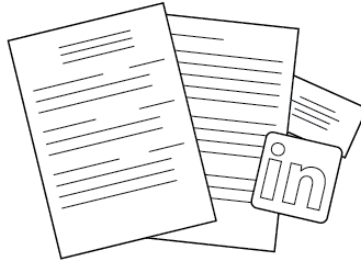


# WORKFORCE<sup>101</sup>



Resume

Cover Letter

LinkedIn

Networking

DREAM JOB

## Course Materials Packet

# What's Inside?

- An Introduction to Workforce 101
- Traditional Resume Materials, including
  - A Bad Traditional Resume Example
  - A Good Traditional Resume Example, and
  - A Template for creating a Traditional Resume
- Creative Resume Materials, including
  - A Bad Creative Resume Example
  - A Good Creative Resume Example, and
  - A Template for creating a Creative Resume
- An Ideal Cover Letter Template
- A LinkedIn Request Template

## Introduction

Welcome to Life Degree Society's action-packed Workforce 101 course. Your professional development is an important element of your education, so we want to make it as easy and accessible as possible. This course contains two components: a digital component, which has videos and instructions about professional development; and a packet component, the one that you're holding, which contains templates and examples of the professional documents you will have to write.

These templates and examples are meant to be hands-on. We're not interested in feeding you answers because that teaches you nothing. In the future, you will have to edit your resume countless times, draft unique cover letters, and connect with many different people on LinkedIn; our templates are meant to push you towards the right answers, not to throw them in your lap. No one can do the work but yourself, so we want you to get started here, with solid guidelines to get you to stellar outcomes.

Use this packet as a supplement to your digital Workforce 101 course. We will reference it often, so make sure you have it on hand when you're watching the videos. Go at your own pace and review often to make sure you're learning life-long techniques.

We would end with "Have fun!" but we recognize that professional development isn't the most exciting thing in the world. Instead, we'll leave you with a simple, "Go forth and conquer." The professional world is yours for the taking.

# Shkelqim (James) Hajdinaj

3232 PSITACHIO AVE.  
PHILADELPHIA, PA 19125  
Phone: 555-555-5005  
E-mail:james@server.com

## Objective

Employment Position as Deputy Commissioner for Taxes and Fees.

## Qualifications

- Bachelor Degree on Finance.
- Knowledge of Office Equipments.
- Tax Preparation Experience
- Real Estate Agent Licensee.
- Team and Independent Work Experience.
- Government Work Experience.

## Education

1997	- Certificate	Orleans Tech. Institute. Philadelphia PA 19152 Certified on Computerized Office Technology Programs.
1987	-Degree	University of Tirana, Albania Business Administration, Major in Finance. GPA: 3.5

## Relevant Experience

- 2014- Present **City of Philadelphia, Office of Property Assessment.**  
Evaluating Properties of the Philadelphia City for Real Estate Tax Purposes.
- 2003- 2014 **Self-Employed as Real Estate Agent, Tax Preparer, etc.**  
Representing clients on Real Estate transactions, Preparing and filing Individual and Business Taxes etc.
- 2001-2002 **Northrop Group Overseas Inc.**  
Translating for the US Army Overseas, (in Kosova)
- 2000-2000 **Census Bureau, Commerce Department**  
Assisted Recruiting Employees for the Census 2000. Contacted with Local Organizations, employment agencies, urging recruiting for enumerators. Tested and Evaluated test results for employment candidates that were hired from the Census Bureau.
- 1997-1999 **Lowen Group Inc.**  
Bank and Petty Cash Reconciliation, Asset Management and Inventories.
- 1987-1995 **Finance Department of the County, Fier, Albania.**  
Controlling and analyzing the collection of County Revenues, and Budgeted expenditures.

## Other Experiences

I am computer literate, have working knowledge of different programs; use other office equipments; prepare and analyze activity reports, charts, schedules, statements, etc.

Working toward the CPA licensing.

