



CAREER SERVICES

Examples of Networking e-mail: Weak and Strong

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Weak example:

Subj: Hello

Dear Mr. Smith,

My name is Jane Doe and I'm a junior marketing major at Marshall University looking for internships this summer. I saw your information on the Marshall Mentor Network and was wondering if you might be able to help me. I have an interview in three days at a branch of your company and was hoping to speak with you either tomorrow afternoon or Wednesday after 5PM. If you are not available during those times, perhaps you could respond by email to these questions:

1. What kinds of interview questions should I prepare for?
2. What are the main differences between your company and the other top 3?
What are the most important trends in the marketing industry?

Thanks,
Jane Doe

Why the e-mail above is weak:

- The subject line is meaningless to the recipient.
- An e-mail does not need to be written like a telephone script; the sender's name closes the e-mail. No need to state your name at the start.
- By e-mailing only three days before her scheduled interview and offering limited options for speaking with the alumnus, Jane Doe appears unprofessional, presumptuous, and inflexible.
- It is important to ask to schedule a time to speak at the alumnus' convenience giving as much advanced notice as possible. You should work your schedule around his or hers.
- She is asking him to help and do things for her before he knows anything about her. You need to make a good impression on someone before asking him/her to do you a favor.
- It is inappropriate to ask the alumnus to answer questions via e-mail, especially in the first e-mail initiating contact. What takes you a few words to ask could require a lengthy and involved response on the part of the alumnus.
- The questions asked should be researched by the job seeker. Asking these questions, and expecting someone else to answer, makes the job seeker look lazy.

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Strong example:

Date: February xx, yyyy

Subj: Marshall Mentor Network contact from marketing student

Dear Mr. Smith,

I located your contact information through the Marshall Mentor Network and was hoping that we may be able to connect over the telephone for 10-15 minutes at your convenience. I would love to learn more about your background and the marketing industry in Southern West Virginia.

Currently, I am a junior marketing major at Marshall University and am interested in exploring internship opportunities in the field this summer. I am specifically interested in value-based marketing strategies, advertising, and communications.

Thank you for your time. I sincerely hope to hear from you. *(Note alternate ending below.)*

Cordially,

Jane Doe

Marshall University class of 2011

(Alternate ending if Jane has a phone number for Mr. Smith:)

Thank you for your time. I will also call you in the next day or two to see if we might arrange a time to speak. *(Why: By indicating she will call, Jane is taking the initiative, instead of asking Mr. Smith to get in touch with her. By writing in advance of calling, she is giving him the opportunity to be prepared for her call.)*

Why the e-mail above is strong:

- The subject line is meaningful to the recipient.
- She's not demanding time, and she's not telling the alumnus to do anything. She is expressing a hope that they can speak with one another.
- She is indicating an interest in learning about Mr. Smith and his work. Expressing interest in others is a courtesy, and most people are willing to talk about their work.
- She provides enough information about herself for the recipient to know her basic interests; she keeps the information brief.
- She is writing in February, planning ahead for summer, showing she is not scrambling at the last minute to seek a summer internship.
- If there is something particular about his background that interests her, she could mention that. (Just be careful not to sound like you just want to work for the person's employer, and that is the only reason you are writing.)



Marco Marshall
12 Penny Lane
Huntington, WV 25705

January 11, 2009

Ms. Mary Smith, Hiring Director
HR Department
Merck Pharmaceuticals
Edison, NJ 08529

Dear Ms. Smith:

Please accept my cover letter and my resume as an application for the Pharmaceutical Sales Representative position, which was advertised at JobTrax, Marshall University's employment website, on November 12, 2008. I'm also writing at the suggestion of Bill Moyers, who recommended that I apply for the position.

As you will note from reviewing my resume, I have a BS in Marketing and one year of outside sales experience along with excellent communication and analytical skills. I am task oriented, diplomatic and able to interact professionally and socially with individuals from all backgrounds. Through my performance, management style and product knowledge at my current position, I have earned the recognition and respect from the upper management. I have become the company troubleshooter, frequently called to handle problem accounts that no one else seems to be able to save.

