

A detailed street map of a city, likely Denver, Colorado, with several red pushpins marking specific locations. The map shows a grid of streets, including major thoroughfares like Broadway, Colfax, and Larimer. The pushpins are scattered across the map, with a concentration in the central business district area. The text is overlaid on the map, with a semi-transparent white background behind the title.

Effective Résumés and Cover Letters

Brenda Nickol, Director of Career Services
UNMC College of Public Health
March 10, 2014



COPH Career Services

- **In Person:** MCPH 3054
- **LinkedIn:** UNMC College of Public Health Students & Alumni
- **Twitter:** @COPHCareers
- **Website:**
www.unmc.edu/publichealth/CareerServices.htm



COPH Career Services

<http://www.unmc.edu/publichealth/CareerServices.htm>

UNIVERSITY OF NEBRASKA MEDICAL CENTER CONTACT THE COLLEGE OF PUBLIC HEALTH STUDENT TOOLS Search

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Career Services

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Message from the Director

Job Search Services

Public Health Fellowships

External Job Databases

Public Health Job Opportunities

Professional Development for COPH Students

Events

Welcome to the College of Public Health's Career Services!

Services available to students and alumni include:


- Resume review
- Mock interviews
- Career panels
- Career counseling
- Career development educational sessions

Services available to employers include:

- Posting and marketing of open positions
- On-campus recruitment opportunities

For more information about any of these opportunities, or to schedule an appointment, please contact Career Services at: brenda.nickol@unmc.edu or 402-552-7226.

CONTACT CAREER SERVICES



Brenda Nickol, MPH
 Director of Career Services
 UNMC College of Public Health
 984355 NE Medical Center
 Omaha, NE 68198-4355
 Email: brenda.nickol@unmc.edu
 Phone: 402-552-7226

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Job Search Stages

MPH: You meet a minimum or preferred qualification

Resume & Cover Letter: You possess the skills and qualifications they are looking for

Interview:

- Your experiences demonstrate your skills and abilities to perform the job duties
- You are motivated to do the job
- You are a good fit for the organization

Job!



Résumés

- Goal—to get an interview
- Must illustrate that you meet the requirements listed in the job announcement
 - Be ruthless! Lots of great things will not be included.
- No absolute standard format, but there are some suggested do's and don'ts



Who reads your résumé?

- Computer (ATS—Applicant Tracking System)
- HR professional
- Hiring Manager

Strategy

- Must match requirements and keywords as much as possible
- Must tailor for each position

