

# Effective Resumes, Cover Letters and LinkedIn Profiles

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Resumes, cover letters and LinkedIn profiles are all highly personalized marketing tools used in applying to jobs, internships, scholarships, organizations, graduate schools, student groups and community organizations.

Writing effective application materials involves communicating your skills, experiences and knowledge in a way that will convince organizations you are a highly qualified candidate.

Successful application materials reflect how your unique qualifications specifically match what the organization is seeking. Resumes, cover letters and LinkedIn profiles should never be “one-size-fits-all” or generic documents; customization is critical.

To help you get started, we have provided examples of application materials (resumes, a cover letter and reference sheet) as well as a LinkedIn profile checklist as a guide for ideas and inspiration!

## **USC Career Center**

3601 Trousdale Parkway, Student Union 110

Los Angeles, CA 90089-4897

(213) 740-9111 • [careers@usc.edu](mailto:careers@usc.edu) • <http://careers.usc.edu>

# RESUME FORMAT

The following information has been created to guide you in writing a quality resume. The most acceptable and readily used format for college students is the reverse chronological resume, in which your most recent experience is listed first. How you choose to construct your resume, in terms of style, is up to you. For example, placing dates on the left or right or whether your contact information should be centered or on the left-hand column is entirely your choice. Always remember that formatting consistency throughout your resume is critical.

**CONTACT INFORMATION:** Put your contact information at the top of your resume. It should include your name, address, phone number, email address and LinkedIn URL. If you plan to relocate soon, it is acceptable to list a permanent address.

**EDUCATION:** List your degrees in reverse chronological order with the most recent degree first, as well as any study abroad experiences you may have. You may also include relevant coursework to highlight specific skills and knowledge. If your GPA is 3.00 or above, list it in this section.

**SKILLS:** Highlight relevant skill sets (e.g., technology, languages, laboratory, video editing and statistical software).

**EXPERIENCE:** List your most recent experience first. Include internships, volunteer positions and part-time employment. Use action verbs to highlight accomplishments and skills.

**LEADERSHIP AND ACTIVITIES:** List leadership positions in university or community organizations. Highlight university and community activities, including community service, athletics (which could be a separate heading) or volunteer experience.

**ACADEMIC PROJECTS:** If you have specific academic projects that qualify you for the position, include them in their own section with details on what you accomplished through the project.

**REFERENCES:** References are not usually included on your resume unless an organization specifically requests them. A prepared list of 2-4 references should be printed on a separate sheet of paper that matches your resume format. Bring a hard copy (or multiple copies, if needed) of your resume and references with you to the interview.

**OTHER HEADINGS:** Choosing to highlight information such as interests (hobbies) and professional associations as separate headings is acceptable if relevant to the position. Personal information (e.g., religious and political affiliations) should be omitted unless relevant to the position.

# RESUME CHECKLIST

- Makes clear, concise and positive impression in 30 seconds or less
- No spelling, grammar or punctuation errors
- One page (more if writing a curriculum vitae/CV for an academic or research position)
- Organized, easy to read and has balance between content and white space
- Uses standard fonts such as Times New Roman, Arial, Century, Helvetica or Verdana in sizes 10, 11 or 12; do not use a font size smaller than size 10
- Highlights skills and accomplishments that match keywords found in the job description
- Quantifies accomplishments, if possible (e.g., how much \$ raised, # of people served and % of time saved)
- Utilizes accomplishment statements
  - FORMAT:
    - + Action verb stating what you did
    - + How you did it
    - + Result
- Cites relevant publications and presentations using the bibliographic style of your field
- NO GENERIC RESUMES!

**\* A typical freshman resume may include high school information**

## **THOMAS TROJAN \***

123 Trousdale Parkway • Los Angeles, California 90089  
(213) 123-4567 • thomas.t.trojan@usc.edu • linkedin.com/Thomas.Trojan

### **EDUCATION**

**University of Southern California**  
Bachelor of Arts, English  
Presidential Scholar  
Lee Foundation Scholar

Los Angeles, CA  
May 2022

Hatboro-Horsham High School  
Valedictorian  
National Honor Society, Scholar Athlete

Hatboro, PA  
June 2018

### **WORK EXPERIENCE**

#### **Pixar**

##### **Production Assistant**

- Viewed footage and gave creative feedback to 15 development executives
- Provided administrative support to marketing and publicity departments