I feel that my education, experience, enthusiasm and persuasive ability would be a great asset to Merck Pharmaceuticals.

I would welcome the opportunity to meet with you and discuss my qualifications in detail. I look forward to your reply.

Sincerely,

Marco Marshall

Enclosure: Resume



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Cover Letter Example

Formatting Guide

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John A. Smith

123 Third Street | Huntington, WV 25755 | (304) 555-5555 | jonasmith@marshall.edu

May 19, 2011

Ms. LeAnna Brown, Business Manager
Search Committee Chair
Department of Housing & Residence Life
One John Marshall Dr.
Huntington, WV 25755

Dear Ms. Brown:

I am applying for the Associate Director of Facility Management position that you advertised with Marshall University's Career Center on May 7, 2011. I was pleased to see that the requirements and experiences you seek exactly match mine. I have enclosed my resume.

Earlier this month I received my M.B.A. degree from Marshall University. In May 2009 I received my B.A. in Communication Studies from West Virginia State University. While at WVSU I worked my way through college with jobs in university housing by being a Resident Assistant, Front Desk Attendant, and Facilities Manager. I am currently the Assistant Manager at the Holiday Inn in Barboursville, WV.

In my current position I supervise and coordinate the schedules of over 20 full-time and 10 part-time staff members. I also am responsible for ensuring that the facility meets state codes. I was recently recognized as the Assistant Manager of the Month in the southeast region for providing excellent service in my 2 years with Holiday Inn. With my experiences and familiarity with university housing and facility management, I believe I am a perfect match for your Associate position.

Can we get together at your earliest convenience to discuss what I can contribute to my alma mater? You may contact me at (304) 555-5555 or at my address above. I look forward to talking with you soon.

Sincerely,

John A. Smith

John A. Smith

Enclosure



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Cover Letter Formatting Guide

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John A. Smith

123 Third Street | Huntington, WV 25755 | (304) 555-5555 | jonasmith@marshall.edu

Date

Employer's Name

Title

Organization

Street Address

City, State, Zip Code

Dear _____:

- Use the same heading from your resume.

- Address to a specific person if possible. Call for a name if not listed. Use Mr. or Mrs.
- If name is unavailable use a title, Ex: Dear Human Resources Director, Dear Hiring Manager, Dear Search Committee Chair.

First Paragraph:

- State the reason you are writing the letter – position you are applying for or inquiring about
- Grab the attention of your audience
- Source of referral, if any
- Include your interest in the position/organization
- Flatter your audience by including organization information found through research
- End the paragraph with a persuasive statement about why you are qualified for the position or why you are the ideal candidate

Second Paragraph:

- Demonstrate why you are qualified for the job
- Emphasize what you can contribute to the organization
- Give concrete examples of your skills and experience – prove it
- Highlight information found on the resume, but do not simply repeat your entire resume
- Easy method – choose your top 3 skills that relate to the position and give a specific example for each
- May be 1-2 paragraphs

Final Paragraph:

- Reiterate your interest in the position
- State your appreciation of the employer's consideration
- include your intentions for follow-up
- Phone number/e-mail and best way to contact you

Sincerely,

- 4 spaces
- Include your signature

Your Name (First and last name typed)
(submitted electronically)

- Include this statement if you submit your cover letter via email or another electronic method

Enclosure (Indicates something more than the letter is included in the envelope. Do not include this if you are e-mailing your resume/cover letter.)



Why your *Résumé* gets tossed

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The average recruiter sees 5,000 résumés a year. Any legitimate reason he or she finds to make one disappear makes his or her life that much easier — and yours that much harder. Here, top-level recruiters reveal how candidates blow their chances to get a foot in the door.

Numbers don't add up

If accomplishments can be quantified, do it — but use discretion. Brandishing borderline performance numbers signals a lack of experience and bad judgement. "Phrases like 'managed a budget of \$500,000' or 'led a team of two' might catch my eye in a bad way," warns Olaf Wecksser, a former recruiter for McKinsey & Co. Better to spin it as "managed company's largest budget."

