



# PROFESSIONAL DEVELOPMENT GUIDE

YOUR GUIDE TO CREATING A 5 STAR RESUME, COVER LETTER, AND OTHER PROFESSIONAL DOCUMENTS

# RESUMES

## WHAT IS A RESUME?

Simply put, a resume is a one- to two-page document that sums up a job seeker's qualifications for the jobs they're interested in.

More than just a formal job application, a resume is a marketing tool that job seekers use to communicate their value to employers. Your resume is the first impression you will make on an employer!

## WHAT SHOULD BE IN MY RESUME?

Within your resume you should showcase your skills, experiences, and accomplishments through a series of bullet statements. These experiences can include your work history, volunteer opportunities, related coursework, campus involvement, and skills.

You'll also want to include your contact information and educational information.

## HOW DO I FORMAT MY RESUME?

Your resume should begin with your name and contact information, followed by your education, relevant coursework (if applicable) relevant work history, campus involvement, volunteer experiences, and hard/soft skills

# RESUMES

## BULLET STATEMENT FORMULA

**(ACTION WORD + TASK) + RESULT**

## SAMPLE ACTION VERBS

Administered

Advised

Balanced

Budgeted

Cataloged

Compiled

Corresponded

Defined

Demonstrated

Distributed

Expedited

Instituted

Planned

Proposed

Purchased

Scheduled

Streamlined

Supervised

Trained

Updated

Accelerated

Adapted

Analyzed

Classified

Collected

Created

Described

Documented

Established

Identified

Instructed

Investigated

Monitored

Processed

Published

Reduced

Reported

Set up

Tested

Wrote

Archived

Appraised

Assembled

Coordinated

Corrected

Designed

Determined

Developed

Formulated

Generated

Inspected

Initiated

Introduced

Originated

Programmed

Reorganized

Researched

Resolved

Revamped

Studied

Acted

Advocated

Consulted

Controlled

Counseled

Delegated

Directed

Educated

Enlisted

Facilitated

Guided

Launched

Lectured

Presented

Recruited

Reinforced

Screened

Selected

Tutored

Translated

# BUSINESS EXAMPLE

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## FIRST NAME LAST NAME

Lakeland, FL | (111) 111-1111 | name@mocs.flsouthern.edu

### EDUCATION

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Florida Southern College, Lakeland, FL  
Barney Barnett School of Business & Free Enterprise  
*Bachelor of Science Business Administration,*  
*Bachelor of Science Health Administration, expected graduation December 2019*  
GPA: 3.7/4.00

Scholarships: Soccer Scholarship Recipient & Annie Pfeiffer Scholarship Recipient

### RELEVANT EXPERIENCE

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Raymond James Inc., Tampa, FL

*Finance Intern, Summer 2019*

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Analyzed (Action Word) financial markets by comparing companies cash flows (Task) to assess their history and identify their bond rating (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

Enterprise Inc., Lakeland, FL

*Internship, Spring 2019*

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Provided (Action Word) a quality experience for customers by addressing any questions or concerns they had (Task)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### RELATED PROJECTS

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Florida Southern College, Lakeland, FL

*Needs Assessment/Community Health Course, Fall 2019*

- Use the Bullet Statement formula to introduce what you did
  - Example Bullet Statement: Evaluated (Action Word) case study on a proposed marketing campaign (Task) to determine profitability (Result)
- Use 2-4 bullets to write statements that highlight skills used to complete this project
  - Example Bullet Statement: Researched (Action Word) similar marketing campaign (Task), identified variables that had a positive and negative effect on profitability (Result)

Enactus (Florida Southern College Chapter), Lakeland, FL

*Team Member, Spring 2019 – Fall 2019*

- Use the Bullet Statement formula to introduce what you did
- Use 2-4 bullets to write statements that highlight skills used to complete this project

### COLLEGIATE ATHLETICS

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NCAA Division II Women's Soccer Team, *Player*, Fall 2016 – Present

