

Senior Portfolio

Lecture:

Resume

How to look for work:

- Identify a firm and apply
- Classified section in newspaper
- Recruiter
- Personal or electronic network
- Advertise
- Informational interviewing

Senior Portfolio

Lecture:

Resume

Assemble your assets
Avoid listing mere activities
Focus on successes and accomplishments
(computer savvy, education, registration, travel,
languages, contacts
Develop a resume, cover letter, attachments

Ten common mistakes:

- Dear Sir or Madam...
- Dear Ms. Hangover
- The number you have dialed has been disconnected
- So-and-so recommended I call you
- I'll call next week to follow up
- I'll just email it to you
- I designed stationary packages
- Job OBjectIVe
- Worked on many projects for local design studios and directly with companies
- I'll take it!

The resume

- Narrative (convey character) or Listing of qualifications (greater volume of facts)
- Use third or first person
- Accomplishments/results, not just activities
- Specific verbs like increased, completed, exceeded, managed, administered
- Avoid: participated in, researched, team member
- Recent works listed first (or by type of work)

Resume Items

- Positions held and results achieved
- Publications
- Education
- Computer savvy
- Registration
- Travel
- Languages spoken
- Military service

Computerized resume

- Optical scanners identify desired skills by searching for industry key words
- Prefer nouns to verbs
- Preformatted resume-writing packages
- Electronic submissions

Cover letter:

- Do your homework
- Do not misspell the name
- State your interest and why you want to work for them
- Why you are just what they are looking for
- Design the letter and resume (type choices, organization of info, paper)
- Keep it simple and readable

2/3 of a page

What you are interested and why

Show enthusiasm (know strong points and agenda)

Special qualifications

Readiness to travel

Show confidence (will not would)

Ask for an interview

Senior Portfolio

Lecture:

Resume

Content determines the length

Consider audience

Name and title of the person

Strengthen message with enclosures and attachments (reproductions), identified and captioned