Adds Alexandra DeMarino, a Citigroup recruiter: "If a small number is impressive, you absolutely have to put it in context." Because you can't provide context for academic numbers, don't include GMAT scores below 650 if you're targeting a top firm. DeMarino suggests bragging about nothing less than a 3.7 GPA.

Formality Takes a Vacation

Don't succumb to the informality of E-mail. "If you send a cover letter by E-mail that starts with 'Hi,' it and your résumé will probably end up in the trash," says Cynthia Shore, an assistant dean at the university at Buffalo School of Management and former director of its career-resource center. Treat an E-mail as you would a proper letter: Instead of "Hi," write "Dear Mr. Case." Instead of "Thanks," conclude with "Sincerely."

Keywords are Overused

It's true that recruiters sometimes use scanners to sort through résumés looking for certain keywords. But résumés appear contrived when candidates consciously try to include them. Describing a business-development position using such terms as "needs assessment" and "contract analysis" in order to squeeze in more keywords is a misguided strategy. Assume that a human being — not a computer — will be reading the résumé. After all, these days fewer than 25 percent of all recruiters even use scanners.

Things get too Personal

"If you mention your age, we have to trash your résumé," says Jeremy Eskenazi, vice president of talent acquisition at Idealab!, the California incubator firm. Since it's illegal for a company to solicit a candidate's age, race, or marital status during the hiring process, firms have adopted a "don't tell" policy to avoid potential bias suits. Many won't risk even having it handed to them.

It Looks too Fancy

"A recruiter who receives résumés in pretty plastic folders will likely toss them," says Dave Opton, CEO and founder of ExecuNet, an online executive recruiting service. "I don't have time to take the damn things apart." Another faux pas: Folding a résumé so that it fits into a standard business envelope. Heavy-stock paper that retains its crease can be a nuisance. Says Opton: "They're easier to store and photocopy if they're flat."

Also, don't try to differentiate your résumé with boxes or ornate lettering. When recruiters see a résumé that's designed differently, they think the person's trying to hide something. Instead, focus on content. Your résumé will rise to the top of the pile.

Article by Sara Goldsmith, WetFeet.com, September 2009

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NAME

address,
phone, email

CAREER OBJECTIVE

(List type of job you are seeking. Example: To obtain a position in accounting, banking or finance where I could utilize my education and experience in , , ,)

SKILLS

(List several of your strengths or skills that are relevant to the position you are applying for.)

- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxxxxxx
- xxxxxxxx
- xxxxxxxxxxxx

EDUCATION

Institution name,
Degree type, i.e. B.A.
Major, minor
GPA

Location, State
Graduation date

INTERNSHIP

(List internships, student teaching, or other clinical experiences)

WORK EXPERIENCE (List employers, list most recent experience first and work back in reverse chronological order)

Employer name,
position title

Employer location, state
Employment dates,

- job duties
- job duties
- job duties
- job duties

Employer name,
position title

Employer location, state
Employment dates,

- job duties
- job duties
- job duties
- job duties

HONORS & ACTIVITIES

List your accomplishments, honors, memberships, volunteer work, etc.

REFERENCES

“Provided upon request” or “Attached”

(Do not list names of references on your resume. Use a separate sheet with names and phone numbers of individuals who have agreed to provide references for you – “Provided upon request”

If references are required as a part of the application process and you are attaching them with your resume, write “Attached.”)

Mary Smith

210 Forrest Bay, Huntington, WV 27509

Phone: 304.555.5555

E-mail: smith007@marshall.edu

OBJECTIVE

To obtain a position in the accounting field, where I could utilize my education, management and customer service experience.

