

# RESUME & COVER LETTER GUIDE



**SUFFOLK  
UNIVERSITY**  
Career Development  
Center

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## **Your Resume is Your Personal Marketing Brochure**

Your resume should be designed to catch the interest of an employer, distinguish you from other candidates, and generate an interview. Just as an advertisement can't say all things to all audiences, a resume can't be so general that it is appropriate for all jobs.

It should be focused—a one-minute commercial—and targeted to a specific audience: your prospective employer.

While planning and writing your resume, you will need to research your targeted field and particular positions of interest, look closely at job descriptions and use keywords and phrases you find to describe your knowledge, experience, and activities. You should pay special attention to the transferable skills and competencies desired by employers in the field.

You may find it helpful to have a few versions of your resume that you will use to target specific employers or types of positions.

### **General Guidelines**

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- Whenever possible, focus your resume on accomplishments and results.
- Use action verbs (see below) to describe your responsibilities.
- Keep it to one page if possible; two pages may be acceptable to some employers.
- Ensure that it is error free—no grammar, spelling, or formatting mistakes!
- When you send your resume (or cover letter) via email, it is best to convert it to PDF in order to ensure intended formatting.

### **Content**

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- Contact information: name, address, phone number(s), email, LinkedIn, and personal webpage address (if available). Omit personal details such as date of birth/age, country of origin, social security number.
- Summary or profile: a concise statement summarizing your qualifications and career goals; this takes the place of an objective statement.
- Education: list most recent/advanced degrees first, followed in descending order by other degrees (aka, “reverse chronological order”). This can include certificate programs, coursework, other training, and study abroad.
- Experience: list in reverse chronological order accomplishments/results, work activities, and responsibilities. Whenever possible, you should highlight those experiences that reflect your summary or profile.
- Skills: technical, software, foreign language, laboratory, industry expertise, other.
- Professional affiliations: especially organizations related to your major or employment objective.
- Leadership, community involvement, campus activities, or interests. Choose those that reflect your non-work related experiences best.
- References statement: not required. Employers will ask for references when appropriate to do so.

### **Make It Visually Appealing**

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- Make it look professional: clean, succinct, easy to read, well-formatted.
- Use key words and phrases appropriate to your field, including skills and experiences.
- Use boldface, italics, underlining, and capitalization sparingly and only to emphasize what's truly important (e.g., employers and job titles, not dates and locations).
- When providing hard copies, use a high quality printer/copier, and resume paper.

## Action Words

Use active verbs to begin phrases and describe your experience and accomplishments. The following is a brief list of resume appropriate words. Many more can be found online or in a thesaurus:

accelerated	critiqued	maximized
accentuated	cultivated	mentored
accomplished	decreased	merged
accommodated	demonstrated	monitored
achieved	designed	navigated
acquired	determined	negotiated
adapted	developed	networked
addressed	devised	observed
administered	differentiated	optimized
advanced	directed	organized
advised	discovered	originated
aligned	displayed	oversaw
altered	documented	performed
analyzed	doubled	pioneered
anchored	drafted	planned
anticipated	edited	predicted
applied	eliminated	presented
arranged	encouraged	produced
articulated	enforced	programmed
assembled	engineered	promoted
assisted	enhanced	provided
audited	established	publicized
balanced	evaluated	published
brainstormed	exceeded	recruited
briefed	expanded	reorganized
budgeted	explained	reported
built	forecasted	researched
calculated	formed	resolved
cataloged	founded	reviewed
centralized	generated	selected
coached	guided	separated
collaborated	hired	simplified
collected	implemented	solved
compared	improved	strategized
compiled	informed	strengthened
composed	insured	streamlined
computed	interpreted	surveyed
condensed	interviewed	staffed
conducted	launched	supervised
consolidated	led	taught
constructed	leveraged	tested
contracted	maintained	trained
converted	managed	updated
coordinated	marketed	utilized
crafted	mastered	verified
created	measured	wrote

## Resume Checklist

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### FORMATTING & MECHANICS

- Resume is one page without appearing cramped. Check with a career advisor if it is longer than one page.
- Font size is 10-12 point and is professional and uniform throughout resume. Recommended font styles include Arial, Calibri, Garamond, Georgia, Helvetica, and Times New Roman.
- Resume is visually appealing in terms of formatting and choice of paper. Margins are no smaller than .5 inches.
- School, name of degree, employer, job title, location (city, state/country), and dates are uniformly formatted and complete for each education and employment entry.
- Careful use of boldface, italics, underlining, and capitalization enhances appearance and readability.
- There are no errors in capitalization, spelling, word usage, grammar, and punctuation.
- Education and experience entries are listed in reverse chronological order (current to oldest) in each section.

### CONTACT INFORMATION

- Resume includes at least phone number, professional email, and LinkedIn page. Mailing addresses are optional.
- If available, contact information may include links to a professional portfolio or personal web site.

### SUMMARY OR PROFILE STATEMENT

It is now common for resumes to have a summary or profile statement rather than an objective statement. A summary consists of two to three sentences detailing what you have to offer an employer in terms of knowledge, skills, and experience. It also conveys what kind of employee you are. Here is an example:

*Certified paralegal with legal experience ranging from personal injury, immigration law, criminal law, business litigation, and international arbitration. Experienced legal researcher and writer with excellent oral and written communication skills. Fluent in French and Spanish.*

### EDUCATION

- Any honors/awards may be included here (e.g., Dean's List, scholarships, etc.).
- List each educational institution attended after high school. First- & second-year students may include high school; juniors & seniors typically do not; certain private or specialized high schools (IB, international) are an exception.
- Study abroad is listed (institution, country, courses, and dates of study), if applicable.
- Degree, and month and year of graduation are identified, including major(s) and minor(s).
- Relevant coursework is optional and/or can be a separate section.
- GPA is listed if 3.0 or higher (express as X.X)

### EXPERIENCE

- Include paid, volunteer, intern, and course-based experiences that pertain to position sought.
- Each entry must include: employer/organization name, job title/role, location (i.e., city, state), and date range.
- Use a round or square, solid bullet to list your accomplishments and skills. (Aim for 3-5 bullet points per experience).
- Start descriptions with a variety of active verbs (present tense for current work; past tense for completed work).
- Emphasize accomplishments, higher-level responsibilities, and results whenever possible.
- Quantify your responsibilities whenever possible to prove your results and effectiveness.