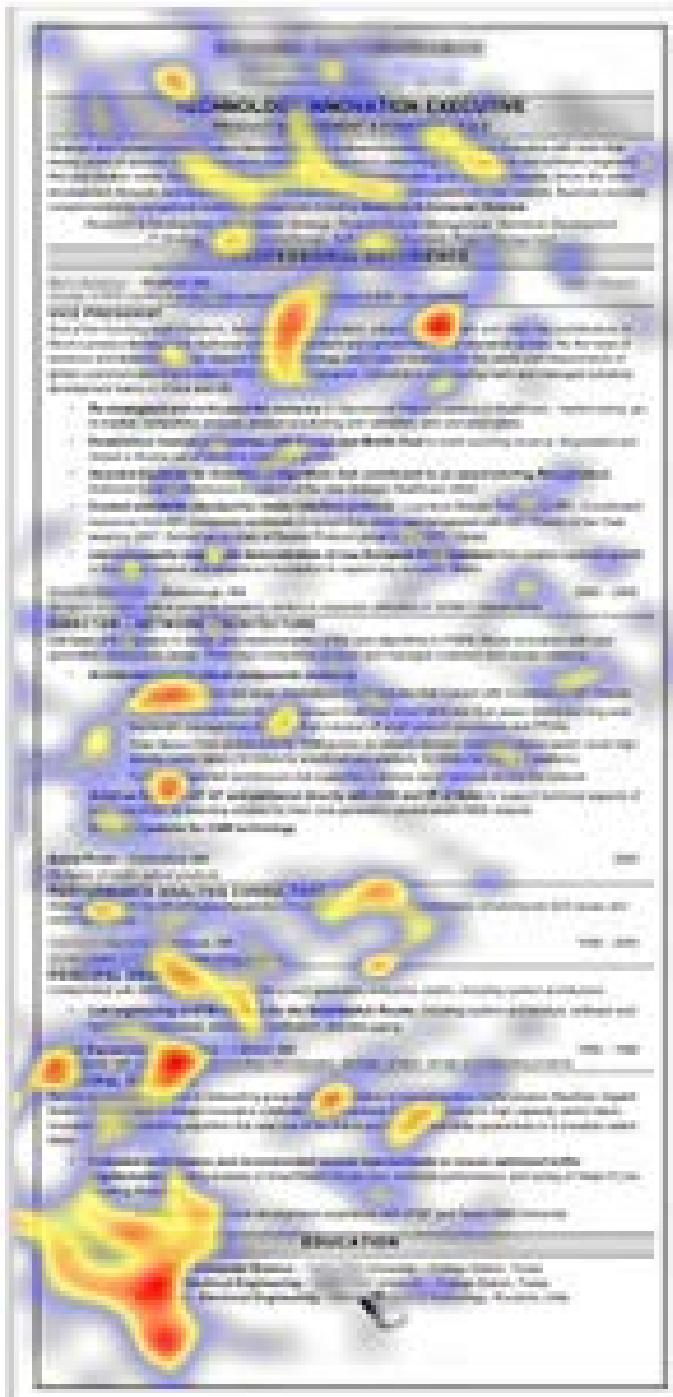
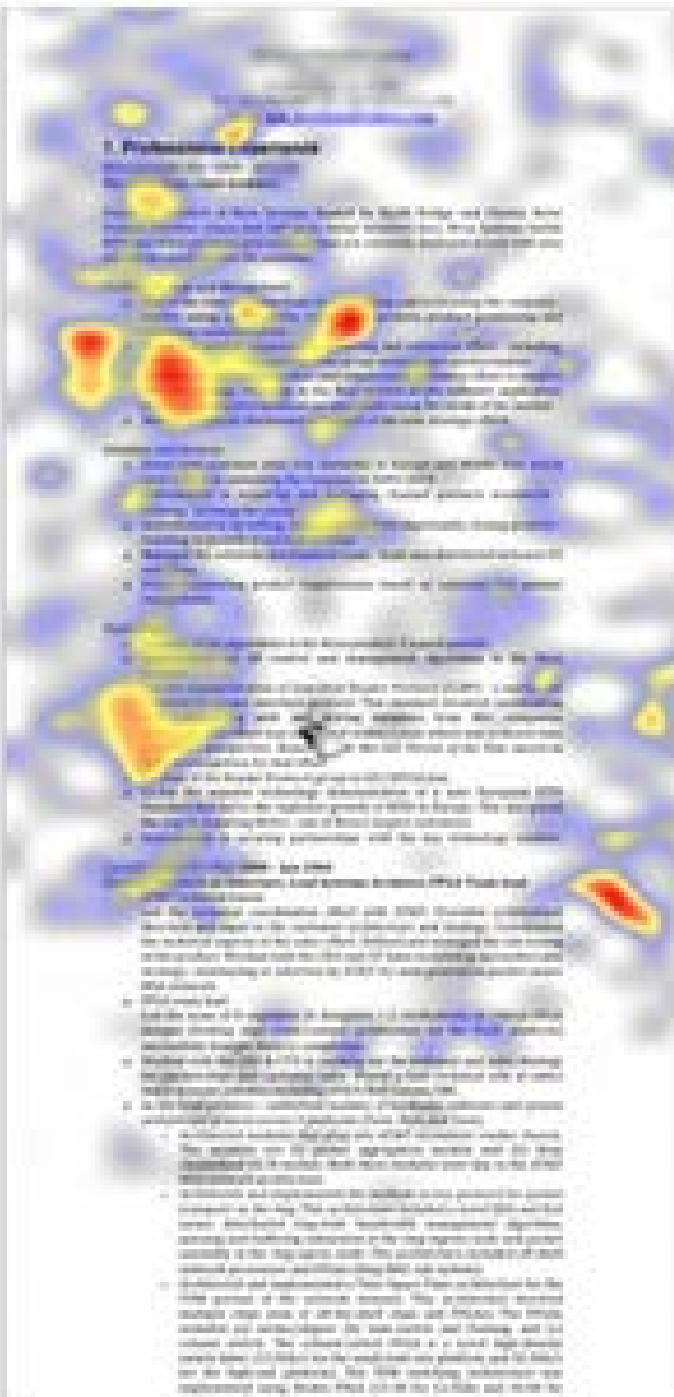