SKILLS

- Strong academic background in accounting and finance
- Excellent communication skills
- Excellent time and project management skills
- Working knowledge of Microsoft Office

EDUCATION

Marshall University Huntington, WV

B.B.A. Accounting, GPA: 3.85

Expected graduation - May 2010

INTERNSHIP

Blake & McCoy

Huntington, WV

Accounting Intern

January 2008 - May 2008

- Performed general accounting duties
- Prepared individual tax returns under direction of CPAs
- Used computerized accounting system to enter and process client data
- Prepared corporate accounts payroll

WORK EXPERIENCE

Chase Bank

Huntington, WV

Note Clerk (part-time)

March 2006 - Present

- Calculate and adjust interest on commercial and mortgage loans
- Call existing and potential clients with new service and product offers
- Provide customer service

Best Buy

Barboursville, WV

Shift Manager

June 2000 - February 2006

Credit Associate

July 1999 - May 2000

- Supervised staff of six employees
- Processed credit applications
- Solicited credit customers in person and through telemarketing

HONORS & ACTIVITIES

- Marshall University Dean's list; Fall 2007, Spring 2008, Fall 2008
- Accounting Club, secretary
- Huntington Area Habitat for Humanity, volunteer, 2001 to present

REFERENCES

Available upon request

RESUME WORKSHEET-What do I include on my resume?

Name

Address
Phone Number
Email Address

OBJECTIVE

What kind of work or position are you seeking? (Be specific)

SKILLS

-
- *What skills do you bring to the job?*
 - *No more than four or five (use bullets)*

EDUCATION

List education experience with your college experience (DO NOT LIST HIGH SCHOOL)

*Name of Degree and Major/Graduation Date
Name of University/Location (City, State)*

INTERNSHIP

Describe it as you would a regular work experience (use bullets)

STUDENT TEACHING

Describe it as you would a regular work experience (use bullets)

WORK EXPERIENCE

List experiences starting with your most recent job. You can also include volunteer work experience (if relevant to position).

Your Job Title/Date started to Date ended (or use "Present" if this is your current job)

Place of Employment/Location of employment (City, State)

- *Highlight responsibilities/experiences (use bullets)*

HONORS & ACTIVITIES

-
- *Use your college information- unless your high school award was exceptional (use bullets)*

REFERENCES

DO NOT list your references on your resume. Explain how the reader can obtain them.

A separate enclosed page

Request copy of credential file from Career Services

Available upon request

EXAMPLE RESUME

Mary Smith

210 Forrest Bay | Huntington, WV 25709

Phone: (304) 555-5555

Email: smith00007@marshall.edu

OBJECTIVE

To obtain a position in the accounting field, where I could utilize my education, management and customer service experience

SKILLS

- Strong academic background in accounting and finance
- Solid communication, leadership, and organization skills
- Working knowledge of Microsoft Office
- Hard-working and reliable; able to work well independently

EDUCATION

B.B.A. in Accounting, GPA: 3.85

Marshall University

Expected: May 2012

Huntington, WV

INTERNSHIP

Accounting Intern

Blake & McCoy

January 2011 - May 2011

Huntington, WV

- Performed general accounting duties
- Prepared individual tax returns under direction of CPAs
- Used computerized accounting system to enter and process client data
- Prepared corporate accounts payroll

WORK EXPERIENCE

Note Clerk (part-time)

Chase Bank

March 2011 – Present

- Calculate and adjust interest on commercial and mortgage loans
- Call existing and potential clients with new service and product offers
- Provide customer service

Shift Manager

Credit Associate

Best Buy

February 2010 – July 2010

August 2009 – January 2010

Barboursville, WV

- Supervised staff of six employees
- Processed credit applications
- Solicited credit customers in person and through telemarketing

HONORS & ACTIVITIES

- Marshall University Dean's List; Fall 2007, Spring 2008, Fall 2008
- Accounting Club, secretary
- Huntington Area Habitat for Humanity, volunteer, 2001-Present

REFERENCES

Available upon request

Time Management

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7AM					
7:30AM					
8AM					
8:30AM					
9AM					
9:30AM					
10AM					
10:30AM					
11AM					
11:30AM					
12PM					
12:30PM					
1PM					
1:30PM					
2PM					
2:30PM					
3PM					
3:30PM					
4PM					
4:30PM					
5PM					
5:30PM					
6PM					
6:30PM					
7PM					
7:30PM					
8PM					
8:30PM					
9PM					
9:30PM					
10PM					
10:30PM					
11PM					
11:30PM					
MIDNIGHT					

TIME MANAGEMENT SELF-ASSESSMENT

(from The University of Western Ontario)

Are you a good time manager? Respond to the following inventory, indicating "Yes" if the statement applies more often than not. Choose "No" if the statement does not apply most of the time.