### SKILLS

- Skills are identified by type (e.g., technical, software programs, foreign language, laboratory, industry specific, etc.)
- Proficiency level is included for foreign languages (e.g., native, fluent, proficient, conversant). Be sure you accurately express your proficiency level; if you exaggerate your knowledge, you may risk your credibility.
- Do not include personal identification information (e.g., birthday, weight, marital status, social security etc.) or soft skills (e.g., teamwork, communication, etc.), which need to be demonstrated or expressed through examples.

### REMEMBER

- Include dates of participation for activities and other involvements.
- You may also have separate sections for professional associations, publications, presentations, etc.
- Document does not include use of personal pronouns (e.g., I, me, we) or articles (e.g., the, a).
- A list of references should NOT be included in the resume. (A separate references page is recommended.) Do not use the phrase, "References available upon request."

## Accomplishment Statements

Accomplishment statements go beyond just describing your experience or what you did in a job or internship. Accomplishment statements also show the results of your actions, and your effectiveness and success as an employee who solves problems. When writing accomplishment statements, use the PAR system



The **problem** encountered or identified in work environment (e.g., process, procedure, personnel, etc.)

Specific **action(s)** taken to address or resolve the problem

The **result(s)** you achieved through your actions to fix the problem

Examples:

BEFORE	AFTER
Filed papers for a doctor's office	Developed updated filing and organization system, which resulted in less time spent locating and retrieving patient files
Served customers at a restaurant	Promoted weekly specials resulting in a 20% increase in sales
Supervised camp activities	Supervised 10 children, ages 5-13, ensuring safety and experiential learning in a summer day camp
Volunteered as Program Council Treasurer	Saved \$10K annually by implementing new auditing system to be used by the Program Council
Trained new employees	Trained more than 15 new employees over a 12-month period resulting in increased customer satisfaction
Conducted market research	Researched media buying for two clients using databases, telephone surveys, and competitor data
Provided customer service	Provided attentive, high quality customer service leading to referrals that generated over 50 new clients
Counseled youth	Completed diagnostic assessments, treatment plans, quarterly updates on up to 20 clients
Managed budget	Managed a \$350,00 budget, with a reduction of costs totaling 15% over two years

**ALI CAMPER**  
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- EDUCATION:** SUFFOLK UNIVERSITY Boston, MA  
**B.S. Candidate/Marketing Major** May 2021  
GPA: 3.5  
Member, Marketing Club
- LEXINGTON HIGH SCHOOL Lexington, MA  
**Diploma, Honors Curriculum** June 2018  
Cheerleader, 2016-2018  
Captain of Cheerleading Team, 2018  
Business Manager, writer, school newspaper
- EXPERIENCE:** CELLULAR ONE Waltham, MA  
**Customer Service Representative** Summer 2017
- Responded to customer inquiries in order to provide excellent service
  - Marketed services to potential customers through demonstrations of products
  - Managed scheduling of 10 part-time employees to ensure proper staffing of the customer service desk
- MASSACHUSETTS GENERAL HOSPITAL Boston, MA  
**Community Health Nursing Intern** Spring 2016
- Reviewed and selected literature for use in pre-natal classes for new parents
  - Measured, recorded, and charted blood pressure of personnel
  - Observed and assisted nurses while they collected specimens ensuring accuracy
- MARSHALLS Burlington, MA  
**Sales Clerk** 2015 – 2016
- Operated and balanced cash registers while cashing out customers
  - Earned Employee of the Month May 2013 by regularly meeting sales goals for TJX credit cards
- COMMUNITY SERVICE:** LEXINGTON YOUTH SERVICES Lexington, MA  
**Youth Council Representative** 2013 – 2017
- Developed programming for town youth with a team of 6 volunteers
  - Aided in raising funds over \$1000 for BYS youth foundation
  - Maintained an active leadership role and participated in the Holiday Toy Drive, Santa Fund, Java Jam, Telethon

# Elliot Renoir

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## PROFILE

Sociology student with strong customer service and communication skills and experience analyzing customer needs and creating solutions. Demonstrated success working with a range of people, especially in youth programs, as well as academia.

## EDUCATION

**Suffolk University** Boston, MA  
***BS Candidate*** May 2019  
Major: Sociology  
GPA: 3.4; Member, Program Council

**Arlington Catholic High School** Arlington, MA  
***Diploma*** June 2015

## EXPERIENCE

**Arlington YMCA SACC Program** Malden, MA  
***Assistant Site Coordinator*** Sept 2015– present

- Promoted from Group Leader to Assistant Site Coordinator
- Oversee the planning and implementation of age appropriate activities/field trips
- Accountable for children ages 9-14 and the supervision of staff
- Served as Acting Site Coordinator during Site Coordinator's absence
- Manage behavior and ensure safety of all children

**Harvard University, Department of Education** Cambridge, MA  
***Office Clerk*** Oct 2014 – Aug 2015

- Filed, copied, typed, performed office inventory, and completed data entry projects for faculty
- Answered phones; greeted parents, students, and faculty; and set up appointments for students with faculty
- Mailed out letters, made labels, and assisted in sending out confidential materials

**Urban Outfitters** Cambridge, MA  
***Sales Associate*** Jan 2014 – Aug 2014

- Greeted and assisted customers; closed sales
- Utilized different marketing techniques to gain more sales
- Ensured a safe and friendly environment for customers and employees

