

JOB APPLICATION LETTERS & RESUME



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"Your resume and interview were so bad, not only did you not get the job, I'm having you arrested as well."

Job Application Letters

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- When you write a letter of application for a job, you promise to offer your services to a prospective employer.
- In other words, you are trying to sell your services.
- Hence the general principles governing a sales letter will be applicable to job application letters also.
- They are always accompanied by your resumé or curriculum vitae. So your job application letters should always have two essential parts:
- 1. Cover Letter and 2. Resumé.
- The purpose of your job application letter is to persuade your employers to read your attached Resumé, and the purpose of your Resumé is to motivate your employers to contact you for an interview.
- Hence each of them plays an important role in your job search.

Job Application Letters

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- Your Cover Letter must:
 - gain attention and develop an interest in the employer about your qualification (introductory paragraph);
 - carry conviction with the help of your past performance and testimonials (main body); and
 - motivate the prospective employer to take an action, i.e., grant you an interview (concluding paragraph).
- ***Introduction (gaining attention and developing interest)***
Include the following in your introductory paragraph:
 - State why you are applying and/or where you discovered the job opening and which job you are applying for. You can apply either after seeing the advertisement, by hearing about the vacancy or through personal contacts.

Job Application Letters

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- ▣ Summarize your best credentials.
- But remember to stand out from the other applicants as your reader's mail box will be overflowing with many cover letters and resumés like yours.
- By avoiding the usual routine beginnings such as 'With reference to your advertisement ...' or 'In response to your advertisement ...', you can appear to be different from others in your style of writing as shown below:

Job Application Letters

When I came across your advertisement in the April 5, 2003, issue of The Hindu for the post of Senior Software Executive in your company, it occurred to me that a large and reputed organization like yours might be able to use my 7 years experience at 'Merry Consultants', Mumbai.

The March 5, 2003, issue of The Times of India contained an advertisement for the post of Project Manager in your esteemed organization. After reading the required qualifications I believe I can meet your Firm's needs as I have led various similar projects.

Job Application Letters

Some Useful Openers

1. I understand from Prof. Varma, one of your faculty that there is an opening in your reputed institution for the post of ...
2. Your advertisement in ... for the post of ... interested me as I possess the ...
3. At the end of this fiscal year, I would have completed my 8 years service as 'Financial Analyst' at I am now looking for a change of employment which would widen my experience and at the same time improve my prospects. When I saw your advertisement in ... of ... it occurred to me that I might be able to offer my services to a reputed organization such as yours.
4. I wish to apply for the post of ... advertised in the ... on ...

Job Application Letters

- ***Main Text (convincing the reader that you are the best candidate)***
- In this part, sell your skills. In other words, describe your academic and professional skills.
- But remember not to make this section a replica of your resume. Present only the highlights of your assets. You can follow these guidelines:
 - ▣ Impress upon the reader how the company stands to benefit from your skills rather than talking about how the job will make you happy.
 - ▣ Give specific details of your achievements. For examples, if you have been rewarded for accomplishing a difficult project, mention the nature of reward, type of project, and also the year/month during which you got the reward:

Job Application Letters

As my enclosed resume indicates, I have an M.E. in Manufacturing Engineering. Since I could maintain my high C.G.P.A. during the course of my B.E., my university awarded me a merit scholarship. Likewise, I was one among those 6 students who received GE Scholarship during my M.E.

As part of my course work, I did several projects related to manufacturing. Also I did my internship at National Steel Industries, Ahmedabad during the summer of 2002. My project work has helped me acquire a wide variety of skills, which would benefit your company.

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- **Conclusion (*Persuading the employer to action*)**
- The concluding paragraph of your letter has two important functions:
 - to ask the reader for a specific action
 - to make the reply easy
- Generally the action you request is to give you a chance for an interview. But do not demand it.
- Try to sound natural and appreciative. You can express your willingness to come and meet the personnel at his office at a convenient time.
- In addition, make the request easy to be fulfilled by stating your phone number and the best time to reach you or by mentioning that you will give a ring in a few days.
- Refer again to your strongest selling point and, if desired, your date of availability.

Job Application Letters

With my experience as a project manager, I welcome the challenge of taking up the wide spectrum of interesting projects at your company.

I shall be pleased to provide any further information you may need and hope I may be given the opportunity of meeting you. I am able to attend an interview at any time and I hope to hear from you soon.

