



RESUME DEVELOPMENT

Guide for Developing
Professional Resumes
and Cover Letters

Career Services/Rosen College of Hospitality Management

with information from the *Vault Guide to Resumes, Cover Letters & Interviews*

Resume Basics

Purpose of a Resume

Your resume is “your professional life on a page.” It’s the initial tool employers use to gauge how you might be relevant to their company. As you may have already learned, most employers spend less than one minute (many spend *just 10 seconds*) reading a resume. In that brief period, the purpose of your resume is to present your experience, education, and abilities in a concise, efficient, and attractive manner to help the employer determine if you have a place in his or her company.

Types of Resumes

Chronological

This is the most common type of resume, and is standard for college students, professionals, and others in the process of a traditional job search. Education, work experience, and accomplishments are listed in reverse chronological order, beginning with the most recent experiences and continuing back in time. In general, the chronological resume is one-to-two pages in length. ***One page is strongly suggested for current college students and recent grads.***

Functional

The functional resume is best suited for individuals interested in a career change who lack direct job experience in that area, those who have frequently changed employers, are changing professions, or job seekers who have gaps in employment. Functional resumes allow you to focus the reader on your list of skills and achievements while taking the emphasis away from the job titles, places, and times these skills were acquired.

While a functional resume offers much more freedom in presenting your attributes than the chronological, that doesn’t mean you can present all of your skills in a random fashion. Your skill list should be as organized and bulleted as the work history in the chronological resume. You’ll need to divide your work experience into categories that best describe what types of skill areas you accumulated.

Resume Guidelines

- First and foremost, form follows function. Using a template that emphasizes a showy presentation over strong content is a poor choice. Create your own resume and use space effectively.
- Your resume should be as concise as possible. Avoid unnecessary “clutter” wording such as “Responsible for coordinating marketing meetings” and simply state the point, “Coordinate marketing meetings.”
- Include relevant, quantitative information whenever possible to strengthen your qualifications. (“Coordinate weekly marketing meetings for 10 managers.”)
- Construct your resume by highlighting your most recent experience and relevant information.
- Use a font size no smaller than 10 point; use a secondary, business-style font for contrast. Do not add additional fonts, especially non-traditional or “art fonts.”
- Resume margins can be as narrow as one-half inch on all sides.
- Be consistent with fonts, verb-tense, spacing, bullets, punctuation, and layout.
- Exclude personal pronouns such as “I,” “me,” and “my.”
- Exclude unnecessary articles (“Created the marketing materials for the company’s sales team”).
- Print your resume and cover letter on quality paper.
- Maintain a file with a master resume and customized resumes tailored for each position.

Resume Requirements

Contact Information

Include your contact information at the top of your resume. Make sure your information is current and accurate.

- Include your full name, address (with zip code), phone number (with area code), and email address.
- Include your current college address and permanent address (if different).
- Make sure your email address is *professional*.
- Make sure you have recorded a *professional* voicemail message on your cell or residence phone *in your own voice*. It is beneficial to include your name in your message.

Objective Statement

Keep your objective statement brief and tailor it to each position you apply for. Many employers are seeking a to-the-point statement about the type of position you're seeking (full-time, part-time, management training, etc.), the department or area you're interested in, and the company name or major industry in which you want to work. Many employers prefer a one-sentence objective statement.

Education

- List all institutions you've attended with location and dates of attendance. If you're a senior, don't include high school education unless it pertains to the position for which you're applying.
- Include study-abroad experience.
- Include your full degree title, major, concentration, and graduation date.
- Indicate your GPA in this section if it is no lower than 3.0. It is also acceptable to include your GPA within your major.
- Academic honors and awards can be a subheading under this section or a separate section at the bottom of your resume.
- Relevant coursework can be included as a subheading if upper level courses completed pertain to the position sought.

Work Experience

Employers need to see if your experiences and skills relate to the requirements of the job opening they seek to fill. It is important to include *all* of your relevant work, paid or unpaid, such as summer jobs, internships, volunteer work or extracurricular activities that could relate to the position and demonstrate the skills you developed. Combine action verbs (see page 4) with clearly written statements to emphasize your accomplishments.