**Arlington Boys & Girls Club** Arlington, MA  
***Group Leader*** Summer 2013

- Mentored and interacted with children ages 5-12
- Planned and implemented daily physical and educational group activities

## SKILLS

- Fluent in French
- Proficient in Excel, PowerPoint
- CPR and First Aid Certified

## LING CHAN

Boston, MA 02108 • Lchan100@suffolk.edu • (617) 111-1111 • LinkedIn: linkedin.com/in/ling-chan100

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### EDUCATION

#### Suffolk University

*Bachelor of Science in Business Administration Degree*

Sawyer Business School, Major: Accounting, Minor: International Business, GPA: 3.7

**Honors:** Dean's List, SBS Accounting Faculty Term Scholarship Recipient

**Study Abroad:** Madrid, Spain

Boston, MA  
Expected May 2020

Spring 2018

#### Bunker Hill Community College

*Associate of Science Degree*

Major: Accounting, GPA: 3.8

**Honors:** Commonwealth Honors Program Member, Dean's List

Boston, MA  
May 2017

### ACADEMIC COURSES

- Federal Taxation; Intermediate Accounting I & II; Cost Accounting; Accounting Theory & Practice
- Financial Reporting & Analysis; Global Business Ethics

### RELATED EXPERIENCE

#### MassHousing

*Treasury Department Intern*

- Calculated pre-payments and payoff dates for loans in order to maintain accurate records
- Analyzed Affordable Housing Trust loan advances
- Updated vendor payment information using Excel; thoroughly documented all transactions

Boston, MA  
June 2018 - August 2018

#### Suffolk University Free Tax Prep Center

*Volunteer Tax Preparer*

- Attended 10 hours of training; passed certification exams for resident and nonresident tax return preparation
- Prepared tax returns using TaxWise software for nonresident, low-income, and veteran taxpayers
- Interviewed clients to gather financial, tax, and health care information
- Explained tax return results to clients and answered questions related to taxes owed or refund due
- Assisted fellow volunteers during busy times; provided encouragement and support

Boston, MA  
January 2017 - April 2017

### WORK EXPERIENCE

#### Starbucks

*Customer Service Representative*

- Recorded customer orders and prepared food and beverages as requested
- Processed payments through cash, credit card, and mobile application transactions

Boston, MA  
September 2015 - June 2017

### VOLUNTEER AND LEADERSHIP EXPERIENCE

#### Saint Francis House

*Volunteer*

- Prepare and serve meals for homeless guests; provide companionship and engage in conversations

Boston, MA  
December 2018 – Present

#### Suffolk University Student Government Association

*Class Senator*

- Represent class of 2019 at meetings to present concerns and issues of interest
- Assist with coordinating university-wide social events each semester

Boston, MA  
September 2017 – Present

### SKILLS

**Proficient in:** TaxWise, Microsoft Office Suite, Windows and Mac operating systems

**Knowledge of:** CCH, RIA Checkpoint, LexisNexis, Bloomberg, Tableau, Adobe Photoshop

**Languages:** Fluent in Mandarin and Cantonese

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## EDUCATION

**SUFFOLK UNIVERSITY**  
**BSBA, Major in Big Data & Business Analytics**  
GPA: 3.5

Boston, MA  
Expected May 2020

## RELATED COURSES

Data and Decision Analysis; Management Information Systems; Data Science and Analytics;  
Operations Management; Object Oriented Programming; Big Data, BI, and Analytics;  
Applied Predictive Analytics; Turn Data into Insight: Python

## EXPERIENCE

**MA EXECUTIVE OFFICE OF TECHNOLOGY SERVICES AND SECURITY** Boston, MA  
**Data Analytics Intern** June 2019 – Aug. 2019

- Supported and built feature requests for content performance dashboard
- Triageed and coordinated requests to visualize data using Superset
- Collaborated with stakeholders to determine key metrics, assisted agencies to meet project goals
- Moved data across platforms, from Google Analytics into database serving Superset
- Demonstrated ability to understand user needs, delivered outcomes within tight deadlines

## GLOBAL PARTNERS

**Junior Business Analyst Intern** Waltham, MA  
Sept. 2018 – Dec. 2018

- Communicated business requirements to development team under supervision of Analyst
- Developed business cases and stories to demonstrate successes
- Translated technical information into non-technical representations
- Participated in team meetings, provided project status reports

## STARBUCKS

**Customer Service Representative** Cambridge, MA  
June 2016 – June 2017

- Accurately prepared food and beverage orders according to customer requests
- Processed cash and credit transactions

## ACTIVITIES

### INFORMATION SYSTEMS CLUB

**Member/Event Co-Chair**

Boston, MA  
Sept. 2018 – Present

- Assist with coordinating special programs such as alumni networking night and company visits

### JOB SHADOWING PROGRAM

**Participant**

Boston, MA  
March 2018

- Visited Bose Corporation; observed work environment and learned about job qualifications

## SKILLS

- R, SQL, SPSS, Tableau, Python, JavaScript, Git, Power BI
- MS Access, Advanced Excel (PivotTables, VLOOKUP, INDEX/MATCH, Data Tables)
- Google Analytics, HubSpot Inbound Marketing
- Predictive analytics, systems analysis and design

**Jaylen Henderson**  
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## PROFILE

Certified paralegal with legal experience ranging from personal injury, immigration law, criminal law, business litigation, and international arbitration. Fluent in French and Haitian Creole; excellent oral and written communicator; experienced legal researcher and writer.