# SHKELQIM (JAMES) HAJDINAJ

3232 PISTACHIO AVE. PHILADELPHIA, PA 19125 • JAMES@SERVER.COM • (555)-555-5005

## WORK EXPERIENCE

**City of Philadelphia: Office of Property Assessment, *Real Estate Appraiser*** **Fall 2014– Present**

- Evaluates properties for the city for Real Estate tax purposes.
- Determines characteristics of residential properties by analyzing recent sales of similar properties and making adjustments for differences.
- Uses the income, market, and cost approach to ascertain values for commercial and large multi-family properties.

**Self Employed, *Real Estate Agent & Tax Preparer*** **2003 – 2014**

- Represented clients in Real Estate transactions and buying and selling of properties.
- Prepared and filed individual and business taxes.
- Consulted Philadelphia's Albanian community on a variety of administrative business areas including document translation and immigration processes.

**U.S. Army: Northrop Group Overseas, Inc., *Translator*** **2001-2002**

- Translated for the Army on a military base post-Kosovo war.

**Census Bureau, Commerce Department, *Assistant Recruiter*** **2000**

- Coordinated recruitment activities, including interviews, hiring, and training of new staff.
- Tested and evaluated results for employment candidates hired by the Census Bureau.
- Contacted local organizations and employment agencies for enumerators.

**Lowen Group Inc., *Account Manager*** **1997 – 1999**

- Handled bank and petty cash reconciliations daily.
- Managed assets and inventories for company accounts.
- Reported results to upper management with weekly updates via activity reports and recommendations.

**Fier, Albania County Finance Dept., *Chief Revenue Officer*** **1987 – 1995**

- Led a team of 50 revenue officers that managed the collection of revenue for the entire county of Fier.
- Controlled and analyzed the collection of revenue in order to implement the proper systems needed.
- Maintained budget expenditures for the entire department and reported directly to the country's Revenue dept.

## EDUCATION

**Orleans Tech. Institute,** Philadelphia, PA  
*Certificate* **1997**

- Certified in computerized office technology programs.

**University of Tirana,** Tirana, Albania  
*Bachelor of Sciences in Business Administration* **1987**

- **GPA:** 3.5; **Major:** Finance

## ADDITIONAL EXPERIENCE & INFORMATION

**CPA Licensing:** In the process of obtaining licensing. **Present**

**Languages:** Albanian – native, English – fluent

# NAME

STREET

CITY, STATE ZIP CODE

• EMAIL@SERVER.COM •

PHONE NUMBER

## WORK EXPERIENCE

### Name of Company/Employer, *Role in Company*

Begin M/Y– End M/Y

- Active verb description of contribution to company
- Active verb description of projects worked on in company
- Active verb description of results obtained by working with company

### Name of Company/Employer, *Role in Company*

Begin - End

- Active verb description of contribution to company
- Active verb description of projects worked on in company
- Active verb description of results obtained by working with company

### Name of Company/Employer, *Role in Company*

Begin - End

- Active verb description of projects worked on in company

### Name of Company/Employer, *Role in Company* **Begin - End**

- Active verb description of contribution to company
- Active verb description of projects worked on in company
- Active verb description of results obtained by working with company

### Name of Company/Employer, *Role in Company*

Begin - End

- Active verb description of contribution to company
- Active verb description of projects worked on in company
- Active verb description of results obtained by working with company

### Name of Company/Employer, *Role in Company*

Begin - End

- Active verb description of contribution to company
- Active verb description of projects worked on in company
- Active verb description of results obtained by working with company

## EDUCATION

### Name of University/Institute,

*Degree/Certificate Obtained*

Philadelphia, PA

Year Graduated

### Name of University/Institute,

*Degree/Certificate Obtained*

Tirana, Albania

Year Graduated

- *GPA:* \_\_\_\_; *Major:* \_\_\_\_\_

## ADDITIONAL EXPERIENCE & INFORMATION

Licensing/certification

Languages

Technical Skills

Recognitions & Awards

Elinor Irving

678 Acord Road  
Philadelphia, PA 10001  
email@server.com  
555.055.5005

## EDUCATION

### **Leading University- Philadelphia, PA**

**May 2015**

*Bachelors of Arts candidate, Communication  
Summa cum laude*

## WORK EXPERIENCE

### **Life Degree Society- Philadelphia, PA**

**September 2014 - Present**

*Creative Director*

- Oversees design, creation, and marketing for new courses
- Manages brand identity through blog and social media outreach
- Coordinates social media presence across all platforms