Emeryville, CA  
Summer 2018

#### **Old Navy**

##### **Cashier**

- Provided customer service in high-volume retail store, helping over 100 customers
- Reported end-of-day sales and reconciled receipts totaling \$2,000 daily

Williams, PA  
March 2016-May 2018

### **COMMUNITY SERVICE**

#### **USC Joint Educational Project**

- Develop curriculum teaching third graders about global warming
- Manage classroom environment of 35 students

Los Angeles, CA  
August 2018-Present

#### **Habitat for Humanity**

- Assisted hurricane victims, constructing 10 interim housing units

Hatboro, PA  
May 2017-April 2018

### **ATHLETICS**

#### **Hatboro-Horsham High School Men's Wrestling Team**

##### **Captain** (2014-2015)

- Provided leadership to 19-person team, placing second in division senior year
- Scheduled community fundraiser and soccer workshops for K-8 students
- Led team to regional playoffs
- Practiced 15 hours per week and competed four times per month

Hatboro, PA  
2014-2018

### **ACTIVITIES**

#### **Hatboro-Horsham High School**

##### **Yearbook Staff**

- Wrote copy for 18 student organization pages

Hatboro, PA  
2015-2018

##### **Sophomore Class Treasurer**

- Supervised \$3,500 budget
- Co-coordinated fundraisers raising \$5,300 for local homeless shelter

2015-2016

# Tressa Traveler

3601 Trousdale Parkway  
Los Angeles, CA 90089  
(213) 555-5555  
tressat@usc.edu  
Tressa.BlogSpot

## EDUCATION

### University of Southern California

Annenberg School for Communication and Journalism  
Bachelor of Arts, Communication

Los Angeles, CA  
May 2021  
GPA 3.67

## HONORS

USC Dean's List  
Alpha Lambda Delta Honor Society  
National Collegiate Honor Society

Fall 2017 - Present

### Mira Costa High School

California Scholarship Federation, Scholar Athlete

Manhattan Beach, CA  
June 2017

## WORK EXPERIENCE

### Target

#### Presentation Team Member

- Use company guidelines to set new merchandise displays
- Create signs and labels to drive sales by 10%
- Ensure shelves are stocked with current products

Manhattan Beach, CA  
July 2017 - Present

### Manhattan Beach Recreation Department

#### Camp Counselor

- Taught volleyball fundamentals and sportsmanship to 20 middle school-aged girls
- Met with parents to set expectations and review progress
- Attended weekly training sessions with five camp administrators

Manhattan Beach, CA  
Summers 2014, 2015

## ATHLETICS

### University of Southern California

#### Division I Women's Beach Volleyball Team

- Back-to-Back NCAA Beach Volleyball Champions, 2017 and 2018
- 12-time starter on National Championship Team
- Competed in 24 events over a three-month period

Los Angeles, CA  
2017 - Present

### Mira Costa High School

- Captain, Girls Varsity Volleyball Team
- All-Conference First Team, All-CIF Tournament MVP

Manhattan Beach, CA  
2015 - 2017  
2016 - 2017

## PROJECT EXPERIENCE

Content Analysis of Popular Films: Examining Character Portrayals

- Coded films for eight hours per week in laboratory and assessed conflicts in coding sheets with three team members

Los Angeles, CA  
August - December 2017

## SKILLS

Microsoft Office, Conversational Spanish, Instagram, Twitter, Snapchat, Facebook

# George Tirebiter

813 Johnson Dr. • Los Angeles, CA 90089 • (213) 123-4567 • gtirebiter1@gmail.com

## EDUCATION

**University of Southern California**, Los Angeles, CA May 2020  
Marshall School of Business

Bachelor of Science, Business Administration  
Emphasis in Marketing and Public Relations  
Major GPA 3.61, Cumulative GPA 3.41

**Copenhagen Business School**, Denmark, Study Abroad Fall 2017

**California State University, Long Beach**, Long Beach, CA May 2016  
Business Administration coursework, transfer GPA 3.87

## WORK EXPERIENCE

**University of Southern California**, Los Angeles, CA August 2016 - Present

### Athletic Department, Customer Service Assistant

- Respond to 100-150 customer inquiries daily
- Provide administrative support to 20 professionals