## SKILLS

- Westlaw | LexisNexis | Bloomberg
- Legal Writing Editing, ALWD and Bluebook
- Research and Analysis of Legal Claims
- Objective and Persuasive Memorandum

## EDUCATION

**Suffolk University**, Boston, MA May 2018  
***Bachelor of Science in Political Science/ Applied Legal Studies***  
**Certified Paralegal**  
*Activities:* Mock Trial (Vice President), Black Student Union  
*Accomplishments & Awards:* AMTA Outstanding Attorney (2016), U.S. Student Representative in Prague (IYLC)

## PROFESSIONAL EXPERIENCE

**Baxter Law Partners LLP**, Boston, MA Oct 2018– Present  
***Paralegal & Projects Manager***

- Draft objective memorandum assessing case for potential new client
- Work directly with managing partner and associates to obtain a multimillion dollar judgment on major client in international arbitration
- Assist attorneys with paper and electronic discovery; document production; court filing; and trial preparation
- Manage legal research projects using Westlaw, LexisNexis, Bloomberg, and PACER
- Oversee the firm's filing and database, close cases, and manage the off-site storage of files and retrievals

**O'Reilly & Donahue**, Boston, MA Jan 2017 – May 2018  
***Immigration Paralegal***

- Interviewed and gathered intake information for new clients
- Served as the liaison to facilitate communication between French and Creole speaking clients and attorneys
- Assisted the attorneys in preparing asylum, and deportation cases for the U.S. Department of Homeland Security
- Prepared and filed citizenship, family petitions, green card, and work authorization packages
- Conducted research on origin countries of asylum seekers
- Drafted motions and client court correspondence

**Senator Mark C. Montigny**, Boston, MA May 2017 – Aug 2017  
***Legislative Aide***

- Assisted Senator Montigny in submitting a bill for state constitutional amendment on student health insurance which resulted into a new law
- Outreached to other Senators and State Representatives regarding legislations
- Assisted Senator and chief of staff within Senate sessions
- Conducted legal research on existing laws and proposed amendments
- Attended hearings, took notes, managed schedule and answered constituents calls and concerns

**Law Offices of Jeffrey S. Freeman**, Boston, MA Nov 2015 – Jan 2016  
***Legal Assistant***

- Reviewed client medical records and police reports for motor vehicle accident cases
- Contacted insurance companies regarding settlements negotiations
- Assisted attorneys and provided administrative support with worker's compensations cases

## Sam A. Murdoch

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Andover, MA 01810

978-000-0000 (cell)  
smurdoch@gmail.com

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### EDUCATION:

**Suffolk University**  
**BA in Global and Cultural Communication**  
GPA: 3.7, Dean's List  
Delta Alpha Pi Honor Society Member

Boston, MA  
May 2020

### RELATED COURSES:

- Public Relations I & II
- Business of Media
- Event Planning and Promotion
- Online Journalism
- Integrated Marketing
- Advertising Copy

### COURSE PROJECTS:

**New Identity Package**  
**Suffolk University: Public Relations II**

Barnstable, MA  
Spring 2019

- Performed research and analyzed data about the Barnstable Senior Center
- Created a media list, radio PSA, and cable television slide
- Assisted in incorporating all student projects into the client presentation

**Event Planning**  
**Suffolk University: Event Planning and Promotion**

Boston, MA  
Fall 2018

- Designed an on-campus event to raise money for the Boston Harbor Association
- Wrote press releases and news releases to publicize
- Compiled all work into a comprehensive media packet describing the event

### WORK EXPERIENCE:

**Texas Roadhouse**  
**Local Store Marketer**  
**Service Trainer/ Headwaiter/ Bartender**

Methuen, MA  
June 2018 – November 2018

- Communicated marketing strategies to managers and staff
- Developed strategies and action plan to meet the goal of \$325,000 in gift card sales
- Assisted in the promotion and execution of a Harley ride and raffle
- Ensured customer satisfaction in fast-paced restaurant environment
- Trained new staff to provide quality customer service

**Massachusetts Bay Transportation Authority (MBTA)**  
**Customer Service Representative**

Boston, MA  
January 2018 – June 2018

- Assisted in coordination of all details for the Rider Oversight Committee
- Assembled customer relations data and designed and implemented a more efficient reporting system
- Developed and wrote manual on how to maintain and perform all e-mail database tasks

### SKILLS:

Basic Microsoft Word and Excel, Advanced PowerPoint; Photoshop, Dreamweaver  
Internet Research, Event Planning, Web Content

# ARIEL N. HOLLAS

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## EDUCATION

### SUFFOLK UNIVERSITY

**B.S. Public Relations/Minor in Management**

GPA: 3.4

Boston, MA

May 2019

## EVENT EXPERIENCE

### RAFANELLI EVENTS

**Event Production Intern**

Boston, MA

September 2018 – present

- Set up design presentations and work on-site at events.
- Perform in-depth sourcing of projects for an array of items including design, floral, travel, and entertainment.
- Utilize MWSnap3 to develop designs for presentations.

### SUFFOLK UNIVERSITY PROGRAM COUNCIL

**General Member, Vice President, President**

Boston, MA

September 2016 – May 2019

- Planned events targeted to the Suffolk community such as Suffolk's winter and spring formals, New York trip, Taste of Boston family luncheon, and Meal N' Reel Film Series.
- Developed strong interpersonal communication, leadership, and time management skills.
- Chaired a committee and closely monitored a budget of over \$140,000.

### BUILD-A-BEAR

**Event Associate**

Boston, MA

October 2015 – January 2016

- Led and facilitated parties, programs, and special events while providing engaging services to guests.
- Maintained a strict party schedule complete with games, crafts, and private dining for seamless event flow.

### WESTIN BOSTON WATERFRONT HOTEL

**Catering and Sales Intern**

Boston, MA

June – September 2015

- Staffed two weddings and personalized the bride and groom's suite.
- Created Banquet Event Order Forms, Banquet Checks, and managed other request forms in timely manner.

## OTHER EXPERIENCE

### BOSTON SAIL LOFT

**Server, Facilitator, and Bartender**

Boston, MA

June 2017 – present

- Supervise staff and utilize organizational and multi-tasking skills.