### **Leading University Writing Center- Philadelphia, PA**

**September 2013 - Present**

*Writing Tutor, New Tutor Trainer*

- Edited undergraduate and graduate level papers in various disciplines
- Trained new tutors in tutoring techniques and administrative tasks
- Pioneered Writing Center initiative in University library

### **City of Philadelphia- Philadelphia, PA**

**June – December 2014**

*Mayor's Intern*

- Wrote copy and improved UX navigation for overhaul of website
- Redesigned layout and updated copy for community outreach and resource materials
- Developed media strategy for future citywide conference on government

## PROJECTS

### **Advocacy Group**

**January – May 2015**

*Advocate*

- Designs brand and outreach materials, including logo and fliers
- Coordinated social media presence, including man on the street campaign

### **Production House**

**July 2014 – September 2014**

*Associate Producer*

- Developed copy and layout for investors packet
- Facilitates communication between cast and crew on set and online

## RECOGNITIONS

- Recipient of Important Scholarship/Award
- Presenter at Anonymous Conference

## SKILLS

Photoshop  
InDesign  
Illustrator

Wordpress  
HTML/CSS





# ELINOR IRVING



## CONTACT

678 ACORN RD.  
PHILADELPHIA, PA  
10001  
EMAIL@SERVER.COM  
555.055.5005

## SKILLS

### PHOTOSHOP



### INDESIGN



### ILLUSTRATOR



### WORDPRESS



### HTML/CSS



## EDUCATION

MAY 2015

**BACHELOR OF ARTS** *in* **COMMUNICATION**  
*summa cum laude*  
Leading University, Philadelphia, PA

## WORK EXPERIENCE

SEPTEMBER 2014  
PRESENT

### **CREATIVE DIRECTOR** *at* LIFE DEGREE SOCIETY

Oversees design, creation, and marketing for new courses  
Creates original copy and graphics to build brand identity  
Coordinates social media presence across all platforms

AUGUST 2013  
MAY 2015

### **WRITING TUTOR** *at* LEADING UNIVERSITY

Edited undergraduate and graduate level papers in various disciplines  
Pioneered Writing Center expansion to University library  
Trained new tutors in tutoring techniques and administrative tasks

JUNE 2014  
DECEMBER 2015

### **MAYOR'S INTERN** *for* CITY OF PHILADELPHIA

Wrote copy and improved UX navigation for overhaul of website  
Redesigned layout and updated copy for community outreach materials  
Developed media strategy for future citywide conference on government

## PROJECTS

JULY 2014  
SEPTEMBER 2015

### **ASSOCIATE PRODUCER** *at* PRODUCTION HOUSE

Developed copy and visual layout for investors packet  
Facilitated communication between cast and crew on set and online

JANUARY 2015  
MAY 2015

### **ADVOCATE** *for* ADVOCACY GROUP

Designed marketing materials, including logo, fliers, and infographics  
Coordinated social media presence, including man on the street campaign

## RECOGNITIONS

**RECIPIENT** *of* IMPORTANT SCHOLARSHIP/AWARD

**PRESENTER** *at* ANONYMOUS CONFERENCE

FIRST  
LAST



CONTACT

STREET  
CITY, STATE  
ZIP CODE  
EMAIL@SERVER.COM  
555.055.5005

SKILLS

HARD SKILL



HARD SKILL



HARD SKILL



HARD SKILL



HARD SKILL



EDUCATION

BEGIN DATE — BACHELOR OF .... in MAJOR  
END DATE — latin honors/dean's list/minor/concentration  
Name of University, City, State