General Formatting Rules

- Simple font: Times New Roman, Arial, Georgia
- Font size: 10-12
- Margins: does not have to be a full inch, but don't go too small (top/bottom: 0.5" side: 0.75")
- Align dates on the right
- Use Bold, Underline and Italics sparingly
- Use bullet points, not paragraphs
- Use spacing to your advantage
- Length



**Goal is to make the document
very easy to scan QUICKLY.**



“What Recruiters Look at During the 6 Seconds They Spend on your Resume”

Vivian Giang,
Business Insider,
4/9/12



Starting at the top...



Contact Information

Must have:

- Full name
- Email
- Phone

Optional:

- Address
- Personalized LinkedIn url

TIP: Make sure that your email is professional-looking and that your voicemail greeting sounds professional (that may be the first contact an employer has with you).



Objective

Instead

- **Profile**
- **Summary**
- **Summary of Qualifications**



Summary Statement

- The things that make you most qualified and relevant for that specific job
- Format:
 - Bullet points
 - Short paragraph (2-3 sentences)
 - A combination of the two
- This is the most valuable real estate on your résumé so don't waste this space!



Profile

Efficient and thorough public health professional, comfortable in both a team environment and independently. Experienced in statistical analysis, research design and implementation, including the following skills:

- ◆ Proficient with Statistical Analysis Software (SAS, SPSS)
- ◆ Development and collection of surveys
- ◆ Exceptional writing and communication skills
- ◆ Facilitation of collaboration between individuals and organizations
- ◆ Strong understanding of grant proposals, methods
- ◆ Execution of data collection and statistical analysis



Education

- Spell out your degree on first line
Master of Public Health in Epidemiology
- Institution and location on second line
- Only note graduation date (first line, aligned to the right)
- Do not include GPA

Optional: relevant coursework, Capstone title



Professional Experience

- List in reverse chronological order
- First line: title on left, time period (Month/Year spans) on right
- Second line: organization and location
- 2-5 bullets capturing most significant and relevant accomplishments (not a list of all duties)
- Every bullet starts with a strong action verb



Action Verbs

- 185 Powerful Verbs That Will Make Your Resume Awesome (The Daily Muse)

<http://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>



Professional Experience **Tips**

- May include unpaid experience, if it was of a significant duration or commitment, and is relevant to the job
- Double check verb tenses
- Quantify when possible



Professional Experience **Tips**

- Try to avoid jargon and generic catch phrases
- Show don't tell
 - Give examples of teams you have worked on or ways you have pitched in on a team instead of saying 'team player'
- If your bullet points sound like they could be in a job description, you have not gone far enough



Example: Detailed Yet Succinct Bullets

- Managed database and analyzed clinical research data

VS.

Senior Research Specialist

July 2004 – Present

- Coordinate laboratory and administrative activities relating to Emory's collaboration with Vaxgen, Inc. (San Francisco, CA) as a research site in a Phase 2 Human Clinical Trial
- Design, develop, and implement use of an MS Access database for the collection and storage of 7+ years worth of sensitive data
- Analyze 5+ years worth of Phase 1 clinical trial data using SAS and MS Excel and compose final reports and formal posters for presentation at national and international conferences
- Supervise all day-to-day activities of a service core lab, guaranteeing quality and reliability of all data produced for other researchers

“Resume Preparation Guide,” Emory University, Rollins School of Public Health, Office of Career Services (June 2010), p11.