### SUFFOLK UNIVERSITY

**Orientation Leader**

Boston, MA

May – July 2016

- Managed 16-hour work days while supervising student groups of over 15 students.

## AWARDS AND RECOGNITION

- Student Leadership Award from the National Society for Leadership and Success
- Outstanding Senior of the Year nomination, Who's Who Award
- Outstanding Student in College of Arts and Sciences nomination

# KEVIN J. CRONIN

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## EDUCATION

### Suffolk University

*BSBA Candidate, Marketing Major*

GPA: 3.7

Boston, MA  
December 2020

- Beta Gamma Sigma International Honor Society
- Sawyer Business School Honors Program
- Who's Who Among Students in American Universities and Colleges

## RELATED EXPERIENCE

### Arnold Advertising

*Digital Analytics Intern*

Boston, MA  
Fall 2019 - present

- Draft campaign analysis using dashboard platforms Adobe Analytics, DART, and Google Analytics.
- Utilize outcomes analysis to optimize campaign units across display, search, mobile, and social media platforms.
- Effectively report findings from integrated campaigns to the Analytics group using Microsoft Excel pivot tables and Microsoft PowerPoint.

### Optey Inc.

*SEO/SEM Marketing Intern*

Boston, MA  
Summer 2019

- Learned search engine optimization strategies to generate organic and paid search awareness for a diverse client portfolio.
- Implemented strategies such as writing web META, keyword optimization, editing blog and wiki articles, and formal letter writing.
- Gained an understanding of search-based advertising and social media in servicing small business clientele.

## LEADERSHIP

### Suffolk University

*President, Program Council*

Boston, MA  
Fall 2018 - Present

- Oversee the operations of Program Council, a programming board on campus.
- Sustain a cohesive Executive Board through weekly team-building activities.

*Team Leader and Teacher's Assistant, Alternative Spring Break*

Fall 2018 - Present

- Co-led groups of 17 students to Meridian, MS and Birmingham, AL for one-week service learning projects with Habitat for Humanity.

## SKILLS

Google Analytics, Adobe Analytics, DART, advanced Excel, market research

# Brian Rogers, Jr.

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## EDUCATION

SUFFOLK UNIVERSITY

Boston, MA

**Bachelor of Science in Biology**

May 2019

Concentration: Biotechnology

Study Abroad: University of Glasgow, Scotland

Spring Semester 2018

Related Coursework: Genetics, Cellular Biology, Microbiology, Biochemistry, Organic Chemistry, Anatomy & Physiology, Human Nutrition, Immunology, Biostatistics, Writing for Research

## TECHNICAL SKILLS

Molecular Biology: PCR, cloning procedures, electrophoresis, DNA purification, SDS-Page, Western blot, ELISA assay, TLC

Biochemistry: Preparation of buffers and solutions, affinity chromatography, Bradford assay, coupled enzyme ATPase assays

Instruments: GC-MS, HPLC, UV-Vis and IR spectrophotometry, Fluorescence, NMR, and Atomic Absorption Spectroscopy, pipetting

Computer: Microsoft Office (Intermediate Excel, Advanced PowerPoint), R, Adobe Photoshop

## RELATED EXPERIENCE

SUFFOLK UNIVERSITY

Boston, MA

**Research Lab Assistant**

January 2019 – May 2019

- Conducted cellular biology research on *C. elegans*
- Studied the DAF-7/TGF- $\beta$  signaling pathway and the abundance of *Caenorhabditis elegans* glutamate receptor GLR-1
- Completed lab procedures including Bradford protein assays, immunoblotting, and qPCR's

SUFFOLK UNIVERSITY

Boston, MA

**Teaching Assistant – Organic Chemistry Lab**

January 2018 – May 2018

- Set up experiments for students, explained procedures and lab techniques
- Ensured safe laboratory environment by enforcing protocols and following safety rules
- Organized lab stations and maintained equipment; monitored inventory and supplies

BRIGHAM AND WOMEN'S HOSPITAL

Boston, MA

**Patient Escort Intern**

June 2017 – August 2017

- Greeted visitors upon arrival and determined their destination
- Transported patients via wheelchair throughout the hospital campus
- Accompanied ambulatory patients and their families to various clinics

# Janay Farrell

*Graphic Designer*

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123.456.7890  
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www.janayfarrell.squarespace.com

## EDUCATION

**Suffolk University, Boston MA**  
BFA Graphic Design; Expected May 2020

## HONORS

Phi Theta Kappa Honor Society, 2019  
National Society of Leadership and Success, 2018

## EXPERIENCE

**Suffolk University, Boston MA**  
*Adobe Ambassador, Sept 2018 – Present*

- Collaborate with other Ambassadors to create a year-long marketing plan
- Develop promotional strategies for Adobe products through social media posts, workshops, and networking with academic departments

**Suffolk University Theatre Department, Boston MA**  
*Graphic Designer, Spring 2019*

- Designed large-scale posters and promotions for shows
- Took headshot photos of cast & crew
- Organized articles & photograph files into yearly archives

**The Barking Crab, Boston MA**  
*Hostess, June 2018 - present*

- Demonstrate hospitality at the front by greeting guests
- Work with the executive chef to design presentation of plates
- Implement multi-tasking skills in operating takeout by communicating with line cooks while taking orders

## FREELANCE

**Jaga YouTube Channel, Logo & T-shirt Designs**  
*Used Adobe Illustrator to create logo design and silk screen printing for 2-color t-shirts*

**One-on-One Camps, T-shirt Design & Signage**  
*Made a simple, yet eye-catching banner design using Illustrator; created text and vector images for T-shirts*

## SKILLS

- Adobe Photoshop, Illustrator, InDesign
- HTML, CSS, Dreamweaver, Flash
- Microsoft Word, Excel, PowerPoint, Outlook, G Suite
- Web and Interactive Design, Branding, Coding
- Fluent in Spanish

