure your outgoing message is business appropriate. Sample: "This is Sarah Jones. I cannot come to the phone right now, but if you will leave your name, phone number, and a message, I will call you back as soon as possible. Thank you for calling."
Objective (optional):	<ul style="list-style-type: none"> Demonstrate to an employer that you are targeted in your internship/job search. Be specific. An objective that is too general will almost certainly not help you and could in fact work against you. Always include an objective if you are attending career fairs or other networking events 	<ul style="list-style-type: none"> Use the job description to highlight key qualifications and skills that match yours. This section should include the job you want and how you are qualified.
③ Education:	<ul style="list-style-type: none"> Begin with your most recent educational experience. Include the degree you expect to earn or have earned, your major, your minor (if you have one), university, city, state, date of graduation, and GPA if 3.0+. Add relevant coursework. 	<ul style="list-style-type: none"> You may include your major GPA if it is higher than your cumulative GPA. List any study abroad or other colleges attended.
Honors:	<ul style="list-style-type: none"> Include academic honors such as scholarships and honor societies. 	<ul style="list-style-type: none"> These may be listed under a separate heading or as a subsection under Education.
④ Experience:	<ul style="list-style-type: none"> List employment or internship experience in reverse chronological order. Include title, name of organization, location, and dates for each position. Emphasize skills, abilities, and accomplishments appropriate to the position for which you are applying. 	<ul style="list-style-type: none"> Use phrases beginning with action verbs rather than sentences. Avoid the use of personal pronouns in your bulleted statements. No need to restrict this category to paid experience. Include all relevant experience whether you received compensation or not. You may wish to separate this section into "Relevant Experience" and "Other Experience."
Skills:	<ul style="list-style-type: none"> Foreign languages, computer skills, and other relevant skills should be included. 	<ul style="list-style-type: none"> List level of fluency/proficiency with languages/computer skills. (Do not overstate your competence.)
Leadership Experience:	<ul style="list-style-type: none"> List college-related activities including student government, fraternities/sororities, student clubs, etc. not mentioned elsewhere. Format this section like the Experience section. 	<ul style="list-style-type: none"> Be sure to note offices held, committee involvement for college or other organizations, and accomplishments.
Community Service & Involvement:	<ul style="list-style-type: none"> List volunteer and community organizations and activities and how you were involved. 	<ul style="list-style-type: none"> If the setting is religious or political, you may want to use generic descriptions.

Reprinted with permission from East Carolina University's Career Success Guide.

RESUME POWER VERBS

Fundraising

research
analyze
strategize
program
develop
contact
inquire
inform
motivate
direct
persuade
monitor
coordinate

Public Relations

assess
prepare
coordinate
present
negotiate
publicize
strengthen
promote
handle
participate
facilitate
troubleshoot

Accounting

record
audit
prepare
maintain
forecast
calculate
estimate
figure
appraise
examine
measure
verify

Leadership

create
lead
encourage
manage
organize
compare
inspire
represent
govern
direct
advise
develop
implement

Writing

conceive
construct
craft
integrate
interpret
capture
abstract
express
inform
summarize
conclude

Craft/ Artisan

design
create
build
entertain
perform
draw
render
illustrate
compose
construct
conceive
choreograph

Innovating

create
modify
change
upgrade
improve
design
activate
restructure
establish
stimulate
implement
transform

Language

translate
interpret
lecture
converse
negotiate
compare
understand
comprehend
proficient in
fluent in
teach
tutor

Research & Development

identify
evaluate
review
assess
compare
analyze
critique
explain
prepare
recommend
conclude
determine

Human Resources

assess
analyze
recruit
survey
screen
interview
select
train
mediate
appraise
coordinate
align
coach

Finance

analyze
invest
budget
inventory
evaluate
appraise
construct
develop
acquire
deploy
manage
project

Analysis

assess
observe
review
dissect
interpret
discern
conceptualize
discover
infer
illuminate
clarify
quantify
qualify
conclude

Editing

review
analyze
check
compare
comment
correct
rewrite
revise
rework
amend
improve
initiate
investigate
advise
read

Consulting

troubleshoot
problem solve
assess
arrange
guide
counsel
survey
serve
contribute
motivate
train
explain
evaluate
consult