List positions in reverse chronological order with company name and location, job title of the position you held, and dates of employment. For each employment experience, compile a concise list (may be bulleted) that summarizes the skills used and the results. Be sure to quantify accomplishments whenever possible in terms of dollar figures, percentages, and numbers.

NOTE: Use present-tense verbs when describing current positions and past-tense verbs for tasks that were previously performed.

Examples:

- [Previous job] Coordinated vendor and client orders to improve department productivity
- Prepared, coordinated and taught complex dance routines while establishing an environment that encouraged team development
- [Current job] Answer multiple telephone lines and fax, email, and speak with various clientele
- Analyze internal budgets and write summary reports for department heads

Resume Requirements

Computer Skills

Technology is vitally important to employers in today's workforce. Be sure to list any computer skills on your resume that could be applicable to the position you are seeking. Always be specific with what skills you have honed, such as graphic design or web page development. Also include software that you are comfortable with and indicate your level of competency (proficient, familiar, knowledgeable of, etc.).

The following are optional sections that you can choose to add to your resume. These sections serve to impress employers by highlighting areas in which you have excelled or that could apply directly to the desired position.

Honors and Awards

List any academic awards you have received from the university or outside organizations. Include merit-based scholarships, honor societies, and honor roll achievements. Exclude dates.

Activities and Leadership Experience

Demonstrate how you spent your time while outside of the classroom. List activities and organizations you have participated in both within the university and beyond. Include any offices held such as president, treasurer, or board member. If you did not mention community service/volunteer work under work/related experience, it can be mentioned in this list. Exclude dates.

Languages

In today's global market, many companies require or appreciate employees who can speak more than one language. Be specific when detailing your knowledge of a foreign language; let the employer know if you are fluent, conversational, etc.

Relevant Coursework

You may want to list significant courses on your resume if the stated objective or desired position does not directly correspond with your major. For example, an English major seeking employment as a financial specialist would want to list any financial related courses completed.

Certifications/Licensure

If you hold a current license that pertains to the occupational area, it's essential to communicate that to the potential employer. Management training programs you've completed at notable hotels and restaurants could be listed in this section. Similarly, any licensing you have acquired from jobs in accounting, finance, or education can be included.

Professional Affiliations

Aside from the obvious benefits of gaining knowledge and networking, professional affiliations are another way to impress a potential employer. If you are a member of any associations in your field, listing them on your resume is an excellent way to catch the attention of the potential employer.