- *Captain*, 2018 – 2019 Season
- *Sunshine State Conference Academic Achievement Award*, 2017 – 2018 Season

### COMMUNITY/CAMPUS INVOLVEMENT

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Delta Sigma Pi Business Fraternity, *Member*, Spring 2016 – Present

- *Vice President*, Spring 2018 – Fall 2018
- *Secretary*, Spring 2017 – Fall 2017

Alpha Delta Pi Sorority, *Member*, Spring 2016 – Present

- *Formal Recruitment Chair*, Spring 2018 – Fall 2018

ENACTUS, *Project Member*, Fall 2016 – Present

# EDUCATION EXAMPLE

## First Name (Preferred Name) Last Name

Lakeland, FL  
name@yahoo.com  
(000) 000-0000

### EDUCATION

**Florida Southern College, Lakeland, FL**  
*Bachelor of Arts in Elementary Education*  
GPA: 3.8/4.0

Expected Graduation December 2019

**Study Abroad, Spain & Costa Rica**  
*Student Participant*

May 2017 & October 2018

### RELATED EXPERIENCES

**Cleveland Court Elementary, Lakeland, FL**  
*Full-Time Student Intern/5<sup>th</sup> Grade STEM*

Fall 2019

- **Bullet Statement = (Action Word + task) + Result**
  - Example Bullet Statement: Utilized (Action Word) Go Noodle and Near Pod applications (Task) to assist with classroom operations (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

**Warren W. Willis United Methodist Camp, Fruitland Park, FL**  
*Summer Leadership Team*

Summer 2016 & 2018

- **Bullet Statement = (Action Word + task) + Result**
  - Example Bullet Statement: Facilitated (Action Word) weekly meetings (Task) to build relationships with kids and spread awareness of resources (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### FIELD EXPERIENCES

**Wendell Watson Elementary, Lakeland, FL**  
*Field Study/Kindergarten*

Fall 2018

**Edgar L. Padgett Elementary, Lakeland, FL**  
*Field Study/2<sup>nd</sup> Grade*

Spring 2018

**Roberts Academy, Lakeland, FL**  
*Clinical Case Study/6<sup>th</sup> & 4<sup>th</sup> Grade*

Spring 2017 & Fall 2017

**Highlands Grove Elementary, Lakeland, FL**  
*Field Study/3<sup>rd</sup> Grade*

Spring 2016

### CAMPUS LEADERSHIP & INVOLVMENT

**Alpha Chi Omega, Member**

Fall 2016

- *Vice President of Philanthropy* Spring 2018 – Fall 2018
- *Domestic Violence Awareness Chair* Spring 2017 – Fall 2017

**Sigma Delta Pi Spanish Honor Society, Member**

Fall 2018 – Present

**Kappa Delta Pi Education Honor Society, Member**

Fall 2017 – Present

**Florida Southern College Wesley Fellowship, Member**

Fall 2016 – Present

- *Executive Board Member* Spring 2018 – Present

- *Mission and Outreach Coordinator* Spring 2017 – Fall 2017

**Hispanic Appreciation Club (EPA), Member**

Spring 2016 – Spring 2017

### SKILLS

**Computer Skills:** Advanced in SMART Technology, Macintosh Pages & Keynote, Google Docs, Sheets, & Slides

**Certifications:** CPR & First Aid, Ropes Course through Association for Challenge Course Technology (ACCT)

**Language:** Fluent in Spanish

# PSYCHOLOGY EXAMPLE

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## FIRST NAME LAST NAME

Lakeland, FL 33801 - fsc@aol.com - 111-111-1111

### Education

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**Florida Southern College**, Lakeland, FL

*Bachelor of Science in Psychology*

*Bachelor of Science in Political Science*, expected graduation May 2020

GPA: 3.78/4.0

**Scholarship:** Watson Scholarship, Bright Futures Scholarship Recipient

### Internship Experience

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**Badcock Home Furniture & More**, Lakeland, FL