	<u>Yes</u>	<u>No</u>
1. I make lists to help organize things that I have to do.	___	___
2. I often procrastinate when faced with tasks.	___	___
3. I make good use of small blocks of time.	___	___
4. I seldom prioritize among tasks.	___	___
5. I use my time wisely.	___	___
6. I find it difficult to resist pressure from others for my time.	___	___
7. I plan how my goals will be reached.	___	___
8. I lack balance in my life.	___	___
9. I can motivate myself to complete even boring tasks.	___	___
10. I have trouble concentrating on a task.	___	___

Count and total the odd-numbered items you responded to with a "Yes":

Count and total the even-numbered items you responded to with a "No":

Add these totals together:

How did you do?

- 8 - 10 Congratulations! You have strong time management skills.
- 5 - 7 You have some time management skills that you can build upon.
- 0 - 4 You can benefit from strengthening your time management skills.

Time Management Obstacles.

1. **Email** - Limit the number of times you check it daily, as well as time spent on replies.
2. **Internet Use** - Set a timer for 30 minutes to stay aware of how much time is passing.
3. **Television** - Plan ahead for which shows you will watch. Don't turn the TV on randomly.
4. **Phone/Pager** - Try to wait and call back when you have a study break or have finished your homework. If you do answer when a call comes in, tell your friends you will call them back at the end of the study session. They will still like you!
5. **Distractions** - Eliminate as many audio/visual distractions as you can. Choose places and times to study when roommates/others are busy with quiet activities or are gone.
6. **Lying Down** - Leads to sleepiness when studying. Don't go there.
7. **Errands** - Working in small errands daily will help you avoid having to spend a whole day weekly playing.
8. **Procrastination** - A common complaint. Don't put off until tomorrow what you can do now!

**Collected from the University of Texas at Dallas*

Where does your time go?

Number of hours of sleep each night $\underline{\quad}$ x 7 = $\underline{\quad}$

Number of hours spent grooming each day $\underline{\quad}$ x 7 = $\underline{\quad}$

Number of hours for meals/snacks, including preparation/clean-up time $\underline{\quad}$ x 7 = $\underline{\quad}$

Travel time to and from campus $\underline{\quad}$ x 5 = $\underline{\quad}$

Number of hours per week for regular activities (chapter meetings, leadership/service activities, intramurals, church, etc.) $\underline{\quad}$ x 7 = $\underline{\quad}$

Number of hours per day for errands, etc. $\underline{\quad}$ x 7 = $\underline{\quad}$

Number of hours of work per week $\underline{\quad}$

Number of hours in class per week $\underline{\quad}$

Number of hours currently spent doing homework per week $\underline{\quad}$

Number of hours per week with friends, socializing, going out, watching TV, etc. $\underline{\quad}$

Weekly Total = $\underline{\quad}$

There are 168.0 hours in a week

- $\underline{\quad}$ hours of activities

= $\underline{\quad}$ potential hours to study



The First Question of Every Interview

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“Tell me about yourself.”

The first question at all interviews is not a question, but a request. *“Tell me about yourself.”* You have been told all your life not to brag about yourself, so you become uneasy. **Get over it!** This is about exuding confidence and putting your best foot forward. Do not think of it as bragging, but good marketing. Three minutes should suffice. Any longer and you may be perceived as a one who chatters too much.

Be prepared

- Have your response ready and stick to it
- Don't memorize it—you will sound stilted and fake
- Follow an outline and fill in details

Where to start

- Start no earlier than college unless you did something spectacular before then
- Example: *“After graduating from high school...”*

Words of Caution

Preparing helps you to avoid giving away information that could prejudice the interview. Such information is sometimes illegal for the interviewer to ask for.