Teaching

educate
tutor
stimulate
inform
instruct
facilitate
awaken
explore
advise
counsel
entertain

Performing

create
present
interpret
act
sing
dance
perform
model
read
inspire

Program Development

analyze
design
construct
develop
prepare
strategize
coordinate
formulate
recommend
persuade
implement
monitor

Information

appraise
analyze
inventory
structure
design
categorize
document
process
manage
program
link
coordinate
organize

Management/ Supervision

coordinate
facilitate
plan
schedule
delegate
mediate
evaluate
strategize
develop
listen
consult
monitor
manage

Design

organize
explore
formulate
sketch
draw
draft
layout
create
plan
style
pattern
build
display

Technical

conceptualize
design
troubleshoot
inspect
locate
edit
analyze
implement
construct
modify
operate

Selling

inform
educate
persuade
provide
serve
trade
vend
handle
present
sell
convince

Organizing/ Logistics

classify
organize
maintain
support
arrange
systematize
schedule
coordinate
streamline
simplify

Marketing

review
assess
survey
analyze
quantify
identify
announce
promote
advertise
advance
boost
improve

Administration

monitor
track
assess
coordinate
organize
requisition
access
receive
process
serve
furnish

Service/ Hospitality

serve
troubleshoot
present
maintain
coordinate
prepare
welcome
enhance
anticipate

Persuading

present
articulate
clarify
challenge
negotiate
inquire
reason
influence
convince
arbitrate
mediate
reconcile

Mechanical

analyze
design
construct
craft
troubleshoot
create
engineer
repair
manipulate
align
coordinate
balance

Investigating

pursue
interrogate
question
analyze
intuit
seek
search
probe
examine
explore

Counseling/ Healing

listen
sense
intuit
assess
analyze
align
coordinate
understand
inform
facilitate

Adapted from Virginia Tech's Career Planning Guide.

RESUME EVALUATION FORM

EVALUATE YOUR RESUME based on the following criteria:

OBJECTIVE (optional) *If including an objective...*

- Does this objective explain what type of work you want and what makes you a good candidate?
- Does the objective contain how you meet the key skill requirements specified in the job description?

EDUCATION, CERTIFICATIONS & HONORS

- Do you have the correct Poole degree name listed including minors and concentrations? Example: Bachelor of Science in Business Administration, Marketing Concentration
- Does the information include your graduation date?
- Does your EDUCATION section provide key aspects like certifications or licenses relevant to the job?
- Have you included honors such as honorary memberships or scholarships?
- Have you included a GPA, if 3.0 or better?
- Do you list your relevant coursework?

EXPERIENCE/PROJECTS WITH ACCOMPLISHMENTS

- For each experience, do you list a job title, company name, city, state, and months/years worked?
- Have you listed relevant class projects with descriptions that relate to the job description?
- Are the experiences listed important to the employer?
- Did you describe accomplishments for your key work experiences that include what you did, why it was important and the results (metrics)?
- Do all of your listed accomplishments clearly support your Objective?
- Are accomplishments presented through the use of action verbs?
- Are your experiences listed in reverse chronological order with most recent stated first?

QUALIFICATIONS

- Does the resume demonstrate you have the necessary qualifications listed in the job description?
- Do your qualifications clearly summarize your value to an employer?
- Does your resume present the key strengths required to be successful on the job?
- Does it demonstrate that you have the appropriate technical skills?
- Is the language of the resume focused on what you can do to benefit an employer?

LANGUAGES, STUDY ABROAD & TRAVEL

- Have you listed languages (even beginning level) and study abroad or international travel?

LEADERSHIP & PROFESSIONAL AFFILIATIONS

- Have you listed relevant professional affiliations and leadership roles?

COMMUNITY SERVICE, SPORTS & ACTIVITIES

- Do your activities demonstrate your ability to lead, be a good team member, “give back” as a good citizen?

COMPUTER SKILLS

- Have you indicated your computer skills for the job and provided your proficiency level for each?

VISUAL IMPACT

- Is everything on the resume important to the employer—directly or indirectly?
- Have you been honest, but not overly detailed?
- Have you avoided excessive italics, bolding, and underlining?
- Does your resume look centered with sufficient white space? Make sure content is not too dense.