# Beth L. Wilton

Boston, MA 48104  
LinkedIn.com/in/bwilton777

617-761-5268  
blwilton@gmail.com

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## EDUCATION

### SUFFOLK UNIVERSITY, SAWYER BUSINESS SCHOOL

Boston, MA

MBA candidate, Finance Concentration

May 2020

GPA: 3.7

- Relevant Courses: Multinational Financial Management, Investment Analysis, Portfolio Management, Financial Forecasting
- International Business Seminar
- Munich and Frankfurt, Germany, May 2019
- Vice-President, Graduate Student Association,

### VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

BA in English *cum laude*, Minor in Philosophy

Jan 2016

GPA: 3.6, Honors Student

- Tennis team
- Study abroad, Barcelona, Spain, Spring 2015

## EXPERIENCE

### SUFFOLK UNIVERSITY, FINANCE DEPARTMENT

Boston, MA

*Research Assistant*

Sept 2018– present

- Conduct research on financial forecasting and modeling
- Present findings in an organized report to faculty head

### ABC INVESTMENT ADVISORS

Cambridge, MA

*Performance Measurement Analyst*

Jan 2015 – Sept 2018

- Audited and analyzed the investment performance of institutional accounts for major clients
- Performed variance analysis of equity and fixed income accounts
- Analyzed workflow processes and implemented procedural and flowchart documentation that reduced errors by 20%

### BROWN BROTHERS HARRIMAN & CO.

Boston, MA

*Mutual Funds Administrator*

Mar 2013 – Jan 2015

- Administered mutual fund investments in emerging markets with assets totaling \$300 million
- Ensured accurate and timely valuations of all assets within the portfolios with emphasis on international securities, stock-index futures and options, and exchange rate hedges
- Designed new spreadsheets that increased reporting capabilities and reduced errors
- Received employee recognition award for outstanding performance

## SKILLS

Computer: Intermediate in Microsoft Word, Excel, Access, PowerPoint; HTML, Bloomberg, SPSS

Languages: Fluent in Spanish

## ACTIVITIES

Boston Cares Project Leader and Volunteer, 2018-present

Treasurer of VCU Community Service Club, 2012

# OLIVIA SOUZA

Cambridge, MA 02141 | 617-555-5555 | namehere@suffolk.edu  
www.linkedin.com/in/namehere

## BUSINESS CONSULTANT

MBA graduate with proven success in strategic planning and business analysis. Seeking challenging position where creativity, innovation, and relationship-building are valued. Areas of expertise include:

- Client Relationship Management
- New Business Acquisition
- Data Analysis and Visualization
- Proposal Creation
- Brand Development
- Account Management

## SKILLS AND COMPETENCIES

**Market Research and Business Analytics:** SPSS, Excel

**Certifications:** HubSpot Inbound Marketing Certificate, Fall 2018

**Graphic Design:** CS5 Suite, InDesign, Illustrator, Photoshop

**Languages:** Conversational Spanish

## PROFESSIONAL EXPERIENCE

**Management Solutions, Inc., Boston, MA**

June 2018 to Present

*International consulting firm whose core mission is to deliver business, risk, financial, organizational and process-related advisory services, targeting both functional aspects and implementation*

### **Business Consultant**

- Assess business problem with appropriate project scope and deconstruct problem to identify root causes
- Leverage business context to analyze and improve complex business models
- Identify implications of proposed solutions on people, processes, technology, strategy and structure
- Build an effective business case for proposed solutions

**CT Business Consulting, Hartford, CT**

June 2017 to July 2017

*Regional consulting firm serving Boston, Hartford, New York and Providence with specialties in market research, campaign development, and client acquisition*

### **Management Consulting Intern**

- Facilitated user workshops to gather and document business needs, requirements, weaknesses and challenges
- Conducted benchmarking research and analysis for IT spending, trends and industry practices
- Assisted business users and project managers with planning and implementation of assigned projects
- Prepared reports on consulting services performed for clients

## EDUCATION

**Suffolk University, Boston, MA**

**Master of Business Administration (MBA), International Business Concentration, GPA: 3.7**

May 2018

**Bachelor of Science in Business Administration, Marketing Major, GPA: 3.9**

May 2015

## COMMUNITY ENGAGEMENT

**Dress for Success, Boston, MA**

Jun 2018 - Present

*Organization providing low-income women with interview suits and career development training*

### **Personal Shopper**

- Advise job seekers on selecting professional dress for interviews and employment

**Transition House, Cambridge, MA**

Jun 2015 - Present

*Non-profit organization offering low-cost housing to domestic violence survivors and helping them become active members of society*

### **Fundraising Assistant**

- Design event invitations using Photoshop; create Excel spreadsheet including contact information for guests
- Help raise funds through capital campaign and donor drive

# ALEXEI IVANOV

617-000-0000 | Revere, MA 02148 | aivanov99@suffolk.edu | <https://www.linkedin.com/in/alexei-ivanov99>

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## MARKET RESEARCH ANALYST

Master of Science in Marketing professional who is passionate about working with companies to identify optimal marketing strategies. Skilled at data analysis, visualization, and data-driven storytelling. Completes projects with high degree of accuracy and thoroughness. Excels as an individual contributor and in team settings.

