

TO: All Associates of 300 Technical Writers
FROM: Hayley Blackburn, Branch Supervisor
DATE: Due on July 20 by 1 p.m.
SUBJECT: Career Application Materials

You will create career application materials for this assignment. While many companies use electronic application systems today, most still ask for documents to be uploaded (cover letters, resumes, references, etc.). Maintaining versions of your resume and LinkedIn will assist your application process as a reference guide—and you can copy/paste your well-written responsibilities into the electronic systems. Use this time to create a strong template for your cover letters with key stories outlined.

If you already have a resume, use this assignment to develop a different version, either in design or career focus. Within most industries, multiple paths exist as career options.

For example, A degree in communication can be used in copywriting/marketing or public relations. A degree in chemical engineering might be used for oil/energy, environmental work, pharmaceuticals. A degree in economics could be used in corporate finance, political/economic analysis, etc. Try to identify career options and tailor multiple resume versions towards those options by changing the language, skill focus, and projects.

Tasks:

Personal Branding Worksheet: Download the worksheet from Canvas (found in Module 1 and 5). Within the template, complete each section with information about your personal and professional goals. Your responses may serve as outlines for the cover letter and help you identify experiences for the resume.

Resume: Develop or revise your resume. For the resume, limit yourself to two pages of relevant information. You need to include contact information, a summary/statement, work experience, education, and other appropriate skill-based data. You must then adapt your resume into a LinkedIn profile.

- **LinkedIn:** LinkedIn offers a digital version of your complete professional experiences and skills. Upload a clear headshot for your profile, complete the summary section with attention to SEO and recruiting, and join the JMC: 300 Network at ColoState University Group.

Cover Letter: Find a position you are interested in and draft a letter template based on the three skills/responsibilities listed. As a template, you must include placeholders for contact information, company and position labels, and the topics for each paragraph of the letter. Write concrete stories/explanations to complement the skills and experiences from the resume and demonstrate your value to your industry. Concrete examples show the reader your personality and skillset.

For example, instead stating “I am skilled in problem-solving” share a story of a problem you experienced in class or at work and how you solved it: “During a group project on X, our files were deleted from the Google Doc. To solve this problem, I worked with another classmate to recreate the presentation based on our notes and early save-files. Instead of panicking, I found a solution to meet the project deadline: my problem-solving abilities will be valuable when completing XYZ for your company.”

- Examples of complete letters, templates, and other resources can be viewed on Canvas.

Expectations:

The best assignments will demonstrate critical thought, appropriate application per your field/career, and professional language. To receive an “A” on this project, you must express your skills and experiences clearly with strong verbs in the appropriate tense, demonstrate effective design skills including (but not limited to) headings, fonts, colors, alignment, and text-size, and demonstrate a good-faith effort to understand yourself and your career goals. *You must show that you are qualified, competent, skilled, and prepared for life after school. If your resume and cover letter lack relevant experiences—it will be reflected in your grade to an extent.*

You need to incorporate the following minimum requirements into the tasks outlined in the previous section:

For the Resume/LinkedIn 25 points

- Personal Summary/Statement
- Contact Information
- Education
- Experience, professional and otherwise
- Key Skills

Cover Letter 25 points

- Contact Information Placeholders
- Opening Paragraph—introduce your background/values
- Three concrete stories to coincide with a skill/responsibility for your career
- Concluding Paragraph—draft an action-statement and thank you

Skills to Practice:

- Determining relevant and appropriate information for a situation
- Assessing existing experiences in context with career goals
- Cultivating an online presence

Objective: *To analyze and revise resumes and other professional development documents; encourage realistic perspectives on existing experiences*

If you have any concerns, questions, or another commentary, please do not hesitate to contact your 300 branch supervisor (recitation instructor).