*Human Resource Intern*, Summer 2019

- Bullet Statement = (Action Word + task) + Result
  - Example Bullet Statement: Assessed (Action Word) motivational incentive programs (Task) and provided a report for leadership to make a data based decision on which program to implement (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### Research Experience

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**Florida Southern College**, Lakeland, FL

*Group Research Project/Research Design and Statistics Course*, Fall 2019

- Use the Bullet Statement formula to introduce what you did
  - Example Bullet Statement: Collaborated (Action Word) with two other students (Task) to review research that looks at the effectiveness of sexual harassment training in different work environments (Result)
- Use 2-4 bullets to write statements that highlight skills used to complete this project
  - Example Bullet Statement: Compiled (Action Word) information from peer reviewed journals, articles, and op-eds (Task) in order to draw comparison between different sources (Result)

*Research Assistant*, Fall 2018 – Present

- Use the Bullet Statement formula to introduce what you did
- Use 2-4 bullets to write statements that highlight skills used to complete this project

### Professional Associations

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**SHRM (Society for Human Resource Management)**, *Student Member*, Fall 2019 – Present

**SEPA (Southeastern Psychological Association)**, *Student Member*, Spring 2018 – Present

- SEPA Conference 2018 – Attended and Presented (Poster Session)

### Leadership & Campus Involvement

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**Psi Chi National Psychology Honor Society**, *Member*, Spring 2018 – Present

- *Vice President*, Fall 2018 – Spring 2019

**Psychology Club**, *Member*, Fall 2017 – Present

- *Secretary*, Fall 2017 – Spring 2018

### Certification & Skills

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**Certifications:** Pearson Vue Test Proctor Certification & The National Institutes of Health Trainings Course for “Protecting Human Research Participants”

**Computer Skills:** Proficient in Word and PowerPoint - Knowledgeable with Microsoft Excel, Adobe Premier Pro and Photoshop

# COMMUNICATIONS EXAMPLE

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## FIRST NAME LAST NAME

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Sarasota, FL  
(111) 111-1111

email@gmail.com  
Portfolio Link

## EDUCATION

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**Florida Southern College**, Lakeland, FL

*Bachelor of Science in Communications*, Expected Graduation May 2021

- Concentrations in Digital Media and Advertising & Public Relations

Minor: Graphic Design

GPA: 3.3/4.0

## INTERNSHIP EXPERIENCES

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**Florida Southern College Admissions Office**, Lakeland, FL

*Social Media Intern*, Fall 2019 – Present

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Managed (Action Word) social media profiles that include Facebook & Instagram (Task), increased online engagement by 35% in one month (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

**Curious Jane**, Lakeland, FL

*Intern*, Summer 2019

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Collaborated (Action Word) with the team to solve problems in a fast pace environment (Task), ensuring deadlines where met and clients satisfied (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

## RELATED EXPERIENCES

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**Interlaken (FSC Magazine)**, Lakeland, FL

*Layout Editor*, Fall 2017 – Spring 2018

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Reviewed (Action Word) multiple documents (Task), identifying issues and providing constructive feedback to the writers (Result)
- Use 1-3 bullets to write statements that highlight relevant skills and accomplishments

## ADDITIONAL EXPERIENCES

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**Florida Southern College**, Lakeland, FL

*Computer Lab Assistant*, Spring 2017 – Present

**Aim for Success**, Orange Park, FL

*Office Assistant*, Fall 2017 – Spring 2018

## CAMPUS INVOLVEMENT

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**Sigma Alpha Epsilon Fraternity**

*Member*, Fall 2017 – Present

**Hillel (Jewish Student Organization)**

*Member*, Fall 2017 – Present

**Multicultural Student Council**

*Member*, Fall 2017 – Present

**American Advertising Federation**

*Member*, Fall 2017 – Present

## SKILLS

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**Social Media**: Advanced in Hootsuite, Twitter, Facebook, Instagram