**Snapchat**, Venice, CA Summer 2017

### Alternative Programming Development, Intern

- Supported three producers during pitching, production and board meetings
- Researched creative ideas and materials for programming

**Town and Gown Mortgage**, New York, NY Summer 2016

### Marketing Department, Administration Assistant

- Marketed to existing customers, increasing qualified loan applicants by 10%
- Verified employment and financial data for loan applicants

## LEADERSHIP

**USC Sigma Kappa Lambda Fraternity** August 2016 - Present

**Philanthropy Chair** (January 2017 - December 2017)

- Planned, organized and developed event raising \$25,000 for Alzheimer's Research

**USC Entrepreneur Club** September 2016 - Present

**Vice President of Membership** (January 2018 - December 2018)

- Increased new member enrollment by over 25% through self-designed marketing plan

## ADDITIONAL INFORMATION

American Marketing Association, Student Member 2016 - Present

USC Spirit Leaders 2017 - Present

Computer: Microsoft Office, QuickBooks, Peachtree, LexisNexis

Languages: Fluent Spanish, Conversational Italian

Interests: Cooking, USC Athletics, Marketing, Golf

# BARRY BOVARD

425 Thomas Street  
Los Angeles, CA 90089  
(213) 123-4567  
bovard80@usc.edu  
www.usc.edu/portfolios/bbovard

## EDUCATION

**University of Southern California**, Los Angeles, CA May 2019  
Viterbi School of Engineering  
Master of Science, Computer Science  
Emphasis: Systems Programming  
**California State University, Fullerton**, Fullerton, CA  
Bachelor of Science, Electrical Engineering May 2017  
Minor: Circuit Design

## TECHNICAL SKILLS

**Programming Languages:** C++, Java, VB.NET, Flash, FlexBuilder, PHP, MySQL  
**Applications:** MS Office, CAD, MS Visual Studio, JMP, Dreamweaver  
**Operating Systems:** Unix, Linux

## WORK EXPERIENCE

**Systems Programming Intern** Summer 2017  
**Facebook**, Los Angeles, CA

- Evaluated automated information systems and major system applications determining user feasibility
- Developed and programmed web-based applications in PHP/MySQL improving web interfaces and increased traffic by 12%
- Tested and implemented security software programs, decreasing department viruses by 60%

**Customer Service Representative/Reserves Assistant** August 2014 - June 2016  
**Huntington Beach Public Library**, Huntington Beach, CA

- Supported staff projects with a variety of multimedia resources, including Flash
- Developed user-friendly web interfaces for three reference librarians using FlexBuilder and SQL

## USC PROJECT EXPERIENCE

**Title: Network Management and Security**, Los Angeles, CA Fall 2018

The aim of the project was to develop software capable of capturing the network traffic (packets), buffer all the captured packets and analyze software against a set of rules defined by the network administrator.

- Developed automated test scripts and architectures for application products using C++ and FlexBuilder
- Programmed in VB.NET to develop a dynamic webpage

## EDUCATION

**University of Southern California**, Los Angeles, CA December 2018  
Bachelor of Science, Neuroscience, Pre-Medical Track GPA 3.79  
Class of 2018 Salutatorian  
Trustee Scholar (full-tuition award based on academic performance and community service)  
Relevant Coursework: Pharmacology, Physiology, Genetics, Research Methods

## RESEARCH AND WORK EXPERIENCE

**Research Assistant** December 2015 - Present  
**Neuroscience Institute, USC Keck School of Medicine**, Los Angeles, CA

- Evaluate immunomodulatory nanoparticle treatment for Alzheimer's
- Conduct Western blot analysis, immunostaining, confocal microscopy vibrotome and microtome
- Manage genetic and behavioral analysis of transgenic Alzheimer's model rats

**Supplemental Instruction Leader, Chemistry** August 2017 - May 2018  
**USC Dornsife College of Letters, Arts and Sciences**, Los Angeles, CA

- Taught weekly study sessions and led large exam reviews for undergraduates
- Collaborated with professors to improve methods for teaching key concepts
- Selected for position based on exemplary performance in chemistry courses