WORK EXPERIENCE

BEGIN M/Y — FULL-TIME JOB at COMPANY  
END M/Y

placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder

BEGIN M/Y — PART-TIME JOB at COMPANY  
END M/Y

placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder

BEGIN M/Y — INTERN for COMPANY  
END M/Y

placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder

PROJECTS

BEGIN M/Y — ROLE at NAME OF PROJECT  
END M/Y

placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder

BEGIN M/Y — ADVOCATE for VOLUNTEER GROUP  
END M/Y

placeholder placeholder placeholder placeholder placeholder  
placeholder placeholder placeholder placeholder placeholder

RECOGNITIONS

RECIPIENT of IMPORTANT SCHOLARSHIP/AWARD

PRESENTER at ANONYMOUS CONFERENCE

# Ideal Cover Letter Template

## Salutation

"Dear \_\_\_\_\_"

The hardest part of a cover letter is figuring out who to address it to. Sometimes, the name of the hiring manager is very obvious, and other times it is hidden behind a fortress of lava and dinosaurs. It's your duty to do some Where's Waldo-ing: comb through the job description, the company's website, LinkedIn, etc. or you could do some real world sleuthing by asking around to people you might know at the company or by \*gasp\* calling the company and asking who is in charge of hiring! If you get no luck, you can stick to good ol' "To whom it may concern," or "Dear hiring manager," or even just "Dear (company)." Just be sure these are last resorts.

## First Paragraph:

Introduce yourself and what you're going to be talking about. The hiring manager should be able to glance at this paragraph and know exactly what to expect. And, if they're an especially brief person, they should be able to tell if you're a good fit from these first few lines. Think of this paragraph as an introductory paragraph in an essay - what does the last few lines of that kind of paragraph need? A thesis! Don't go running for the hills - this thesis takes less research because you've got all the answers in your head and heart (cue "awws"). It should take on the same argumentative structure, however, and you do need to back up every assertion you make about your skills, qualities, and experience with EVIDENCE.

Some questions to answer:

*Who are you?*

*Where do you go to school and what are you majoring in?*

*Where do you work and what do you do there?*

*Why do you care about this company?*

*Do you have a personal connection to this company?*

*What position are you applying for?*

*Why are you applying to this position?*

*What makes you the right candidate for this position?*

## **Second & Third Paragraph**

The next two paragraphs are your body paragraphs - the meaty, evidence-filled pieces that respond to the job description and illustrate your character. What is evidence?

Evidence is NOT declarative statements about who you are and what you're good at.

Evidence is the experiences, stories, figures and statistics, and reasoning BEHIND who you are and what you're good at.

Example:

What are your interests?

Elinor is dedicated to the cause of bettering public education.

Oh really, Elinor? How do I know that? How do I know you didn't just pick a cause relevant to our industry and slap it on a piece of paper.

Better:

Elinor is dedicated to the cause of bettering public education. She has volunteered as a writing tutor for inner-city students in Philadelphia for three years, and as her senior

capstone project she formed an advocacy group that raised awareness about public education issues on college campuses.

Example:

What are your skills?

Elinor is skilled in Adobe Creative Suite.

Skilled? What does that mean? I don't care if Elinor can make a pretty picture in Illustrator; I need to know she can support my company with this skill.

Better:

"Elinor is skilled in Adobe Creative Suite. She has been using Illustrator, InDesign, and Photoshop since her sophomore year of college in order to create logos and marketing materials for an advertising club. She gained further experience redesigning a majority of an office of the city government's outreach materials, and subsequently designing a "binder" of training materials for satellite offices across the city. She has used Illustrator to create logos for her advocacy group and for a production company (see portfolio)."

What are your weaknesses?

Think about your answer to this question and then immediately put the answer away.

