

# Take it From the Experts:

## Smart Advice on Writing Resumes and Cover Letters

COMPILED BY JOYCE KLAWITTER FOR THE PORTLAND OBSERVER

### Expect an Employer Response

Do not leave the ball in the employer's court. Indicate what reaction you expect from your cover letter and how you will follow up. For example, don't end with "I look forward to hearing from you soon."

### Include All Supervisors

"As a general rule, you must include your former employer. If you left under bad circumstances, or were fired, you still need to provide your former supervisor's name. Leaving it off is a

judgement and provide names and information of the people who will represent you best." - Richard Nelson Bolles, author of "What Color Is Your Parachute?"

### Cover Letter + Email Resume

"If you're sending an email resume, send a cover letter. I'd insist on that. Explain that you (1) have the skills to do the job as advertised in the posting; (2) understand the job as it's advertised; and (3) know something about the company (if the company's been identified in

tation; the second should be scannable. Scanners can read plain text. They won't read italics, underlines, columns, boxes, bullets, symbols, or pictures. A scannable resume should be

one of the standard Serif or Sans Serif fonts. Use a good sized font, too, such as 11 or 12 point; anything smaller won't scan well. Lightweight white paper is ideal for scannable resumes, and if it's longer than a page, use a paper clip instead of staples." - Jake Jamieson of wetfeet.com.

### Follow the Lead of

### Experienced Job Seekers

"More experienced job seekers should consider using a chronological resume to get an interview, then offer a skills-based resume during the interview. The second version can highlight everything you weren't able to fit on the original resume." - Mark Mehler, co-author of "Career Xroads 2000."



PHOTO BY JOHN HAYES

Donna L. McCoy is a bookkeeper at B. Hayes Custom Cabinets. McCoy handles the day-to-day reckonings of a bookkeeper in a small business - making sure the company pays its suppliers and gets paid by its customers. Starting salary range: \$17,000 - \$22,000, depending on your education, unless you work for the federal government, which pays about \$7,000 more.

serious error." - Dr. James Sampson, career counselor at Florida State University.

### Build a Website

"A Web page with posted work examples, your resume, and references - even something about your personal interests - will make you stick out in the recruiter's mind and give you a chance to shine. You can purchase space on the Web with an Internet service provider for about \$20 per month, which gives you five or 10 megabytes to play with - plenty of room to create your site. If you don't know HTML, which is easy to learn, programs like FrontPage cost about \$100 and will help you format and post your page." - Jake Jamieson of wetfeet.com.

### 3 is the Magic Number

"Since three is a standard number for references, one former employer, one academic and one character reference is a good balance. But use your best

the ad)." - Frank Marquardt of wetfeet.com.

### The One Minute Resume

"Recruiters and hiring managers often take less than a minute to read a resume. To make your minute count, consider a highlight section at the top of your resume, directly below your name, and, if you use one, your objective. You're more likely to get the recruiter's attention by emphasizing your transferable skills and exceptional accomplishments at the top of your resume instead of scattering them throughout." - Andrew Posner, a career counselor in the San Francisco Bay Area.

### Can You Scan That Resume?

"Create two versions of your resume. The first version will be geared towards hard copy presen-

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THROUGHOUT PORTLAND--  
AND ACCROSS THE GLOBE.



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