**Research Trainee** Summer 2016

**Schizophrenia Education and Training Program**, Denver, CO

- Conducted EEG and MRI analysis on human subjects to investigate a nicotinic acetylcholine receptor agonist drug on sensory gating in schizophrenia
- Analyzed data of choline's effect on ameliorating rat prenatal stress and schizophrenia-like behaviors

## VOLUNTEER EXPERIENCE

**LAC+USC County Hospital**, Los Angeles, CA June 2014 - Present  
(Completed 200 hours)

- Observe procedures such as mechanical ventilation and spinal taps
- Manage inventory of materials in the ER to ensure team has proper equipment for procedures
- Communicate with ER physicians, physician's assistants and nurses to gain diverse perspectives of medicine

**Global Medical Brigades**, Baja, Mexico March 2013

- Set up medical clinic to serve nearly 1,000 patients over one week
- Communicated with Spanish-speaking patients documenting vital signs and symptoms
- Shadowed doctors, nurses and dentists' patient visits

## PUBLICATION

Annenberg, A. (2018). The Effects of Studying Test Results. Los Angeles: USC Undergraduate Association.

## PRESENTATION

Annenberg, A. (2018). Why Students Should Study Neuroscience. Women in Science Conference. Los Angeles.

# SUSANA DOHENY

(213) 246-1357 sjdoheny@alumni.usc.edu [www.linkedin.com/Profile/Susana.Doheny](http://www.linkedin.com/Profile/Susana.Doheny)

## EDUCATION

**University of Southern California**, Los Angeles, CA May 2018  
School of Cinematic Arts, Bachelor of Arts, Film and Television Production

## SKILLS

**Software:** Microsoft Office, Avid, Photoshop, Final Cut Pro, Illustrator, ProTools  
Adobe Prelude

**Social Media:** Twitter, Instagram, Facebook, Google+, Snapchat, Tumblr, Viber, WeChat,  
WhatsApp, YouTube

**Administrative:** Rolling Calls, Scheduling, Calendar Management, Organization, Word  
Processing, Budgeting

## WORK EXPERIENCE

**USC Davis School of Gerontology**, Los Angeles, CA May 2016-May 2018

### Administrative Assistant, Business Office

- Created and managed expense reports of up to \$4,000 using Access and Excel
- Researched and answered questions regarding accounts receivable
- Proofread and edited department-wide website and calendar daily

**19 Entertainment**, Burbank, CA June-August 2017

### Post-Production Intern, So You Think You Can Dance

- Monitored inventory, labeled and organized rehearsal video to increase management efficiency for post-production team
- Imported and logged footage using AVID and Final Cut Pro

**USC Trojan Vision Productions**, Los Angeles, CA September 2014-December 2015

### Camera Operator

- Filmed campus events such as commencement, guest speakers and online lectures using DSLR camera; edited footage using AVID and Final Cut Pro

**William Morris Endeavor (WME)**, Beverly Hills, CA May-August 2015

### Culinary Division Intern

- Rolled and screened over 100 phone calls daily for 20 division-wide agents
- Coordinated speaking engagements and travel calendars
- Supervised social media activity on Twitter, Instagram, Facebook, Snapchat and Tumblr

## VOLUNTEER EXPERIENCE

**USC Trojan Vision Television Station**, Los Angeles, CA August 2014-May 2015

### Broadcast Producer, Live Talk Show

- Managed scheduling of seven crew members
- Supervised crew of 15+ on set and in control room
- Scheduled guest appearances and cooling segments
- Filmed cooking segments on location and edited segments for show using AVID

## LEADERSHIP EXPERIENCE

**USC Women of Cinematic Arts**, Los Angeles, CA August 2015-May 2017

### Vice President of Marketing and Events, 2016-2017

- Planned, budgeted and managed philanthropic events to engaging up to 100 members and raising \$10,000 for local high school cinema program
- Oversaw all aspects of social media, including Facebook, Twitter, Instagram and Tumblr

# Chris McCarthy

3601 Trousdale Parkway Los Angeles, CA 90089  
chrisdmc@usc.edu (213) 555-5555

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## EDUCATION

**University of Southern California**, Los Angeles, CA May 2020  
Keck School of Medicine  
Master of Public Health

**Boston University**, Boston, MA May 2017  
Bachelor of Arts, Sociology  
Dean's List, all semesters  
Alpha Lambda Delta Honor Society, National Collegiate Honor Society