**Computer Skills**: Advanced in Adobe InDesign & Premier; Microsoft Word & PowerPoint; Google Docs, Sheets, & Slides – Intermediate in Microsoft Excel; Adobe Photoshop

**Key Skills**: Creative thinking, problem solving, organization, working in a team environment, time management

# NURSING EXAMPLE

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## First Name Last Name

Lakeland, FL 33801 ♦ (111) 111 - 1111 ♦ mmoc@gmail.com

### EDUCATION

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**Florida Southern College**, Lakeland, Florida

*Bachelor of Science in Nursing (BSN)*- Expected graduation May 2020

Minor in Healthcare Administration

GPA: 3.73/4.0

#### Academic Achievements

- Dean's List: Fall 2016, Spring 2016, Fall 2017, Spring 2017
- President Scholar's List: Fall 2018

**Certification:** Basic Life Support, CPR, First Aid, AED

### RELATED EXPERIENCE

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**Watson Hospital for Neuroscience**, Pittsburg, Pennsylvania

*Externship*, Summer 2018

- Bullet Statement = (Action Word + task) + Result
  - Example Bullet Statement: Prioritized (Action Word) multiple tasks in a fast pace environment (Task) to provide high quality patient care (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

**Hospital of the University of Georgia**, Athens, Georgia

*Research Assistant*, Summer 2016 - Summer 2017

- Bullet Statement = (Action Word + task) + Result
  - Example Bullet Statement: Organized and recorded (Action Words) different tissue samples in the lab (Task)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### PRIMARY CLINICAL EXPERIENCES

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**Lakeland Regional Medical Center**, Lakeland, Florida

*Trauma ICU, Surgical ICU, & Emergency Department/Critical Care Clinical*, Fall 2018 & Spring 2019

- Bullet Statement = (Action Word + task) + Result
  - Example Bullet Statement: Performed (Action Word) focus assessments on issues related to cardiac, respiratory, and GI (Task)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### ADDITIONAL CLINICAL EXPERIENCE

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**Medical Surgical I, II & III** - *Lakeland Regional Medical Center*, Fall 2016 - Spring 2019

**Maternity and Obstetrics**, *Winter Haven Women's Hospital*, Spring 2018

**Pediatrics** *Nemours Children's Hospital*, Spring 2018

**Psychiatric/Behavioral Health** *Lakeland Regional Medical Center*, Fall 2017

### CAMPUS INVOLVEMENT

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**Alpha Chi Omega Women's Fraternity**, *Member*, Fall 2016 - Present

- *House Manager*, Spring 2018 - Fall 2018

**Student Nurses Association**, Fall 2016- Present

### SKILLS

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**Computer Skills:** Advanced with Microsoft Office (Excel, PowerPoint, & Word): Intermediate with Cerner (Patient Database)

**Nursing Skills:** Experienced with focused assessments, triage, patient education, trouble shooting, and providing quality care

**Language Skills:** Conversational in Spanish and Limited Proficiency in American Sign Language



# FIRST YEAR STUDENT EXAMPLE

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## First Name Last Name

Lakeland, FL  
name@yahoo.com  
(000) 000-0000

### EDUCATION

**Florida Southern College**, Lakeland, FL

*Bachelor of Arts in Elementary Education*, Expected Graduation December 2023

Minor: Spanish

GPA: 4.0/4.0

- Presidents Scholar's List: Fall 2019

**Scholarships:** Watson Scholarship Recipient

### WORK EXPERIENCE

**The Terrace Hotel**, Lakeland, FL

*Front Desk Attendant*, Fall 2019 – Present

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Provided (Action Word) high quality customer service (Task), creating a positive and luxurious experience for each guest (Result)
- Use 2-4 bullets to write statements that highlight relevant skills and accomplishments