- Avoid mention of any members of your family; of religion; political affiliations; marital status; sexual orientation; and/or most disabilities
- Avoid divulging any personal information that has nothing to do with your ability to fulfill all the functions of the job
- Never share any weakness or deficiency or use demeaning words or phrases to describe yourself — even jokingly

Topics for Discussion

- Why you chose to attend Marshall University.
- Elaborate on what you listed in the skills section of your résumé and point out how they match the skills the prospective employer is searching for
- Talk about what you gained from the most routine jobs. *Example: “I have employed marketing and customer-service skills in the restaurant field. In my most recent position, I marketed appetizers, desserts, and other add-ons to customers' orders which added value to their dining experiences. I would like to apply the same sales savvy to this job.”*
- Outstanding achievements and/or experiences
- How well your preparation fits the needs of the organization
- Communicate your desire and enthusiasm for the job you are applying for and back it up with examples you found while researching the company
- Provide information about experiences you were successful at, i.e. sports, travel, leadership, etc.
- State your work philosophy
- Give examples highlighting your team skills

Final Advice

- Practice your script to become comfortable with it and not feel like you're bragging
- Never lie about yourself, or embellish. You will get caught by a good interviewer.
- Use shortcomings as a positive thing that you are working to correct, or have corrected.

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Mock Interview Preparation

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What is a Mock Interview?

- A mock interview is a situation interview. Interviews will be conducted by Career Services staff members or professionals within your field
- Although your mock interviewer is well-experienced in conducting the interview, he/she may be unable to answer specific questions.
- The role of the mock interviewer during this portion of the interview is to advise you on appropriate responses and guide you to resources that may provide you with tips on appropriate questions to ask.

What to expect from start to finish

- Your mock interview experience begins the moment that your interviewer comes to greet you in the waiting area of the Career Services Center. You should start with a firm handshake and appropriate greeting of the interviewer; use his or her name.
- You and your interviewer will go into an interview room. The mock interview itself will last approximately 30 minutes, and the interview will be discussed and critiqued for approximately 15-30 minutes.
- At the end of your mock interview, you will have the opportunity to talk with the interviewer about any particular questions or concerns you have about the interviewing process. Furthermore, you will receive from your interviewer honest and helpful feedback.

Mock Interview Checklist

- Register on Marshall JobTRAX www.marshall.edu/career-services and update your profile
- Polish your résumé to accurately reflect your education, skills, and experience. You must present a copy during your interview.
- Practice makes perfect. Self-evaluate your professional attire, greeting/introduction, body language, attitude, responses to interview questions, and oral communication.
- Research the employer that you would like to work for. Develop questions to ask the career counselor/coach about the organization you would like to work for.
- Dress professionally for the interview.
- Arrive 10 minutes before the interview at the Career Services Center and sign in at the kiosk.

No Show Policy

Career Services staff members feel strongly about missed mock interviews. Cancellations must be made 24 hours in advance of the interview appointment. If you fail to cancel one day prior to the interview, or simply do not show up, you forfeit your privilege to schedule another mock interview.

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Behavioral Interview Questions

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Behavioral interview questions are those asked by interviewers which must be answered by relating an example of something you have done (a behavior) that relates to the question asked. Review each of the questions listed below.

- Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.
- Describe a time when you were faced with a stressful situation that demonstrated your coping skills.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Give me a specific example of a time when you had to conform to a policy with which you did not agree.
- Please discuss an important written document you were required to complete.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
- Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
- Give me an example of a time when you had to make a split second decision.
- What is your typical way of dealing with conflict? Give me an example.
- Tell me about a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when something you tried to accomplish failed.
- Give me an example of when you showed initiative and took the lead.
- Tell me about a recent situation in which you had to deal with a very upset customer or co-worker.
- Give me an example of a time when you motivated others.
- Tell me about a time when you delegated a project effectively.
- Give me an example of a time when you used your fact-finding skills to solve a problem.
- Tell me about a time when you missed an obvious solution to a problem.
- Describe a time when you anticipated potential problems and developed preventive measures.
- Tell me about a time when you were forced to make an unpopular decision.
- Please tell me about a time you had to fire a friend.
- Describe a time when you set your sights too high (or too low).

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