## PROFESSIONAL EXPERIENCE

**USC University Hospital**, Los Angeles, CA May 2017 - Present

### Project Coordinator

- Evaluate compliance with HIPAA regulations; forecast future needs to maintain regulatory compliance
- Gather and analyze performance data to support restructuring of peri-operative services at hospital
- Participate in daily administration meetings regarding all facets of the hospital including: accreditation, budgeting and physician - administration relations
- Contribute statistical and research backstopping for federally-funded grant project

**Public Policy Research Firm**, Los Angeles, CA January - April 2016

### Research Intern

- Managed and contributed to project design; produced client presentations
- Developed substantive knowledge of Medicare fee-for-service and bundled payments

**Americorps Vista Program**, Los Angeles, CA September - December 2015

### Community Coordinator

- Planned, marketed and oversaw a summer camp for 250 local underrepresented children
- Created and distributed materials for community meetings

**Pan American Health Organization (WHO/PAHO)**, Washington, D.C. May - August 2015

### African Continent Diseases Intern

- Conducted extensive data mining and research on Sub-Saharan diseases in Africa
- Engaged in policy document review for recommendations on how to eradicate a variety of diseases

**Healthcare Solutions**, Los Angeles, CA May - August 2014

### Summer Associate

- Analyzed and reviewed patient medical records; developed analytics that laid the foundation for program designs and strategies for two major clients
- Identified opportunities for operational streamlining positively affecting revenue of client organizations
- Assisted in data warehouse and web portal management

## PROFESSIONAL ASSOCIATIONS

American Public Health Association (APHA), Member

## SKILLS

Computer: Microsoft Office, database management systems and statistical programs  
Language: Conversational Spanish

## Chris McCarthy

3601 Trousdale Parkway Los Angeles, CA 90089  
chrismc@usc.edu (213) 555-5555

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### REFERENCES

Robert Bovard, Ph.D.  
Associate Professor  
University of Southern California  
Dornsife College of Letters, Arts and Sciences  
University Park Campus  
Los Angeles, California 90089  
(123) 456-7890  
xxxxx@xxxxxxx

Sandra Levy  
Senior Project Coordinator  
Levy Construction Services  
Los Angeles, California 90089  
(123) 805-9115  
xxxxx@xxxxxxx

Donna Doheny  
President  
The Doheny Group  
1880 Trousdale Parkway  
Los Angeles, California 90089  
(123) 405-6010  
xxxxx@xxxxxxx

Thomas Trojan, CFA  
Director of Investment Advisory  
Trojan Investments  
1923 Childs Way  
Los Angeles, CA 90089  
(123) 210-5605  
xxxxx@xxxxxxx

***NOTE: Your reference page should have the same heading as your resume***

# Action Verbs

## Communication

addressed	corresponded	interpreted	networked	referred
arbitrated	developed	interviewed	persuaded	reported
arranged	directed	lectured	presented	translated
authored	drafted	marketed	promoted	wrote
communicated	edited	mediated	publicized	
composed	formulated	moderated	published	
contacted	influenced	motivated	reconciled	
convinced	informed	negotiated	recruited	

## Creative

acted	directed	integrated	planned	spearheaded
composed	drafted	introduced	redesigned	started
conceived	established	invented	remodeled	stimulated
conceptualized	executed	marketed	renovated	strategized
conducted	fashioned	modernized	replaced	transformed
created	founded	originated	revitalized	
designed	improvised	performed	shaped	
developed	instituted	pioneered	sketched	

## Analytical/Financial

accounted for	estimated	projected	remedied	submitted
administered	financed	provided	researched	substantiated
allocated	forecasted	purchased	reserved	suggested
analyzed	managed	raised	revived	supplemented
appraised	marketed	rated	satisfied	sustained
audited	minimized	reconciled	scrutinized	tailored
balanced	mobilized	refined	secured	transferred
budgeted	monitored	reformed	sought	
calculated	multiplied	regarded	settled	
controlled	planned	related	staffed	
developed	procured	relieved	strengthened	