### VOLUNTEER EXPERIENCES

**Lakeland Women's Collective**, Lakeland, FL

*Volunteer*, December 2019

- Bullet Statement = (Action Word + Task) + Result
  - Example Bullet Statement: Informed (Action Word) guest and new members on additional volunteer opportunities during events (Task), increasing the number of available volunteers (Result)
- Use 1-3 bullets to write statements that highlight relevant skills and accomplishments

### CAMPUS INVOLVMENT

**Student Government Association**, *Senator*

**Hispanic Appreciation Club (EPA)**, *Member*

**Campus Outreach**, *Member*

### SKILLS

**Computer Skills:** Advance in Microsoft PowerPoint & Word; – Intermediate in Microsoft Excel; Adobe InDesign – Beginner in Adobe Photoshop & Illustrator

**Certifications:** CPR & First Aid

**Language:** Conversational in Spanish

**Transferable Skills:** Time Management, Teamwork, Customer Service, Verbal & Written Communication

# COVER LETTERS

## WHAT IS A COVER LETTER?

A cover letter is a document that allows you to expand on your experiences and explain to an employer exactly how your skills align with the position for which you are applying. Unless instructed otherwise, a cover letter should always accompany your resume. Cover letters should address the needs of the employer.

## HOW DO I FORMAT MY COVER LETTER?

Your cover letter should be a one page document and no more than 2 to 3 paragraphs. We recommend using the same font type as your resume and the font size should be 10-12.

## WHAT SHOULD BE IN MY COVER LETTER?

Your cover letter should be a carefully curated selection of stories from your career that gives the reader a clear idea of who you are and how you can add value to their company. Your cover letter needs to provide this information and leave the reader convinced that you are the right person for the job. To accomplish this, you should be using the requirements of the job to dictate the content of your cover letter .

# COVER LETTERS

## COVER LETTER GENERAL OUTLINE

### **The Heading:**

- Use the header from your resume containing your name, address, and contact information
- Include the date that you plan to submit your application
- Make sure to list the company or position for which you are applying

### **Salutation:**

- Make sure you address an individual or group of individuals such as:  
*Florida Southern College Members*

### **The First Paragraph:**

- The introduction to your interest in the position & appeal to keep reading

### **Second Paragraph:**

- Explaining experiences/skills/accomplishments related to the position

### **Third Paragraph (Optional):**

- Explaining any additional experiences/skills/accomplishments related to the position

### **The Closing:**

- Summarize your experiences, state that you are open for an interview, & thank the employer for their time

### **Closing Signature:**

- Include your signature and your name typed

# COVER LETTERS

## COVER LETTER TIPS

### Cover Letters should do the following:

- Explain what you are applying for and why you are applying
- Explain how you learned about the position or the organization
- Convince the reader to look at your resume
- Reflect Your attitude/personal characteristics
- Use the words and action verbs from the job description
- Should not be a “copy” of your resume, but should enhance it

### DO'S

- Double check names, addresses, job titles and position numbers
- Make sure it is easy to read- this is critical!
- Customize each cover letter so it relates to the position- meet each employers needs
- Sound excited and find ways to make yourself stand out as a unique candidate
- Keep to one page, 3-5 paragraphs MAX
- Use the same font style as your resume- consistency is important
- Check and recheck spelling and grammar
- Remember to sign your document or attach your electronic signature
- Research the company/organization before writing your cover letter

### DONT'S

- Use frequent “I” statements
- Use vague language
- Restate your resume
- Use abbreviations
- Lie or sell yourself with capabilities that you do not have
- Use statements that make you sound overconfident
- Use words like “just”, “I think”, “I feel” or other statements that could make you appear less confident

# COVER LETTERS

## Cover Letter Structure & Writing Guide

**Mocsie Rogers**

Lakeland, Florida

xxx.xxx.xxxx

mocsierogers@hotmail.com

Date: July 15, 2019

(Contact Name/Hiring Manager) Christoverson Edge  
(Contact/HM Title) Director of School Spirit  
(Company Name) Florida Southern College  
(Company Address) 111 Lake Hollingsworth Drive  
Lakeland, FL, 33801