Dedoose | SAS | SPSS | Tableau | Microsoft Excel | Microsoft PowerPoint | Microsoft Word  
Ambitious | Intuitive | Meticulous | Reliable | Self-Motivated | Team Player | Fluent in Russian

## EDUCATION:

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### SUFFOLK UNIVERSITY

Boston, MA

#### *Master of Science in Marketing*

May 2018

Relevant Courses: Advanced Marketing Analytics, Global Product Innovation, Marketing: Challenge of Managing, Marketing Research for Managers, Qualitative Research & Market Insights, Strategic Marketing

### SAINT PETERSBURG STATE UNIVERSITY

Saint Petersburg, Russia

#### *Bachelor of Arts in Business Administration, Marketing Concentration*

May 2016

## PROFESSIONAL EXPERIENCE:

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### BIOGEN

Cambridge, MA

#### *Strategic Marketing Analyst*

Jan. 2018 - Present

- Support sales and marketing teams, performing competitive intelligence assessments
- Drive strategic marketing programs to boost revenues, thwart competition, and capitalize on growing trends
- Analyze market opportunities, perform long range planning/modeling, evaluate and position brand, and assess sales performance

#### Market Analysis and Business Intelligence

- Revised national client satisfaction survey producing market-focused and measurable instrument, increasing response rate by 10 percent and delivering higher quality data
- Assessed market need for new laboratory and recommended options within optimal geographies
- Identified service gaps and recommended locations for new manufacturing facilities

#### Corporate Strategic Marketing

- Collaborated with cross-functional team (business development, marketing, sales, finance, operations) to develop three- and five-year strategic plans for Gene Therapy Division
- Delivered market analysis to assess opportunities and recommend three new target areas with best-fit future market dynamics and internal capabilities

#### Brand Positioning

- Conducted brand assessment, relying on national surveys, internal interviews, and secondary research
- Provided recommendations which led to service-improvement strategy, targeting critical customer segments and differentiating Biogen from core competitors

### SUFFOLK UNIVERSITY - OFFICE OF MARKETING AND COMMUNICATIONS

Boston, MA

#### *Marketing Intern*

Sept. 2017 – Dec. 2017

- Inventoried and assessed current marketing efforts; assisted with ongoing projects and campaigns
- Provided recommendations on how to reach wider audience and diversify communication methods

#### Social Media

- Wrote original content and published weekly posts on Instagram and Facebook
- Increased LinkedIn connections by 20% through targeted outreach
- Evaluated analytics and determined optimal posting times based on user engagement

#### Email Campaigns

- Utilized Constant Contact to disseminate newsletter to campus community including students, faculty, staff
- Organized text and photo submissions; proofread articles and ensured style and format were consistent

## Cover Letters

The primary purpose of a cover letter is to indicate your interest in a particular position or employer, and to highlight the skills, knowledge, and qualities in your background which relate to the needs of the employer. Where a resume should be targeted to a specific job objective, a cover letter targets a specific employer with unique needs that you can fill. It is meant to “sell you” for a particular job or to a particular employer. There are times when an employer might not want a cover letter – when you fill out an online application, for example. There are other times when it might be best to have your cover letter in the body of an email to an employer with your resume as an attached pdf. In this case, you probably need not include your return or the employer’s address information. When in doubt, you should definitely include a cover letter.

### Content

There are several things to keep in mind when you consider what will go into your cover letter.

You need to:

- Introduce yourself and tell the employer why you’re writing.
- Sell yourself! What’s in it for the employer? Why this job, this company?
- Describe your qualifications dynamically and concisely. Use action words. Quantify accomplishments as much as possible. Edit and rewrite with directness and an eye for being concise.
- Start from the perspective of the employer: focus on what that they outlined in the job description.

### Process

- 1) Read through the description and list the major needs or requirements indicated.
- 2) Prioritize your list according to what you perceive is most important to the employer.
- 3) Address the top 3-5 needs in letter, in order of importance, by relaying how or why you meet each need through connecting your relevant skills, experience, or accomplishments.

Try not to use space discussing points that are not connected to the most important needs of the employer. *Remember*, the employer has your resume as a companion document to look at for other information about you.

### Cover Letter Checklist

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- Cover Letter is one page, no more than 3-4 paragraphs.
- It is written in your own natural writing style, with simple language that is to the point.
- It does not just repeat everything listed on your resume, but focuses on what is most relevant.
- There are no spelling or grammatical errors or typos – it is perfect!
- The letter is personalized to the employer and the specific job – it is not a form letter.
- The letter is addressed to the correct person with their correct title. If there is no person listed, you utilized a general term (e.g. ‘to whom it may concern’).
- There is appropriate “letter” formatting – including the date and employer information flushed left (see example).
- The letter is tailored to the specific job description and the specific employer, with concrete examples of how you can fulfill the most important needs and requirements listed.
- The letter includes why you are sincerely interested in the job or employer, and how you heard about the position.
- The letter is written professionally.
- Electronic versions are saved and delivered as PDFs; hard copies are printed on resume paper.

## Block Style Business Letter Format

All components of the letter are placed flush with the left margin.

[Your street address]  
[Your city, state and zip code]  
[Date]

Ms. Hiring Manager  
Title  
Interesting Company  
000 Industrial Way  
Anywhere, US 00000-0000

Dear Ms. Hiring Manager:

**Initial Paragraph Goals:** Introduce yourself; grab the attention of the reader; declare the purpose for your letter. **What to include:** State why you are writing, the position in which you are interested and how you learned about that position. Indicate why you are interested in that particular position or employer. Be as personal as you can in stating your motivations for wanting to work for the employer. Cite a facet of your experience, interests or education that makes the connection between the job and you.

**Middle Paragraph(s):** Ideally one paragraph, no more than two. **Goal:** A claim that you meet the specific needs of the employer for this job, and support or justification for this claim. **Include:** appropriate skills, experiences and knowledge areas from your background and connect them individually with the particular needs stated in the requirements and responsibilities outlined in the job description. Present the results you've attained and highlight that you'll be able to achieve similar results for the employer. Make references to your resume, but don't repeat it verbatim.

**Final Paragraph:** The wrap-up. **Goal:** A call for action and thanks to the employer. **Include:** Request an interview or let the employer know you will follow up on your letter. Clarify, if necessary, how the employer can best reach you. Express appreciation for the employer's time and consideration.