Action Verbs

Abstracted	Checked	Determined	Founded	Mapped	Published	Skilled
Accomplished	Chose	Developed	Furnished	Marketed	Purchased	Sold
Achieved	Clarified	Devised	Gained	Mastered	Pursued	Solicited
Acted on/as	Classified	Directed	Gathered	Maximized	Quantified	Solved
Adapted	Coached	Discovered	Gauged	Measured	Queried	Spearheaded
Addressed	Collaborated	Displayed	Generated	Mediated	Questioned	Specialized
Adjusted	Collected	Dissected	Governed	Mentored	Quoted	Specified
Administered	Combined	Disseminated	Guided	Minimized	Raised	Spoke
Advertised	Comforted	Distinguished	Handled	Modeled	Ranked	Standardized
Advised	Communicated	Distributed	Headed	Moderated	Rated	Stimulated
Advocated	Compared	Documented	Helped	Modified	Rationalized	Strategized
Aided	Compiled	Drafted	Hired	Monitored	Reasoned	Streamlined
Allocated	Completed	Edited	Hosted	Motivated	Received	Strengthened
Amended	Composed	Eliminated	Identified	Narrated	Recommended	Stressed
Analyzed	Computed	Empathized	Illustrated	Negotiated	Reconciled	Studied
Answered	Conceived	Employed	Implemented	Observed	Recorded	Submitted
Anticipated	Conceptualized	Enabled	Improved	Obtained	Recruited	Substantiated
Applied	Concluded	Encouraged	Improvised	Operated	Redesigned	Succeeded
Appraised	Condensed	Enforced	Incorporated	Orchestrated	Reduced	Suggested
Approved	Conducted	Engineered	Increased	Ordered	Referred	Summarized
Arranged	Confirmed	Enhanced	Indexed	Organized	Refined	Supervised
Ascertained	Contracted	Enlightened	Indicated	Originated	Registered	Supplied
Assembled	Contributed	Enlisted	Influenced	Overcame	Regulated	Supported
Assessed	Consolidated	Ensured	Informed	Overhauled	Related	Surpassed
Assigned	Constructed	Established	Initiated	Oversaw	Relied	Surveyed
Assisted	Consulted	Estimated	Inspected	Participated	Reorganized	Sustained
Attained	Controlled	Evaluated	Installed	Perceived	Replaced	Synthesized
Attended	Converted	Examined	Instituted	Performed	Reported	Symbolized
Audited	Convinced	Exceeded	Instructed	Persuaded	Represented	Tabulated
Augmented	Cooperated	Executed	Integrated	Planned	Researched	Tailored
Authored	Coordinated	Exercised	Interacted	Polled	Resolved	Taught
Authorized	Corrected	Exhibited	Interpreted	Practiced	Responded	Tested
Balanced	Correlated	Expanded	Interviewed	Predicted	Restored	Theorized
Bargained	Counseled	Expedited	Introduced	Prepared	Restructured	Trained
Benchmarked	Created	Experimented	Invented	Presented	Revamped	Transferred
Bolstered	Critiqued	Explained	Inventoried	Preserved	Reviewed	Transformed
Briefed	Cultivated	Explored	Investigated	Presided	Revised	Translated
Broadened	Customized	Expressed	Involved	Priced	Revitalized	Transmitted
Brought	Dealt with	Extracted	Issued	Prioritized	Scanned	Transported
Budgeted	Debated	Facilitated	Launched	Probed	Scheduled	Trimmed
Built	Decided	Familiarized	Learned	Processed	Screened	Tutored
Calculated	Decreased	Fashioned	Lectured	Produced	Searched	Unified
Canvassed	Defined	Fielded	Led	Programmed	Secured	Updated
Cared	Delegated	Finalized	Leveraged	Projected	Selected	Upgraded
Carried out	Delivered	Financed	Listened	Promoted	Served (as)	Utilized
Catalogued	Demonstrated	Fixed	Lobbied	Proofread	Set (up)	Validated
Centralized	Described	Formalized	Located	Proposed	Settled	Verified
Chaired	Designated	Formatted	Maintained	Protected	Shaped	Visualized
Charged	Designed	Formulated	Managed	Provided	Shortened	Won
Chartered	Detected	Fostered	Manipulated	Publicized	Simplified	Wrote

Final Notes

Illustrate Experience with Transferable Skills

It is important to think of the skills that your new job will require and compare them to what you have accomplished in the past. You want to provide hard evidence of your abilities so the employer can actually visualize you completing the task at hand.

Below are a few examples of transferable skills. Think of which ones apply to you and come up with your own to incorporate into your resume, cover letter, and interview. Prepare to describe these skills to the employer with anecdotes, as they are likely to ask you to elaborate on what is listed in your application documents.

Advising People	Creating New Ideas	Promoting Events
Arranging Social Functions	Handling Complaints	Serving Individuals
Budgeting Expenses	Listening to Others	Supervising Others
Coordinating Events	Organizing People and Tasks	Working with Precision

Enhancement through Environments

Include the type of environment you worked in during your action verb statements. This may be of interest to an employer. An environment can help paint a picture of what you were exposed to and the type of situations you are accustomed to dealing with.