Additional Sections

- Volunteer & Leadership Experience
 - Amount of detail will depend upon relevance and your role
- Presentations & Publications
 - Format as a citation, with your name in bold
- Honors & Awards
 - Explain significance if needed
- Training & Certification
 - If a professional certification, and required for job, may include toward top, right after education



Additional Sections

- Skills
 - Computer, languages
- Professional Memberships
 - Note officer and committee positions
- Professional Development
 - Can serve as a catch-all to save space



Example: Student Experience

UNMC College of Public Health Student-led Projects

12/10-12/12

Utility of Using Stress Echocardiography and Ejection Fraction on Dobutamine to Predict Cardiac Events

- Utilized a data set of 450 patients to compare the efficacy of two methods of predicting cardiac events using various statistical analyses in SPSS

LGBT Youth “Community Readiness” Analysis

- Co-authored a report for the LGBT community leadership, based on World Café results, using principles of community-based participatory research

Live Well Omaha

- Reviewed the existing evaluation plan of the Healthy Neighborhood Stores project and created a comprehensive suggested evaluation plan with detailed protocol



Résumé Final Tips: Don't

- Do not include:
 - References
 - Objective
 - Personal Information (marital status, religion, nationality, etc.)
 - Grammatical errors or typos
- NEVER use a résumé template



Résumé Final Tips: Do

- Save and submit as a PDF
- Make sure file name is “NAME Resume”
- Have several people proofread
- Keep a master résumé with all of your experience included so you can modify quickly



COVER LETTERS



Cover Letter

- Your persuasion piece (“everything your mom would say about you”)
- Use professional/business letter formatting, salutation, date, contact info, etc.

Tip: Use the header/contact info from your résumé to tie the two documents together



Dear ?

- Never address the letter “To whom it may concern”
- Ways to find out who the hiring manager is:
 - Company website
 - Google (the hiring manager may be mentioned in other job listings)
 - LinkedIn
 - Call (ask HR or receptionist the name of the hiring manager)
- Last resort “Dear Hiring Manager”



Cover Letter: Part I

- Strong opening that sets you apart, identifies the exact position you are applying for, how you found it and don't be afraid to name drop
- Purpose of this section: grab their attention!



Example-Be specific about why you are interested in this job and their company

“Having grown up with the Cincinnati Zoo (literally) in my backyard, I understand firsthand how you’ve earned your reputation as one of the most family-friendly venues in the State of Ohio. For 20 years, I’ve been impressed as your customer; now I want to impress visitors in the same way your team has so graciously done for me.”

“The Cover Letters That Make Hiring Managers Smile (Then Call You),” Jenny Foss, *The Muse* (February 2, 2014).



Cover Letter: Part II

- Highlight the handful of skills and experiences that make you most qualified for the job
- Explicitly connect the dots between your résumé (skills & experiences) and the position
- Purpose of this section: Show them what you will bring to this job and their organization



Cover Letter: Part II Tips

- Do not spend too much time detailing every experience or restating things from your résumé—mention examples, then tie to their job
- Research the company and people to determine how to frame yourself and your experience (commitment to service, collaboration, etc.)
- Be genuine



Cover Letter: Part III

- Brief closing, expressing enthusiasm, how you can be contacted, and thanking for their time and consideration



Save the Date!

- Tuesday, April 15th, 4-5pm

Preparing for the Interview Process

Details, handouts, recordings, etc.:

<http://www.unmc.edu/publichealth/events.htm>



Questions?



Brenda K. Nickol, MPH

Director of Career Services

MCPH 3054

Brenda.nickol@unmc.edu | Phone: 402-552-7226