## Management/Leadership

accounted for	condensed	developed	hired	recruited
administered	confirmed	employed	maintained	regulated
analyzed	consented	evaluated	managed	reviewed
centralized	consolidated	executed	organized	revitalized
certified	contracted	formulated	oversaw	set goals
chaired	consulted	founded	planned	scheduled
changed	correlated	fulfilled	prioritized	supervised
commissioned	cultivated	grew	produced	
committed	delegated	handled	proposed	
concluded	determined	headed	recommended	

## Organizational/Time Management

approved	distributed	integrated	reshaped	streamlined
arranged	enlisted	monitored	retrieved	systematized
catalogued	executed	operated	revamped	tabulated
classified	expedited	organized	revised	targeted
collaborated	extracted	prepared	scheduled	updated
collected	generated	prioritized	screened	validated
compiled	identified	processed	shaped	
conserved	implemented	recorded	specialized	
consolidated	inspected	reorganized	specified	

## Quantitative/Research

acquired	collected	guaranteed	investigated	processed
amplified	compared	identified	involved	researched
analyzed	conducted	indexed	issued	reviewed
approximated	diagnosed	inferred	judged	studied
ascertained	designed	innovated	justified	summarized
attested	determined	inspected	led	surveyed
authorized	evaluated	inspired	licensed	systematized
bolstered	examined	instituted	linked	tested
boosted	extracted	interested	minimized	trouble-shot
calculated	formulated	interpreted	modified	
charted	grew	interviewed	organized	

more...

## Drive/Motivation/Results

accelerated	decreased	improved	obtained	stabilized
accomplished	doubled	increased	pioneered	standardized
achieved	effected	initiated	proved	succeeded
attained	eliminated	introduced	reduced	transformed
augmented	enlarged	launched	re-established	trimmed
completed	established	lowered costs	resolved	validated
compounded	exceeded	maximized	restored	
contributed	expanded	measured	selected as	

## Teaching/Counseling/Helping

adapted	coordinated	explained	interacted	simplified
advised	corrected	facilitated	investigated	solicited
analyzed	defined	generated	modeled	speculated
applied	demonstrated	guided	modified	stated
appraised	designated	identified	motivated	structured
assessed	developed	implemented	observed	synthesized
assigned	directed	incorporated	organized	systematized
categorized	educated	indicated	postulated	taught
clarified	elaborated	informed	praised	trained
coached	elicited	initiated	questioned	tutored
communicated	enabled	instructed	reinforced	
cooperated	evaluated	integrated	rewarded	

## Technical

activated	deliberated	engineered	maintained	screened
assembled	delivered	enhanced	navigated	sold
built	designed	enriched	operated	serviced
calculated	detected	excelled	overhauled	solved
computed	devaluated	exercised	participated	supplied
constructed	devised	exhibited	programmed	trained
converted	dispersed	fabricated	rehabilitated	upgraded
customized	displayed	familiarized	remodeled	
debugged	elevated	finalized	repaired	
deciphered	endorsed	formed	resolved	
dedicated	enforced	installed	retrieved	

# COVER LETTER FORMAT

Your resume is your marketing brochure. Your cover letter is a persuasive business introduction or “executive summary” to your resume. The purpose of a cover letter is to tie your experience directly to the job description. Look at the description and be sure the words relate directly to those in your cover letter and resume. If the employer is looking for teamwork, highlight a team experience in your resume and be sure to include a team-related accomplishment in your cover letter.

## A Cover Letter should be:

- **Concise:** A cover letter should be three to four paragraphs. Any longer might lose the interest of the reader. We suggest the following format:
  - **Opening paragraph:** Four or five sentences maximum. Mention the position you are applying to/interested in, briefly introduce yourself, and indicate where you learned of the opportunity.
  - **Body of letter:** Usually one or two paragraphs. Share detailed examples of your qualifications for the position’s specific requirements. Many students choose to use one paragraph to discuss previous work experiences and another one to discuss academic experiences or leadership experience, etc. Choose whatever combination communicates your most relevant qualifications most effectively.
  - **Closing:** Three to four sentences maximum. Summarize your qualifications, restate your enthusiasm for the position and include your preferred contact information for the employer to follow up with you.
- **Clear:** Articulate your qualifications in words that mirror what the employer provided in the job description. Do not try to impress with a long list of accomplishments. This is the executive summary, not the resume.
- **Convincing:** An employer will make a decision on your candidacy based on the combined letter and resume package. You have to articulate the connection to the job description and sell your skills. This is a competition. Why should the employer hire you?