**Great Bullet Points = Strong Action Verb +
Specific, Detailed Information +
Result/Outcome/Accomplishment**

COVER LETTER INTRODUCTION

A COVER LETTER introduces you and your resume to a prospective employer. It focuses on your skills, experiences and key accomplishments. An effective cover letter is targeted to a specific job opening.

HERE ARE SOME KEY STEPS TO GET YOU STARTED:

- **CREATE** – Use this style guide and template to create a professional, business-formatted cover letter that complements your resume. Create in MS Word and save as a PDF.
- **USE THE NUMBERED COVER LETTER** to learn more about the components of a cover letter and what information to include.
- **REVIEW** – Make an appointment with a Poole College of Management Career Coach to review your cover letter. Drop-in hours are also available with Peer Career Coaches for cover letter reviews in the Career Center.
- **INCLUDE** your targeted cover letter with your resume when applying to a specific job posting.

COVER LETTER BY NUMBERS

Sarah Jones ①

sjones@ncsu.edu | 919-555-1234 | LinkedIn.com/in/sarahjones | Raleigh, NC

April 14, 2023

Ms. Ima Recrute ② A
Talent Acquisition Manager
Brand Marketing Consulting Group
245 Jobsearch Way
Raleigh, NC 27612

Dear Ms. Recrute:

****OR if you don't know the name of the recruiter****

Brand Marketing Consulting Group ② B
245 Jobsearch Way
Raleigh, NC 27612

Re: Marketing Intern, Job #12345

I am writing to express my interest in the Marketing Intern position at Brand Marketing Consulting Group that I saw posted on North Carolina State University's on-line job board, ePACK. I am a sophomore at NC State University majoring in Business Administration with a concentration in Marketing. I am highly impressed by Brand Marketing Consulting Group's top ranking among digital marketing consulting firms, and I would like to assist your company in achieving its organizational goals by using my branding experience and organizational, interpersonal communication, and creative design skills. ③

Please note on my resume, I have experience with creating digital marketing materials and designing company logos using Adobe Illustrator. For my Marketing Research course project, I collaborated with the management team of a local business to reinvent their brand. Working with two other students on the project, I took the lead on the design of the company logo and worked closely with my teammates to create branded materials to present to the company's marketing department. We received an A+ on the project and were commended for creativity and attention to detail. The company is still using our brand designs today. ④

In addition to my academic experiences, I have gained leadership skills by serving as Assistant Treasurer for the American Marketing Association in the Poole College of Management and as a captain for my intramural soccer team at NC State University. I believe my leadership skills along with my experience in market research, digital marketing, and customer service will prove beneficial to Brand Marketing Consulting Group. ⑤

I would very much appreciate the opportunity to schedule an interview to discuss in more detail how my background and experience align with your Marketing Intern position. My resume is attached in pdf format. Thank you for your consideration. I look forward to speaking with you soon.

Regards,

Sarah Jones ⑥

Sarah Jones

① Use the exact header as on your resume. This creates a professional, letterhead look.

② **Employer Address Section:** Note the 2 options you can use:
2A - If you have the name of the recruiter or hiring manager, list their name and title in the address section. Also include a salutation such as Dear Mr. or Ms. or Dr. followed by last name. If you are unsure of the gender, use the recruiter's first name in place of Mr. or Ms.
2B - If you are unable to establish a contact, list only the organization name and address followed by a subject line with title of position you are applying to and/or job number.

③ **Introduction:** Your first paragraph should identify the position for which you are applying, where you heard about the position, and why you are interested in the position and company.

④ **Middle:** Your second paragraph should explain why you are qualified for the position. Target it towards the job description and focus on your skills, experiences and accomplishments as they relate to the description. You may use two paragraphs if needed.

⑤ **Closing:** Your closing paragraph should state your interest in scheduling an interview to further discuss the position and your qualifications. Thank the recruiter for their time and consideration.

⑥ **Signature:** Include a professional closing salutation followed by your signature in either a signature style font or an image of your actual signature followed by your typed name.