Were you involved with:

A fast-growing business	A creative, artistic environment
A small/medium/large organization	A global business enterprise
An entrepreneurial environment	An organization that emphasized high service values
A competitive, high-pressure culture	A position that involved conflicts

E-mail Etiquette

Employers in the market today rely heavily on e-mail as a main source of communication. Send your resume and cover letter as attachments. Be sure to include a brief message in the body of the e-mail with a concise introduction and simple message explaining what you are applying for. Keep in mind that an employer will find it easy to spot any careless mistakes and discrepancies once they have uploaded your information. Proofread *everything* you're sending to a potential employer.

Follow-Up

If you haven't received a response to your resume after 48 hours, it is acceptable to contact an employer. Politely ask if the position is still open and offer to send your resume again if needed. Persistence shows commitment. Be careful, however, not to come across as pushy.

For Additional Help

Please contact the career counselor LeAnne Wawrzaszek in the Career Services Office, Suite 201G, for any additional assistance, guidance, or review of your resume and cover letter. LeAnne can be reached at (407) 903-8054 or at lwawrzas@mail.ucf.edu.

Cover Letter Information

Your Street Address
City, State and Zip Code

Date

Name of Contact
His/Her Title
Company/Organization Name
Address
City, State and Zip Code

Dear Mr., Ms., or Dr. (Last Name)

Use this paragraph to explain why you are contacting the employer. State the position you wish to apply for (include reference number, if supplied) and how you learned about it. If you have a connection to this person through a mutual contact or if you have spoken to them previously, mention that here. It will impress the employer if you can show that you have researched the company and obtained knowledge of their business practices. If possible, state an interesting fact that you learned while researching this particular business that will entice them to read further and help sell you as a potential candidate. If you currently reside outside of the employer's location, communicate when you intend to move and that you are available to visit for an interview.

The second paragraph is all about you. Highlight any skills you possess that will be useful to the particular position. Address any details not included in your resume that relate to the specific job inquiry at hand. Include any international, cultural, technological or otherwise special knowledge or experiences that will strongly correlate to what the employer is looking for in a candidate. Be sure to vary your sentences so that you are not starting each sentence with "I."

Conclude your cover letter with a few sentences that describe your desire for action. You can control this process by stating a date and time that you plan to follow up to discuss your resume further or set an interview date. Make reference to your enclosed resume and thank the reader for their time and consideration. Be sure to include your phone number and/or email address.

Sincerely,

Signature

Your Name

Cover Letter Tips!

When addressing a female, use Ms. or Dr., regardless of marital status. Always personalize your cover letter to each specific company. *Proofread spelling and grammar.* Remember to sign the letter. Keep the content concise and to-the-point

Cover Letter Sample

9907 Universal Boulevard
Orlando, FL 32819

July 21, 2008

Ms. Mary Smith
Director of Human Resources
Quantum Resorts
1234 Main Street
Orlando, FL 32899

Dear Ms. Smith:

I learned of the management training program at Quantum Resorts from Mr. Ken Martin, Quantum Resorts recruiter, during his recent presentation at the Rosen College of Hospitality Management. While researching career opportunities within the hospitality industry, I was impressed by the innovative managerial programs offered by Quantum Resorts. I intend to seek full-time employment after graduation this December and feel that my goal to be an exceptional hospitality professional can be met by Quantum's nationally recognized training program.

Recently, I completed an internship with The Loews Portofino Bay Hotel, where I spent a great deal of time assisting the marketing director with various projects. I am most proud of a promotional brochure that I designed, wrote, edited, and distributed worldwide to over 500,000 households and organizations. The brochure contributed to an unsurpassed sales year for the hotel. I also spent much of my time rotating through the hotel's various departments, including housekeeping, food and beverage, and front desk. Aside from my solid understanding of hotel operations, I possess strong leadership skills. This summer I was directly responsible for a number of campus social activities that I successfully planned, staffed and directed.

I'm excited about the prospect of launching a managerial career in the hospitality industry and hope I can begin that journey with Quantum Resorts. I would appreciate the opportunity to further discuss how my skills and experience can be of use to your organization. I can be contacted at 407-123-4567. I look forward to hearing from you soon. Thank you for your time and consideration.