## Cover Letter Checklist

- The words and action verbs in your cover letter should be reflective of the job description.
- Always be professional and use proper grammar.
- Check for spelling and punctuation errors.
- Know to whom the resume/cover letter package is going. Do not use “To Whom It May Concern” or “Dear Sir/Madam.” Address letter to a specific recruiter or hiring manager whenever possible.
- Use paragraph form, not bullet points.
- Do not copy and paste content from your resume to your cover letter.
- Do not be too forward in requesting an interview.
- Keep to one page (no more than three or four paragraphs).
- When emailing a recruiter or hiring manager directly, use the body of the email to write two to three sentences that introduce yourself and mention the position for which you are applying. Include your cover letter and resume as attachments. Do not cut and paste your cover letter into the body of the email.

# Sample Job Description

*Identify key points in the job description to address in your cover letter.*

## Focus Marketing, LLC

**Focus Marketing, LLC is a public relations firm committed to personalizing services to its clients. We are looking for summer interns who want to gain hands-on experience with new product launches. This is an excellent opportunity to gain exposure to the intricacies of the public relations industry.**

### **Duties include:**

- Monitor industry and client news
- Build and maintain media lists
- Draft press releases and pitches
- Provide event support
- Write copy for brochures, websites and advertisements
- Develop social media campaigns and maintain social media pages
- Create monthly newsletters

### **Desired Skills & Experience:**

The ideal candidate is highly creative, has excellent writing and organizational skills, is highly motivated and detail-oriented and has an understanding of current social media trends (e.g., Facebook, Twitter, Pinterest and Instagram). Candidates should have the ability to handle multifaceted projects and have strong follow through. Previous internships are a bonus but not required.

### **Qualifications:**

Junior or Senior-level students with a PR, advertising, journalism or marketing major preferred. Must be comfortable with social media, Photoshop a plus but not required. Word, Outlook and Excel are essential.

### **Please send all materials to:**

Emily Annenberg  
Marketing Coordinator  
Focus Marketing, LLC  
1391 Tweet Street  
Los Angeles, CA 90089  
emily.ann@focusmarketing.com

# Sample Cover Letter

*It is OK to use either of these types of headers for your cover letter.*

(traditional block)

Tiffany Traveler  
813 Johnson Drive  
Los Angeles, CA 90089

March 3, 20XX

Emily Annenberg  
Marketing Coordinator  
Focus Marketing, LLC  
1391 Tweet St.  
Los Angeles, CA 90089

(match your resume:)

**Tiffany Traveler**  
813 Johnson Drive \* Los Angeles, CA 90089 \* (213) 123-4567 \* ttravel@usc.edu

March 3, 20XX

Emily Annenberg  
Marketing Coordinator  
Focus Marketing, LLC  
1391 Tweet St.  
Los Angeles, CA 90089

Dear Ms. Annenberg: (or use full name if pronoun is uncertain)

It was great meeting you during the University of Southern California (USC) i3 marketing panel on February 13. I am very interested in Focus Marketing's internship position advertised through the USC connectSC portal. I am a junior at USC majoring in Psychology and very excited about this opportunity to combine my skills in social media and marketing to customize services for Focus Marketing's clients.

One desired qualification mentioned for the internship is motivation. As a leader and Marketing Chair of OUTreach, a USC community service organization, I coordinate and write articles for our weekly newsletter and maintain three social media pages, including Facebook, Twitter, and Instagram. I increased our social media audience by 50% within 12 months by developing strategic partnerships across campus and customizing updates for each social media account daily. Part of my success is attributed to my passion for marketing our organization to the USC community. I am confident my high motivation level and strong social media and marketing skills make me an excellent match for this internship position.

I understand that creativity is a very important asset to successful product launches. Recently, I worked closely with four team members to propose a new product line of beverages during a marketing class. I designed a 3D product rendering, a print brochure and a social media ad using Photoshop. As part of the final project, our team presented the product line to a panel of marketing professionals. The panel ranked the project first place among eight groups nationally. Using my creative skills to benefit the Focus Marketing team would be a great experience in my future career as a Public Relations professional.

I am highly motivated to contribute my creative, social media and marketing skills through the internship. I look forward to discussing my qualifications with you in the near future. Thank you for your time and consideration.