LET'S GET STARTED

LET'S GET STARTED WITH THIS COVER LETTER TEMPLATE

Below you will find a link to Sarah Jones' cover letter. You may use this as a template to craft your own cover letter. It has been properly formatted and provides you with examples of content.

[Download the Cover Letter Template](#)

COVER LETTER TIPS

- A cover letter should accompany your resume or application once it has been reviewed by a career coach.
- Write to a specific person, ideally the one making the hiring decision. Do not use "To Whom It May Concern" or "Dear Sir or Madam".
- If you cannot obtain the recruiter's name through ePACK, LinkedIn, CareerShift, or other resources, use a subject line instead. Include the job title and posting number if there is one.
- Target your cover letter for each job/employer and avoid using generic letters.
- In your opening paragraph, state clearly the purpose of your letter and resume, whether you are applying to a specific position or inquiring about opportunities, company information, or career-related advice.

REFERENCE PAGE INTRODUCTION

A REFERENCE PAGE provides a prospective employer with a list of individuals who can speak to your character, work ethic, work experience, job skills, and other attributes that you possess that qualify you for an internship, part-time or full-time position.

HERE ARE SOME KEY STEPS TO GET YOU STARTED:

- **CHOOSING REFERENCES** – Select people who know you well, who have supervised your work (or who you have supervised or have collaborated with) and who can effectively communicate why you are a good fit for the internship or position—work and volunteer supervisors, faculty, coaches, advisors, work colleagues. It is best not to include family members or friends on your list.
- **GET PERMISSION** – Never list a person on your reference page who has not given permission to you first. Verify the spellings of names, titles, and contact information. Inquire how your reference prefers to be contacted and only include this contact information on your list. Provide the reference with a copy of your most up-to-date resume. Be sure to thank your references for agreeing to serve.
- **SENDING REFERENCE LISTS & ALERTING REFERENCES** – When you are asked to provide references, inquire who will be contacting your references and let your references know the name and title of the caller and the organization that the caller represents. Give your references a brief job description of the position you are pursuing, as well as another copy of your resume in case they misplaced the first resume.
- **WHERE TO LIST REFERENCES** – Your reference page is saved as a separate document apart from your resume or cover letter. Use the same contact header at the top of the page as you used on your resume. Unless specifically asked, do not send your reference page with your resume and do not list references on your resume. Submit your reference page when requested by the employer or offer references after an interview. If you decide that you do not want the position, do not submit your reference list.
- **THANK YOUR REFERENCES** – Keep your references updated regarding your job search. Be sure to thank them after you have secured employment. They are an important part of your job search team.

LET'S GET STARTED WITH THIS REFERENCE PAGE TEMPLATE

[Download the Reference Page Template](#)

REFERENCES PAGE BY NUMBERS

Sarah Jones ①
sjones@ncsu.edu | 919-555-1234 | LinkedIn.com/in/sarahjones | Raleigh, NC

REFERENCES ②

Mr. Franklin Robinson
Project Manager
Progress Energy
P.O. Box 151 ③
Raleigh, NC 27612
919-781-6677
frank.smith@progress-energy.com
Relationship: Supervisor during 2022 fall internship

Dr. Carol Grace
Marketing Professor
2101 Nelson Hall, Box 654
NC State University
Raleigh, NC 27695
919-515-8886
carol_grace@ncsu.edu
Relationship: Professor during spring semester, 2023 ④

Mr. Don Ringo
Academic Advisor
Poole College of Management Academic Advising
Office 2150 Nelson Hall, Box 8614
NC State University ⑤
Raleigh, NC 27695
919-515-5565
don_ringo@ncsu.edu
Relationship: Academic advisor, fall 2020-present

- ① Use the exact header as on your resume and cover letter. This creates a professional, letterhead look.
- ② Title your page “REFERENCES” so that it is clearly defined for the employer.
- ③ After receiving permission and preferred contact information from your references, list their full name, title, name of organization, organization address, email address, and phone number.
- ④ It is always helpful to indicate the relationship between you and your reference. It allows the employer to understand in what capacity your reference knows you and what skills, accomplishments, attributes, and traits the reference will be able to speak to.
- ⑤ A good number of references falls between 3-5 and allows the employer ample opportunity to speak to a few people, sometimes within a short period of time, to assess your qualifications as a candidate for their role.