Sincerely,

Nancy Jones

Nancy Jones

Cover Letter Tips

When addressing a female, use Ms. or Dr., regardless of marital status. Always personalize your cover letter to each specific company. *Proofread spelling and grammar.* Remember to sign the letter. Keep the content concise and to-the-point

CHRONOLOGICAL RESUME SAMPLE 1

Kelly Knightro

9917 Universal Boulevard
Orlando, FL 32819
407.903.8094
kknight@mail.ucf.edu

OBJECTIVE

To obtain an internship position in the field of catering management with the prestigious Ritz Carlton Hotel Company

EDUCATION

University of Central Florida – Rosen College of Hospitality Management Orlando, Florida
Bachelor of Science in Hospitality Management May 2007
Major in Convention/Conference Management, GPA 3.7

Universidad San Francisco de Quito Quito, Ecuador
Hospitality and Tourism Study Abroad Program, GPA 4.0 December 2003-May 2004

WORK EXPERIENCE

Central Florida Catering Services Orlando, Florida
Catering Assistant June 2005-Present

- Train new hires and supervise employees
- Assist with booking, selling, and running catered events
- Plan menus for specific events and work closely with clientele to ensure satisfaction

Orlando Airport Marriott Orlando, Florida
Guest Services Intern January 2004-May 2005

- Learned various policies, procedures and systems necessary to achieve successful guest relations
- Cross-trained in many departments including Reservations, Valet Services, Front Desk and Guest Hotline
- Dispatched calls, made room reservations, checked guests in and out, assisted with luggage, handled switchboard calls and solved guest problems
- Participated in various meetings in an attempt to gain exposure and insight into managerial responsibilities

LEADERSHIP EXPERIENCE

Rosen College Hospitality Association August 2005-Present
Special Events Chair

- Plan and execute all aspects of chapter's 2005 Leadership Banquet with over one hundred attendees
- Design menu, promotional materials and event program for Leadership Banquet
- Delegate responsibilities to operations, promotions, and fundraising committees

International Special Events Society, Rosen College of Hospitality Management June 2005-Present
President

- Recruit new members through classroom outreach, information tables, and newsletters
- Conduct bi-weekly meetings, oversee budgeting programs, plan social activities and delegate responsibilities

HONORS/AWARDS

- Florida Bright Futures scholarship recipient
- Dean's List six consecutive semesters
- Hospitality Honor Society member
- Meeting Professionals International member

SKILLS

Computer: Proficient with MS Word, Excel, PowerPoint, and Outlook. Experience with MS Access and Publisher

Languages: Basic knowledge of Spanish

Licenses and Certifications: Licensed bartender, certified in CPR, certified in Food and Safety Handling, TIPS certified

CHRONOLOGICAL RESUME SAMPLE 2

Patrick P. Body

9801 International Drive • Orlando, FL • 32819
(407) 352-4000 • htstudent@mail.ucf.edu

SUMMARY OF QUALIFICATIONS

Three years of high level experience in resort communications and front desk service. Rewarded "Top Agent Honors of December 2005" for guest relations and "Outstanding Agent of May 2005" for exceptional customer service. Demonstrated leadership ability through coaching youth teams as well as marketing hospitality functions for campus groups.

EDUCATION

University of Central Florida – Rosen College of Hospitality Management, Orlando, FL
Bachelor of Science in Hospitality Management
Senior Thesis: "Impact of Convention Centers on the Local Economy"
GPA: 3.4

May 2005

Relevant Coursework

- Brand Management
- Strategic Marketing
- Conference Sales

HONORS/AWARDS

- Harris and Tricia Rosen Scholarship
- Dean's List four semesters
- Eta Sigma Delta Honor Society

PROFESSIONAL EXPERIENCE

Loews Portofino Bay Hotel, Front Desk Agent, Orlando, FL

December 2004-Present

- Handle front desk operations at a high-end hotel
- Check credit limit reports and occasionally perform rooms control duties
- Ensure guest expectations are exceeded in every aspect of their stay