Job Application Letters

Some Useful Closing Expressions for Cover Letters

- I would like to meet with you and discuss the employment possibilities at your company. I expect your reply and appreciate your consideration.
- I look forward to the opportunity of attending an interview when I can provide additional details.
- I feel that there is an opportunity to use my services in this type of research and that you will invite me to attend an interview. I would then be glad to provide you further information. I hope to hear from you soon.
- A copy of my resume is enclosed with copies of testimonials. I look forward to interviewing with you.
- The laboratory practice and industrial projects which I took up during my M.E. have given me the confidence to apply for this challenging job. I hope you will consider me for it and give me a chance for an interview as soon as possible.

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- Resumés or curriculum vitae are part of your job application letter.
- They are technical as well as marketing documents which present your past and present performance to your prospective employers so that they can assess your future potential.
- In fact, a prospective employer forms his first impression of you from the resumé.
- Of course a resumé will not get you hired, but it can put you on the short list of candidates to be considered.
- The people doing the hiring have more applications than they can handle, and hence, they naturally look for ways of narrowing down the candidates to a manageable number.
- So if your resumé is effective, you have opened the door to possible employment.

Resume

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- Your resumé should present a biographical sketch, which is objective, easily accessible, and detailed.
- It does not mean that you should include your entire history your resumé accompanies the cover letter (Exhibits 13.9 and 13.10) of your job application, both share the same objective of getting you an opportunity for an interview.
- Hence, you can give a more detailed information during the interview.

Resume

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- **Appearance and Elements** Your resumé, like every important business document, should be impeccable.
- Any mistakes or sloppiness here could cost you the job by raising doubts in an employer's mind.
- Because the design of resumes can be complicated, many candidates hire professional services to create them.
- Remember, the purpose of the resumé is to get an interview.
- It must be well organized so that vital information is readily accessible.
- Your resumé should reflect the professional image you want to create. It should be:
 - ▣ neat and error-free with no whiteout or hand corrections;
 - ▣ legible and avoid crowding;
 - ▣ printed on good quality paper of A-4 size; and
 - ▣ reproduced clearly on a high-quality printer or copy machine.

Resume

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- Your resumé should almost never exceed two pages in length, and one is usually better.
- Employers are often unimpressed with longer resumes, which are hard to read and can seem padded, especially when they come from people with comparatively little job experience.
- A long resume may even prompt your disqualification early in the selection process.
- While resumes can be organized in more than one way, they will almost always contain the same basic information.
- Resumes are not autobiographies.
- The purpose is to get an interview, not to tell your life history.

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- **Personal Information**
- The first thing an employer needs to know is who you are and where you can be reached.
- So include your name, address, phone numbers, e-mail address, and website under this heading.
- Make sure that the information allows an interested employer to reach you easily.
- If you are currently employed, this can be difficult and delicate. Career specialists recommend that you proceed ‘carefully and cautiously’ and set up boundaries to keep your job search out of your current employment.
- You may not want to list your current business phone or business e-mail. A personal e-mail address and home or cell phone is preferable to the current employer’s. You might set up a separate e-mail account especially for seeking employment. If you will not be at your university or other current address for long, you will want to list both a permanent home address and the university address. Indicate how long (i.e. ‘until June 31’) an address will be valid.

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- **Career/Professional Objective** This element is optional. But most employers agree that a statement of professional objective should be included in a resume.
- However if you decide to state your objective, make it effective by being as specific as possible about what you want:

Entry-level position in design and development of microprocessor circuitry; eventual advancement to position as project leader or technical manager.

A software sales position involving international experience in a growing company.

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- **Education/Academic Preparation**
- If you apply for a job when you are about to graduate, your educational qualification and experience are your highest selling point.
- Employers are usually interested in learning about your academic training, especially education and training since high school, degree earned, major and minor fields of study, courses done, and also the practical experience gained during your graduation.
- Begin with your most recent education and work backward. If the information will be helpful and if space permits, you may consider listing notable courses you have taken. If your grade-point average is impressive, include it.
- Finally, note any honours you have earned. If you received awards for other accomplishments, consider listing all your achievements in a separate section entitled 'Awards and Honours'.

