** OFFICE OF STUDENT AFFAIRS**

This checklist is designed for students and alumni of Campbell University to utilize throughout the process of creating a professional cover letter and CV/résumé.

**Cover Letter Checklist**

Your cover letter should be:

* + free of typos, spelling, and grammatical errors
  + organized and prioritized to demonstrate the skills the employer is seeking
  + full of appropriate action verbs and work specific nouns

Your cover letter should:

* match the specific needs stated by the job description
* capture and hold the reader’s attention
* use active tense as opposed to passive tense
* focus on achievements, particularly on those directly related to job-specific skills
* follow a professional business letter format, to include your contact information, the date, and the employer’s contact information
* emphasize internships, coursework, co-curricular activities, community service, professional activities, technical skills, and leadership roles
* avoid overusing “I”
* flow in a way that makes sense to the employer
* demonstrate that you have researched the company/organization to ensure your skills match that of their needs
* describe the skills, abilities, personal traits, and educational background that contribute to the company/organization
* provide appropriate contact information for you and the point of contact
* thank the point of contact for their time, consideration, and end in an enthusiastic tone

**Feedback:**

**Résumé/CV Checklist**

Overall Appearance

* Professional looking document and is aesthetically pleasing
* Resume is one page in length (considered appropriate length for undergraduates)
* CV is a few pages in length (considered appropriate length for those in medical, research, or academic fields)
* Includes name and page number on all pages (if more than one page in length)
* Font and font size are appropriate – do not use difficult-to-read fonts
* Bullet points, use of bold, italics, and/or underlining are used consistently
* Categories are arranged in reverse chronological order, presenting relevant information first
* Free of typos, spelling mistakes, and grammatical errors

Personal Information

* Located at the top of the page and does not take an excessive amount of space

Includes:

* + First and last name
  + Address (accessible for at least six months to a year)
  + Phone number, including area code
  + Email address (professional impression)
  + Linked In URL (only if information is up-to-date)

Example:

**HUMPHREY C. ARCHIBALD**

1234 Camel Way, Buies Creek, NC 27506

(910) 123-4567

[humphrey@campbell.edu](mailto:humphrey@campbell.edu)

[www.linkedin.com/humphreyarchibald](http://www.linkedin.com/humphreyarchibald)

Objective (optional)

* If including an objective, make sure the objective is specific
* Provides a focus for the content of your résumé
* Targeted toward a specific position or career field

Example:

**OBJECTIVE**

Seeking a position in the accounting field where excellent analytical and technical skills can be utilized to improve the company’s profitability.

Education

* Begins with the university at which you are currently enrolled

Includes:

* + City and state in which the university is located
  + Most recent degree obtained (or in progress)
  + Date or anticipated date of degree completion (month, year)
  + Complete title of majors, minors, and concentrations
  + Cumulative GPA (recommended if 3.0 or higher)
  + Optional: Relevant courses listed by title (not course number), if substantially different than major – do not list all coursework completed

Education Continued

Example:

**EDUCATION**

**Campbell University**, Buies Creek, NC May 2017 (anticipated)

*Bachelor of Arts in Communication Studies*, Minor in Information Technology

Major GPA: 3.3 Cumulative GPA: 3.0

Professional Experience

Includes:

* Full name of the company or organization
* City and state in which the company/organization is located
* Dates in which the position was held (month-year to month – year)
* The title of the position held
* Action skill statements emphasizing relevant skills and accomplishments (3-5 bullets)
* Begin each statement with an action verb
* Use appropriate tense to describe action verbs (present tense to describe current positions; past tense to describe prior positions)
* List entries in reverse chronological order

Example:

**PROFESSIONAL EXPERIENCE**

Campbell University Office of Student Success, Buies Creek, NC

*Writing Center Coach*, August 2014-Present

* Acquire a strong ability to model writing skills as a peer tutor
* Possess extensive understanding of grammar concepts and strong ability to convey information to undergraduate peers
* Encourage others in their writing ability and promote individual creativity

Volunteer Experience

Includes:

* Full name of the company or organization
* City and state in which the company/organization is located
* Dates in which you volunteered (month-year to month – year)
* The title of the position held
* Action skill statements emphasizing relevant skills and accomplishments (3-5 bullets)
* Begin each statement with an action verb
* Use appropriate tense to describe action verbs (present tense to describe current positions; past tense to describe prior positions)
* List entries in reverse chronological order

Example:

**VOLUNTEER EXPERIENCE**

Campbell University Campus Pantry, Buies Creek, NC

*Restock Volunteer*, August 2023-Present

* Restocked pantry shelves with new donations
* Assisted Campus Pantry leader with community events
* Promoted Campus Pantry through creation and distribution of flyers and social media posts through the pantry’s various social media platforms

International Experience (if applicable)

* List entries in reverse chronological order (if participated in multiple study abroad opportunities
* Includes:
  + Full name of the study abroad experience
  + Location in which the study abroad took place
  + Dates in which the study abroad took place (i.e. semester/year, month(s)/year)
  + Action verb statements describing skills obtained

Example:

**INTERNATIONAL EXPERIENCE**

Study Abroad, Institute for the International Education of Students

La Plata, Argentina

* Lived independently abroad from May through August of 2014
* Completed coursework in Latin American culture and society
* Gained fluency in Spanish through coursework presented in Spanish
* Adapted to an unfamiliar environment and embraced cultural differences
* Effectively used communication and organizational skills to navigate through new cities and country(ies)
* Managed finances in varying currencies

Activities

* List in entries in reverse chronological order

Includes:

* + Full name of the organization
  + University or the city, state in which the organization is located
  + Title of the position held
  + Dates in which the position was held (month-year to month-year)
  + Action verb statements emphasizing relevant skills and accomplishments
* Emphasize leadership roles

Example:

**ACTIVITIES**

**Communication Studies Club**, Campbell University

*President*, August 2022-Present

* Plan and reside over chapter meetings with a democratic group atmosphere
* Plan, organize, and execute events on campus and within the community
* Work with committee chairs to ensure all committees are functioning effectively
* Collaborate with various on-campus student clubs and organizations to plan and implement events and encourage participation on-campus and within the community

References

* Prepare a separate page to list references, do not attach with résumé unless specifically requested by the employer

Reference information should include:

* + First and last name of the individuals advocating on your behalf
  + Organization in which the reference is currently employed
  + Title of the position in which the advocator holds
  + Advocate’s address, phone number, and email

**Feedback:**

** OFFICE OF STUDENT AFFAIRS**

CV/Résumé Writing – Action Verbs

accomplished demonstrated interpreted researched

achieved designed interviewed reviewed

adapted developed introduced scheduled

administered directed investigated selected

advised drafted maintained solved

analyzed earned managed started

arranged edited marketed streamlined

assembled encouraged moderated strengthened

assessed established monitored structured

balanced evaluated negotiated supervised

budgeted examined obtained supplied

built explained operated surveyed

calculated familiarized organized systemized

classified formulated participated tallied

communicated gained planned taught

compiled generated presented tested

completed identified produced trained

composed implemented programmed translated

concluded improvised promoted traveled

conducted increased provided updated

coordinated influenced purchased upgraded

corresponded initiated recruited utilized

created instructed represented wrote