Sincerely,

*Your signature (if hard copy)*

Your name typed

**Sam A. Murdoch**

108 South Main St.  
Andover, MA 01810

978-000-0000 (cell)  
smurdoch@gmail.com

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[Date]

Mr. John Smith  
ABC Communications  
99 Atlantic Ave.  
Boston, MA 02108

Dear Mr. Smith,

I am contacting you regarding the position of Public Relations Assistant with ABC Communications. As a BSBA/Marketing honors graduate (3.7 GPA) from Suffolk University, I believe I bring the requisite skills, experience, and determination to excel in the role. The ABC Communications portfolio of dynamic public relations, social media, event management, and business development activities truly represents the work to which I hope to contribute my talents and enthusiasm.

My concentration in public relations has prepared me well for the field. My public relations internship at Snow Partners required strong writing skills, experience interacting with clients, and knowledge of web design and analytics. Of particular interest, you will also see that two courses, Integrated Marketing Communications and eMarketing, provided a real focus on the interaction between the message and the customer or the client. Integrated Marketing Communications focused on creating a new identity package for the Andover Tutors & Associates. Activities included redesigning the client's brand and logo to coincide with the company's evolving services and developing targeted media lists and radio advertising. In eMarketing, I designed an event to raise money for the Boston Harbor Association, and then created comprehensive web and social media advertisements and messaging to generate an audience for the event.

I am confident that I bring the right portfolio -- writing abilities, knowledge of current media resources, determination, and interpersonal skills -- to meet the needs of ABC Communication and its clients.

Attached is my resume for your review. I will plan to contact you next week regarding the position. Thank you for your time and consideration.

Sincerely,

Sam A. Murdoch

## **Thank You Letter**

This is a fairly concise letter with four goals – 1) Thank the employer for the opportunity to come for an interview, 2) point out a couple of things you learned about the position that added to your interest or excitement in the position, 3) based on the interview discussion, reiterate one or two of your most pertinent qualifications, and 4) restate your understanding of when you will hear from them next.

This letter should be sent within 24 hours of the interview!!!

### *Thank You Letter example*

Dear Ms. Patrillo,

Thank you for meeting with me to discuss the Training Specialist position. I enjoyed speaking with the members of the Training Department team, and believe the position is a good match with my background in designing and presenting dynamic workshops.

I was especially interested in hearing about CMD Corporation's plans to initiate online learning programs. In my last position, I researched vendors and managed the company's first distance learning courses for our employees in satellite offices. Through this experience, I learned how to plan and implement successful courses via videoconferencing. I also taught a management development distance education course, which furthered my ability to facilitate discussions between local and satellite classrooms.

Again, thank you for the opportunity to interview with you. I look forward to hearing from you by next Wednesday about the next step in the process and how I can contribute to the goals of the Training Department.

Sincerely,

Amelia Simpson

## **Email to Include with an Online Application**

The employer may request that you send your resume and cover letter by email. If so, the subject of the email must include your name, the job description as it appears in the listing, and, if applicable, the job ID number.

Typically, the employer requests both the resume and cover letter as attachments. Make sure that they are converted to a PDF and labeled simply and appropriately with your name and type of document. For example, “vannguyenresume.pdf” and “vannguyencoverletter.pdf”. Check the PDF to make sure that it converted correctly, that the font is readable and the formatting correct.

Write a brief message in the body of the email. If you are instructed to attach the cover letter, just include which job you’re applying to, brief highlights of your qualifications, and a signature that includes how you can be reached by phone and email and your LinkedIn profile.

**Subject:** Van Nguyen – Battleship Cove Museum Summer Docent (Job ID# 123456)

### **Body of email:**

Dear Mr. Alvarez,

I’m writing to apply for the Summer Docent Program at the Battleship Cove Museum (Job ID# 123456).

I have past docent experience as a volunteer at both the U.S.S. Constitution and Minuteman National Parks, and have led tours as a Suffolk University Orientation Leader and a volunteer at the Bristol, Rhode Island Historical Society.

Find attached my cover letter and resume for your review. I look forward to discussing the program and my skills and qualifications in detail. Thank you for your time.

Best,

Van Nguyen  
617-555-5555  
vnguyen@email.com  
[www.Linkedin.com/in/vannguyen](http://www.Linkedin.com/in/vannguyen)

If the employer does not request a cover letter, you may include it in the body of the email.

## Informational Interview Request

An informational interview is a short meeting with a professional in which you can learn about their career, company, and/or field. Although you may be looking for an internship or job, it is not appropriate to ask for employment. You are simply gathering information and making a connection.

When you contact the professional, keep the note brief. Include why you are interested in talking to them, something that connects you (same major, Suffolk grad, from the same town, etc.), and the best way to reach you. If a mutual connection shared their name, mention them!

### By email:

Dear Ms. Singh,

Suffolk professor Tracey Riley suggested that I contact you. As an accounting major who is exploring areas of focus, I'm interested in learning about your role in forensic accounting. Are you available for a brief discussion in the next few weeks, in person or over the phone? You may reach me at [lhasan@suffolk.edu](mailto:lhasan@suffolk.edu). I look forward to meeting you.

Regards,  
Leila Hasan  
617-555-5555  
[lhasan@su.suffolk.edu](mailto:lhasan@su.suffolk.edu)  
[www.linkedin.com/in/leilaqhasan](http://www.linkedin.com/in/leilaqhasan)

If you find a contact on LinkedIn and don't have their email address, you may send a request to connect *with a personal note that includes your contact information off of LinkedIn*. This gives that person the option to message you without having to add you as a connection.

### By LinkedIn:

Dear Mr. Zheng,

As a Suffolk biology major who is exploring careers in pharmaceuticals, I'm interested in learning about your career in pharmaceutical sales. May we connect for a quick coffee or phone call? You may reach me at 617-555-1555 or [jboudreau@su.suffolk.edu](mailto:jboudreau@su.suffolk.edu).

Thank you,  
Jean Boudreau