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- **Work Experience/Professional Skills**
- Every employer wants to know what kind of work you have performed. When describing your work experience, list your jobs in chronological order, with the current or last one first.
- Include any part time or summer internships or projects done, even if unrelated to your career objectives. The employers will see your ability to get and hold a job—an important qualification in itself.
- Each entry in this heading includes the name and location of the organization where you have worked or done your assignment, your job title/designation, the duration of your work and also a brief summary of the work.
- There is no need to use complete sentences; phrases will do. Be sure to use very concrete language, including technical terminology to describe the work you performed.
- Place this section either before or following the section on education, depending on which will be most important to an employer.

Resume

- **Activities and Achieve/Special Interests and Aptitudes**
- Most employers want to know about special abilities that will make you a more valuable employee.
- These include community service/volunteer activities (cite offices you have held), languages you can write or speak, special equipment you can operate, relevant hobbies, and so on.
- The key here is to include only information that the employer will find useful, and that casts you in a favourable light. You can group your activities into categories such as College Activities, Community or Social Services, Seminars and Work shops, etc.
- Mention the awards or honours you have received.
- Give details regarding the nature of award, the activity for which you received the award, date or month and year of receiving, and also the authority from whom you have received.

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- **Memberships**
- If you belong to any organizations in your field, list them under 'Memberships'.
- Be sure to include any offices or committee appointments you have held.

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- **References**
- This section should always be the last one in a resume. For space and privacy considerations, you may simply include the phrase 'References available upon request' and supply the names only when and if you are asked as employers rarely investigate references until you are under serious consideration.
- If, however your references are impressive enough to merit listing, follow these basic guidelines. Choose only the three or four people who combine the best elements of familiarity with your work and a credible position.
- Recommendations from high status people carry more weight, but a reference from a celebrity who barely knows you is not as good as one from an unknown person who has worked closely with you.
- In any case, do get permission beforehand from the people you list as references.

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□ **Types of Resumés**

- There are three types of resumé: chronological, functional, and hybrid (also called combination resumé). Each has its own advantages, and the one you choose will probably depend on the specific job description you are applying for and your past accomplishments.

□ **Chronological**

- The chronological resumé emphasizes your education and work experience and is most effective when such experience clearly relates to the job you are seeking. Within the categories 'Education', 'Work Experience', and 'Related Experience' (if you have such a section), list entries in reverse order, beginning with your most recent experience. Under each position, describe your responsibilities and accomplishments, emphasizing ways in which they prepared you for the job you are now seeking.
- If you are a recent graduate, listing your education first makes sense. The chronological approach is the most common way of organizing the information in a resumé and it is preferred by most employers.

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- **Functional**
- The functional resumé features the skills you bring to the job (organizer, researcher, manager, etc.). It provides examples of the most significant experiences that demonstrate these abilities.
- This type emphasizes individual fields of competence and is hence used by applicants who are just entering the job market, who want to redirect their careers, or who have little continuous career-related experience.
- In a nutshell, it demonstrates the applicants' ability to handle the position they are applying for.
- When you write a functional resumé, follow the 'Skills' category immediately with a chronological 'Work History' and a scaled-down 'Education' section that lists only institutions, degrees, and dates.
- Either of the latter two categories may come first, depending on whether you gained most of your skills and experience in your college or on the job.

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- **Hybrid/Combination**
- This includes the best features of the chronological and functional resumés.
- However this type is not popular or not commonly used as it tends to be very long and also it may turn out to be repetitious in nature.
- Whatever format you choose, remember that strong resumés possess the same qualities:
 - ▣ They focus on the employer's needs.
 - ▣ They are concise.
 - ▣ They are honest.

Resume

- **Electronic Resumés**
- Although paper copy or traditional print copy resumés (Exhibit 13.12) are very much in vogue, electronic forms of resumés are becoming more and more popular these days.
- Whatever you have gathered from the preceding discussion on paper copy resumés holds good for electronic resumés also; the appearance, elements, and the three types, namely chronological, functional, and the hybrid variety are applicable to electronic resumés also. But as against the paper copy resumés which are intended to be read by humans, electronic resumés are scanned by computers.
- Electronic resumés (Exhibit 13.11) are an increasingly widespread alternative to the traditional print variety. Since many employers look for—and sometimes even require—applicants to submit information electronically, it is important to know this type in some detail.