Best regards,

Tiffany Traveler

# LINKEDIN PROFILE CHECKLIST

**PHOTO:** It does not have to be fancy - just use your cell phone camera in front of a plain background. Wear a nice shirt and do not forget to smile!

**HEADLINE:** Tell people what you are excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you are skilled at and your anticipated career plan.

**EXPERIENCE:** List the jobs you have held, even if they were part-time, along with what you accomplished at each job. Include photos and videos from your work, if relevant.

**ORGANIZATIONS:** Have you joined any clubs at school or elsewhere? Be sure to describe what you did at each organization.

**EDUCATION:** Starting with college, list all your educational experiences, including summer programs.

**VOLUNTEER EXPERIENCE:** Even if you were not paid for a job, be sure to list it. Employers often see volunteer experience to be just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least five key skills for your connections to endorse you for the things you are best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, do not be shy. Let the world know about it!

**COURSES:** List the classes that show off your relevant skills and interests.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors or classmates with whom you have worked closely to write a recommendation. This gives extra credibility to your strengths and skills.

Want more tips for students? Check out:  
<https://university.linkedin.com/linkedin-for-students>

## ALREADY ON LINKEDIN ...

### Some Quick Tips:

- Update your status regularly - mention projects, professional books or articles you have read and events you have attended
- Collect diverse recommendations
- Showcase samples of work by utilizing different modes of media or documents
- Make sure your profile contains a detailed and convincing “Summary” section (past, present and future endeavors)
- Fill “Skills & Experience” with key words that recruiters search by viewing profiles of people in the jobs you want for ideas
- Complete all sections and make sure you have uploaded a current photo
- Explore possible career and academic paths with the Alumni tool ([linkedin.com/school/university-of-southern-california](https://www.linkedin.com/school/university-of-southern-california))
- Check out the Student Jobs Portal ([students/linkedin.com](https://students.linkedin.com))
- Join the USC Career Center LinkedIn group as well as other interest groups and organizations ([careers.usc.edu/linkedin](https://careers.usc.edu/linkedin))
- Message first and second connections for networking opportunities, not employment
- Show off your technical accomplishments, especially if they are related to your field of study or interest
- Highlight group work or group projects - invite your group members as well
- Use broad and specific skills (list at least five) for your connections to endorse, and endorse your connections in return
- Claim your unique LinkedIn URL

# Upcoming Career Events

## Fall 2018

### ON-CAMPUS RECRUITING

August 29 - November 16

### CAREER FAIR

Wednesday, September 12 and Thursday, September 13

10:00 a.m. - 2:00 p.m.

### INVESTIGATE INDUSTRIES AND INTERNSHIPS (i3)

September 24 - 27; 11:00 a.m. - 2:00 p.m.

### VETERAN AND MILITARY FAMILIES RECRUITING NIGHT

Monday, October 15

6:00 p.m. - 9:00 p.m.

### GRADUATE SCHOOLS FAIR

Thursday, October 18

11:00 a.m. - 2:00 p.m.

### INTERNATIONAL CAREER FAIR

Thursday, November 8

10:00 a.m. - 2:00 p.m.

### GLOBAL FELLOWS INTERNSHIP PROGRAM

<http://careers.usc.edu/students/apply-for-funding/global-fellows>

Application Deadline: Wednesday, November 28 at 12:00 p.m.

## Spring 2019

### ON-CAMPUS RECRUITING

January 21 - April 12

### CAREER FEST

January 28 - February 1

### CAREER FAIR

Thursday, February 7

10:00 a.m. - 2:00 p.m.

### INVESTIGATE INDUSTRIES AND INTERNSHIPS

February 11 - 14; 11:00 a.m. - 2:00 p.m.

### USC DREAM DOLLARS SCHOLARSHIP

<http://careers.usc.edu/students/apply-for-funding/dreamdollars>

Application Deadline: Friday, April 5 at 12:00 p.m.

### FIRST-GENERATION SCHOLARSHIP

<http://careers.usc.edu/students/apply-for-funding/firstgenscholarship>

Application Deadline: Friday, April 5, at 12:00 p.m.

For a complete list of our events, visit:

<http://careers.usc.edu/events>

School-based career services across campus:

<https://careers.usc.edu/about/school-based-services>