**OR**

(Company applying to) Florida Southern College  
(Position title applying to) Assist Director of School Spirit  
(Position Number/Job Number/ Requisition Number) Position Number: 13490

Dear Contact Person (Mr./Ms. & last name):

*(If a contact name is not listed, address your letter to a larger audience such as: Members of the Search Committee, \*Company Name\* team members, Hiring Manager, etc. **NEVER** address a cover letter with "To whom it might concern").*

### **Opening Paragraph**

Use this paragraph to get the employer's attention. Identify what position you are applying for and how you learned about the position. Consider including why you are interested in the position/field/company and a statement of why they should consider you. If someone has referred you to this position in your network, include that information here. Your goal is to convince the employer that you are a strong candidate qualified for an interview.

### **Body of the Letter**

This section is where you justify why you should be considered as a candidate. Relate your qualifications to the job requirements by using examples of your experiences and achievements to convey your knowledge and skills. *Which skills do you possess that might be helpful for this position? Which experiences highlight how and where you acquired those skills? What personal traits are relevant to the position and how can you apply them to meet the needs of the organization?* Be sure to demonstrate that you know enough about the employer/position to relate your background to the position, mention specific qualifications that make you a good fit for the employers' needs.

Use words from the job description and make a connection between your experiences and the duties/tasks of the position. If you have multiple experiences/skillsets related to the position, consider breaking this section up in 2-3 paragraphs.

### **Closing Paragraph**

Use this paragraph to summarize your interests, skills, experiences, accomplishments, etc. Consider adding some personal qualities about you that relate to the position. The closing should also mention an interest in an opportunity to interview or meeting to discuss your qualifications. Indicate your willingness to provide the employer with additional information. Remember to include contact information and thank the employer for reviewing your application.

Sincerely,

*Your Signature (Use black ink)*

Your typed name

# COVER LETTERS

## Cover Letter Example 1

### **Mocsie Rogers**

Lakeland, Florida

XXX.XXX.XXXX

mocsierogers@hotmail.com

July 22, 2019

Lakeland Financial Group Inc.  
Fall Finance Intern  
Requisition Number: 411

Dear Lakeland Financial Group Inc. Members,

I am writing in regards to the Fall Finance Internship position found on LinkedIn jobs. I am interested in working with Lakeland Financial Group Inc. due to the company's excellent reputation, commitment to the community, and initiative to develop young professionals. As I enter my junior year at Florida Southern College, I plan to enhance my knowledge in the business field while pursuing my involvement within the Lakeland community. I believe the knowledge I have gained in and outside of the classroom has prepared me for this role.

Through my academic career at Florida Southern College, I have taken classes to learn about the finance industry. This past semester, I worked with a team of four classmates to complete a stock research project. We collaborated by researching stocks, analyzing the data collected to estimate future growth, and compiling a report to highlight our findings. Additionally, we created a PowerPoint presentation to share our results with fellow classmates and business faculty. This group project exposed me to the power of teamwork, and showed me how to effectively utilize predictions to make smart financial decisions. At Florida Southern College, I am also the treasurer of my fraternity, Oozma Kappa where I am responsible for managing an annual budget of \$123,000. In this role, I produce monthly expenditure reports, ensure members' dues are paid on time, and assign funding to events. I calculate proceeds after each event in order to infinity under or over spending while creating ideas on how our organization can stay financially responsible. As an active college student in and outside of the classroom who is effective at maximizing profits and driving down costs, I would be an ideal candidate for the position and believe my skillset would be an asset to your organization.

You may contact me at [mocsierogers@hotmail.com](mailto:mocsierogers@hotmail.com) or XXX-XXX-XXXX if you have any questions regarding my qualifications. Thank you for taking the time to review my application materials.