Orlando World Center Marriott, Intern, Orlando, FL

July 2003-December 2003

- Cross-trained with Front Desk, Food and Beverage, Housekeeping, Sales and Marketing, Catering and Convention Services departments during the course of the intense internship program
- Provided quality customer service by seeking creative ways to solve guest problems
- Learned convention sales and marketing techniques through shadowing sales personnel and attending departmental meetings

Longhorn Steakhouse, Server, Orlando, FL

August 2002-July 2003

- Provided customer services in a high volume restaurant while handling heavy cash transactions
- Performed multiple tasks simultaneously while providing quality service
- Assisted management by training new employees

VOLUNTEER EXPERIENCE

YMCA Lake Nona, Basketball Coach, Orlando, FL

August 2004-Present

- Responsible for team development and supervision of youth basketball players
- Communicate with parents and guardians to coordinate car pooling and practice times
- Devise game plays and encourage sportsmanship amongst a competitive atmosphere
- Junior Team County Champions Spring 2005

SKILLS

Language: Proficient in Spanish; Intermediate knowledge of French

Computer: Proficient in MS Word, Excel, Access, Outlook, PowerPoint; Experience with FrontPage, MICROS, and Fidelio systems

Certifications: Food Handling and Safety Certification completed with Longhorn Steakhouse

CHRONOLOGICAL RESUME SAMPLE 3

Charles D. Cook

4000 Central Florida Boulevard
Orlando, FL 32816
407.823.2000
CharlesD@mail.ucf.edu

OBJECTIVE

To obtain a part-time position in the field of food and beverage management at a large upscale resort in the Orlando area

EDUCATION

University of Central Florida –

Rosen College of Hospitality Management, Orlando, FL

May 2007

Bachelor of Science in Hospitality Management

Specialization in Restaurant Management

GPA 3.9

WORK EXPERIENCE

Guest Relations Coordinator, Buca di Beppo, Orlando, FL

August 2005-Present

- Collaborate with management to alleviate client concerns and anticipate any potential issues
- Organize private and semi-private banquet functions for various weekly events within the restaurant
- Execute daily management-level responsibilities, with a focus on easing the guest experience
- Assist with weekly inventory procedures to ensure proper amounts of materials are on hand

Restaurant Supervisor, Orlando Airport Marriott, Orlando, FL

August 2004-August 2005

- Increased guest satisfaction scores from 60% to 100% on guest satisfaction surveys
- Forecasted weekly food and beverage outlets among two restaurants, lounge bar, sports bar and room service on property
- Tracked employee productivity and gained knowledge of basic payroll functions
- Set standard training procedures for food and beverage outlets and updated weekly inventory reports

Sales and Catering Assistant, Gaylord Palms, Kissimmee, FL

January 2004-August 2004

- Prepared Banquet Event Order forms for social events and meetings and distributed them among the various departments within the hotel
- Supported servers and bartenders during periods of heavy guest traffic in order to assure the highest quality experience for all hotel guests
- Oversaw all valet services for the boutique hotel, catering department, and restaurants
- Assisted with the evaluation of monthly estimated budgets ranging from \$5,000-\$20,000
- Booked and serviced small meetings and social events alongside the Catering Manager

Assistant Chef, Kai Sou Fusion, Winter Springs, FL

August 2003-December 2003

- Helped management with menu planning and development
- Worked to maintain proper levels of ordering and inventory while utilizing cost control practices
- Trained new employees in both serving and food preparation aspects of the restaurant

LEADERSHIP EXPERIENCE

Vice President of Finance, Sigma Phi Epsilon Fraternity, University of Central Florida

May 2005-May 2006

- Completed analysis of all financial records for fraternal activities and living expenses for members
- Set up budgets for other departments and delegated financial responsibilities
- Created a sound budget that included a savings of at least 5% for long-term future needs
- Recruited and trained a successor to the position to ensure proper handling of finances in the future

SKILLS/CERTIFICATIONS

- Proficient with MS Word, Excel, PowerPoint, Access and Outlook
- Worked with MICRO Point of Sale System and Newmarket Delphi System
- Touch Typist 60 wpm
- Fluent in Spanish