Your cover letter is a place to shine, not a place to make apologies for the skills you don't have or the mistakes you've made. If you have identifiable weaknesses that might be a problem for the job, make a plan to get better! If you make it to the interview stage your weaknesses will almost definitely come up, and it's better to say that you have begun tackling them with a coursera course, online research, books and articles, etc. instead of having not solution

Some questions to answer:

*Tell us about a time you took initiative.*

*Are you a leader or a follower?*

*Are you a quick learner?*

*Do you work well in teams?*

Don't forget that a huge determinant of the structure of your cover letter is the job description. Do the highlighter test on the job description - what keywords (qualities, hard and soft skills, experience, etc.) are they looking for? Make sure you include these (or synonyms) in your cover letter. You should also check out the company's website. Look at their mission statement, staff profiles, presence on social media - you should definitely look at employee's LinkedIn profile. People like people similar to themselves - you can find those similarities and make them evident before the employer even meets you!

Your research on the company is also essential to setting you apart as a candidate. You **MUST** do research on the company to figure out what they do. That means checking out the entirety of their website (front to back, people), their social media presence, articles written about them, their ticker symbol, their economic performance, etc. The more specific you can be, the more you will distinguish yourself as a thorough and thoughtful candidate who has thought carefully about their role in the company.

Other questions and prompts you might want to answer:

*What struggles or hardships have you encountered? How have you overcome them?*

*Tell us about a time you took a skill learned in class and used it to solve a problem.*

*How have you shown passion for your work?*

*What are your goals with the job you're applying to?*

*What unique skills or qualities do you bring to the table?*

*How are your communication skills?*

*What are some existing projects you would like to work on in this company?*

## **Last Paragraph**

Your last paragraph is your clincher - you have to tie all the pieces together and look like the best candidate. I call this the "drop the mic" section. Your skills should be so evident, your connections between experience and qualities so tight that nobody can deny your capability and aptitude for the job. Until you're ready to figuratively drop the mic and swagger off stage with confidence, your cover letter is not done.

## **Sign-Off**

Don't forget the letter part of this whole thing. The same way you might sign off a letter, you should attempt to do here. Try to get past mere pleasantries - "I look forward to hearing from you" - and opt for something more authentic and enthusiastic: "Your company is compelling and an exciting place to work. I want to be a part of something special and I can find that here." "I hope you'll depart this cover letter with the same excitement I had upon finding your job listing." "Please get back to me ASAP, I am in love with this job and I can't stand to be strung along."

## **LinkedIn Request Template**

Dear/Hi \_\_\_\_\_ *[use your good judgment when choosing a salutation. If you're connecting with a senior employee at your dream company, use a proper title and last name approach. If the connection is younger, or works in a more laidback industry, a "Hi [first name]" could be your best bet for creating the right vibes. If you're unsure, a title and last-name will never fail].*

My name is *[What's your name?]*, and I work at *[What company do you work for?]*/I am a student at *[Where do you go to school? Is it relevant to include your major?]*.

I'm extremely interested in *[industry/type of job/skill/company/subject/expertise - whatever it is you want to learn from them!]*. I'd like to learn more about the *[type of work they do]* at *[company they work for]* because *[Why? Why do you want to learn more about this topic? Is it something you want to do? Is it a skill you'd like to acquire? Is it a skill you already have and want to know how to break into the industry surrounding it? Do you want to know what kind of classes this connection took in college? Just be honest here; honesty will keep you from connecting with people for the sake of connecting. The more specific the better because it shows there is intent and thought behind the connection].*

*[End with something genuine and friendly - I could really use your expertise/I'm excited to hear what you have to say/I look forward to your perspective, etc.]*

Sign-Off *[Use your full name]*



## Sample

Dear Borana, [I chose her first name because from her profile I can tell she's a people-person interested in genuine interaction]

My name is Elinor and I'm a student at Leading University, studying Communication.

I'm extremely interested in helping college students when I graduate *[This is what I'm generally interested in, and it pertains specifically to Borana's company and job title].*

I'd like to learn more about the work you do at Life Degree because it seems like a company that is genuinely interested in making the college experience better for everyone. I have overcome many struggles in my college experience and want to recycle the lessons I have learned - I would like to see how you do the same *[I made a specific connection between what I want and how she can help me get there. I'm also explicit about how our two stories are connected].*

I look forward to hearing about your company's mission!

Hoping to Connect,

Elinor Irving