Sincerely,



Mocsie Rogers

# COVER LETTERS

## Cover Letter Example 2

### **Mocsie Rogers**

Lakeland, Florida  
xxx.xxx.xxxx  
mocsierogers@hotmail.com

July 22, 2019

George Green  
Marketing and Graphics Coordinator  
Snake Pit Marketing, LLC  
1883 Frankie Way  
Lakeland, FL 33801

Dear Mr. Green,

It is with great enthusiasm that I submit my application for the Marketing and Graphics Coordinator position at Snake Pit Marketing, LLC. I enjoyed meeting you at Florida Southern College's Career and Internship Expo and became very interested in this position after talking with you and learning more about the position advertised on Handshake. As a senior at Florida Southern College majoring in Communications and Graphic Design, I am very excited about the opportunity to combine my skills in design and marketing to customize services for Snake Pit Marketing, LLC's clients.

As a Graphic Design intern at the Frank Lloyd Wright museum, I collaborated with 2 other interns to create new marketing materials to increase awareness of the museum. I used Adobe InDesign and Photoshop to create designs for digital and print materials. As a part of this project, our team presented the products to a panel of local community members and museum administrators. This provided me with hands on experience with identifying client needs, creating materials based on their branding needs, and presenting a pitch to clients. This internship showed me the importance of working with a team when recreating branding needs for a company. I believe that the Marketing and Graphics Coordinator position would allow me to blend my creative and marketing skills while meeting the needs of clients.

One desired strength mentioned for the coordinator position is motivation. As a leader and Marketing Chair for Lambda Pi Eta, a communication honor society, I coordinated and designed a template for our weekly newsletters and created comprehensive marketing materials to spread awareness for our organization across the Florida Southern College campus community. Additionally, I maintained our social media platforms including Facebook, Twitter, and Instagram. By developing strategic partnerships and creating a marketing plan, I established a brand for our organization through print materials and social media posts, resulting in a 45% increase in our social media audience within 5 months. I am confident my high motivation level, design and creation work, strong social media and marketing skills make me an excellent candidate for this position.

It would be an honor to start my career at a company that puts clients first, values teamwork, and encourages creativity and growth. As a highly motivated individual, I will contribute my creative, social media and marketing skills to the Snake Pit Marketing, LLC. Team. Thank you for your time and consideration. I welcome the opportunity to discuss my fit and qualifications for this position further. I can be reached at XXX-XXX-XXXX or by email at mocsierogers@hotmail.com.

Sincerely,



Mocsie Rogers

# COVER LETTERS

## Job Posting

**Job Title:** Promotions Coordinator (Full-Time)

**Company:** MocsLive-TV

**Location:** Lakeland, FL

**Industry:** Media/ Broadcast; Communication; Television; Sales

### Description:

MocsLive-TV has an opening for a highly motivated Promotions Coordinator. The primary responsibility of our Promotions Coordinators is to sell commercial advertising time and other station products to local advertisers and/or advertising agencies. MocsLive-TV programming includes, The Bachelor: Lakeland Edition, Snaking Around, and Keeping up with the Kerr's. This is a unique opportunity for a highly motivated individual to join a progressive fast-paced company.

### Responsibilities:

- Generate revenue for the station by retaining current business and developing new business
- Contact local advertising agencies and direct advertisers
- Attract advertisers to sell products and services via television
- Make sales pitches to all classifications of advertisers to obtain orders for advertising time and use of commercial production facilities
- Attain budgeted revenue goals through effective solicitations and promotions

### Desired Skills:

- Strong planning and organizational skills
- Advanced in MS Word, Excel, and PowerPoint
- Previous media sales experience plus, other sales experience preferred
- Must be accountable and reliable
- Must provide excellent customer service to clients

*Please direct all application materials to Wynne Barnette General Manager of MocsLive-TV.*

## Mocsie Rogers

Lakeland, Florida

xxx.xxx.xxxx

mocsierogers@hotmail.com

August 8, 2019

Wynne Barnette  
General Manager  
MocsLive-TV  
111 Snake Drive  
Lakeland, FL 33803

Dear Ms. Wynne,

I am writing to express my interest in the Promotions Coordinator position found on the MocsLive-TV website. I am excited to work for one of the community's most recognized and accomplished television stations and would like to be considered as a candidate for this position.

As a senior at Florida Southern College, I am currently the Advertising Manager for the Southern, FSC's student newspaper. In my position, I manage the accounts of more than 20 businesses that choose to advertise in the Southern. Through working with a variety of companies in the Lakeland area, I understand the importance of cultivating customer relationships through personal contacts by dedicating the best experience possible to clients. I also have experience with creating promotions to generate revenue. For example, I developed a "Buy Two Ads, Get One Free" promotion that I presented to local business, encouraging them to advertise in special editions of the Southern that were distributed during athletic games. This promotion increased our sales by 45%. I pride myself on being a highly motivated and dedicated hard worker who is not afraid to take on challenges.

In addition to my advertising knowledge, I possess a few years of retail experience. As the Assistant Manager of a larger retail chain, I have learned to be organized, efficient, and accountable. Through this experience, I learned the importance of providing excellent customer service in order to have guest return to our store. In addition, this role taught me how to collaborate with a team to navigate a fast-paced working environment.

My experiences have given me an understanding of the advertising sales industry, and make me a competitive candidate for the Promotions Coordinator position. I welcome the opportunity to discuss this position further. Please feel free to contact me if you should need additional information. Thank you for reviewing my materials; I look forward to hearing from you.

Sincerely,



Mocsie Rogers

## Sample Cover Letter



# REFERENCE LIST

## CREATING A REFERENCE LIST

When thinking about who you would like to serve as a reference for your job/internship search:

1. Consider individuals who can speak to your skills, experiences, accomplishments, and personality.
2. Make sure you request permission from your references, and give them a heads up on the position for which you are applying.
3. Consider sharing details with them about the job in order to help them sell your skills.
4. Make sure to contact your references prior to an interview to let them know they may be receiving an email or phone call.
5. You should have a minimum of three references. List your references in alphabetical order or in order of relevancy.

There are several acceptable formats for a reference sheet. The following page contains 3 different examples. Be sure to pick ONE format and maintain consistency throughout your reference list.

### **Mocsie Rogers**

Lakeland, Florida  
xxx.xxx.xxxx  
mocsierogers@hotmail.com

#### **Option 1**

Dr. Polk Ordway  
*Executive Director*  
Frank Lloyd Wright Museum  
123 Hollingsworth Way  
Lakeland, FL 33803  
w. 863.444.5555  
c. 863.222.4444  
polkordway@gmail.com

#### **Option 2**

Mrs. Edge Honeyman, *Former Supervisor*, Marketing Coordinator, Cookie Connections, LLC.  
Ehoneyman@gmail.com | 863.111.8889

#### **Option 3**

Louise Johnson  
Assistant Dean of Student Solutions  
Florida Southern College  
863.777.8888  
Johnson5@floridasouthern.edu  
*Academic Advisor*

# THANK YOU NOTES

## THANK YOU NOTE EXAMPLE

After an interview, send a personalized, handwritten thank you card or email to each person with whom you interviewed. Doing so demonstrates professionalism, interest, and enthusiasm.

This is a great opportunity to reiterate some of your relevant skills or specifics you learned during the interview. Send a thank you note within 24 hours of the interview.

Holly Hollingsworth

Address

Date

Dear Mr. Moc:

Thank you so much for meeting with me on January 28th to discuss the Account Executive position. After meeting with you and your colleagues, I am very excited about the prospect of joining your team. I enjoyed the opportunity to learn about your organization's culture and was impressed by your dedication to the growth and development of your employees.

My strong communication and interpersonal skills, along with my internship experience align well with the objectives of this position. I am eager to prove myself as an asset to your team and look forward to contributing to the continued growth of the department. Again, thank you for your time and thoughtful consideration. I look forward to speaking with you again soon.

Sincerely,

(Handwritten signature)

Holly Hollingsworth