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- There are two types of electronic resumés: ASCII resumés and HTML resumés.
- **ASCII Resumés**
- ASCII stands for American Standard Code for Information Interchange. ASCII is the standard way that printable characters are represented in the United States of America. Other computer systems, however, have additional ASCII codes, called extended ASCII.
- If the writer's computer has extended ASCII and the reader's does not, there is a problem.
- ASCII resumes are widely used because all computers read standard ASCII.
- Also, many companies no longer hire people to read resumes. Instead they use OCR (Optical Character Recognition) software for applying their modern technique called electronic applicant tracking.

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- **HTML Resumés**
- HTML stands for Hyper Text Mark-up Language. If you choose this form of electronic resumé, you need to create an HTML coded document that can be uploaded to the Internet to post on a web page.
- HTML or web-based resumés have several advantages:
 - ▣ Thousands of employers worldwide can access your materials as quickly as you post them.
 - ▣ You can update and change your resumé readily.
 - ▣ You can demonstrate your experience and showcase your expertise in displaying your work on the Internet by including portfolios with accessible graphics and sound.

Resume

- Nevertheless, HTML resumé have one major drawback in that privacy is not assured; you have no control over who sees your resumé or where it is transferred, once you have uploaded it on the Web.
- Given below are some guidelines for preparing scannable resúms, followed by some sample key words which you may use in your scannable resumé.

Resume

Guidelines for Preparing Scannable Resumés

- Scannable resumes should convey the same information as traditional resumes.
- Format and style must be computer-friendly.
- List as many facts, skills, and attributes as possible.
- Use descriptive nouns, noun phrases, action words, and sentence fragments to describe your experiences. Quantify your experiences wherever possible.
- Rely heavily on technical language, the current industry buzz words, and technical acronyms which are familiar to your field of study.
- Be clear with the job description of the post you are applying for.
- Place your full name on a line by itself as the first item on the resumé.
- Put contact information on different lines and if you list more than one phone number, put each on a separate line.
- Left align the entire document, avoid columns, and use at least one-inch margins.
- Avoid punctuation as much as possible.
- Avoid vertical and horizontal lines, and boxes.
- Use a standard font (Arial, Courier, or Times New Roman) and font size of 10 or 12.
- Use white space to demarcate various headings.
- If you e-mail your resumé, save the file in ASCII or plain text format.
- Include a key word summary at the end of your resume.
- If you send a print copy, do not fold or staple.

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- ❑ **Sample Key Words:** Manufacturing supervisor, design assistant, production
- ❑ manager, injection molding inspector, assembly line supervisor, time management,
- ❑ team player, dependable, leadership, responsibility., prospecting, account development, territory management, surveyor, Kaizen, Time Studies, compounding
- ❑ programmer, advised, communicated, conducted, designed, developed, directed,
- ❑ doubled, edited evaluated, improved, increased, installed, interviewed, led, managed,
- ❑ persuaded, planned, recommended, reconciled, reduced, sold, supervised,
- ❑ taught, wrote, hired.
- ❑ For additional information on electronic resumés, you can refer to the following sites:

<http://owl.english.purdue.edu/handouts/pw/index.html>

<http://www.adm.uwaterloo.ca/infocecs/CRC/manual/resumes.html>

<http://www.resumania.com/arcindex.html>

- ❑ Exhibits 13.9 and 13.10 provide two sample cover letters for resumés.

311 Nelson Street
West Lake Circle, Jaipur

June 6, 1998

Ms Vibha Acharya
Engineer
ACE Monitoring and Analysis, Inc.
P.O. Box 233, Mumbai

Dear Ms Acharya

Dr Samuel Johnson, a consultant to your firm and my Organizational Management professor, has informed me that 'ACE Monitoring and Analysis' is looking for someone with excellent communications skills, organizational experience, and leadership background to train for a management position. I believe that my enclosed resume will demonstrate that I have the characteristics and experience you seek. In addition, I would like to mention how my work experience last summer makes me a particularly strong candidate for the position.

As a promoter for Sansui Training at the 1997 Singapore Show, I discussed Sansui's products with marketers and sales personnel from around the world. I also researched and wrote reports on new product development and compiled information on industry trends. The knowledge of the mass communication industry I gained from this position would help me analyse how Sansui products can meet the needs of regular and prospective clients, and the valuable experience I gained in promotion, sales, and marketing would help me use that information effectively.

I would welcome the opportunity to discuss these and other qualifications with you. If you are interested, please contact me at 0141-25550118 any morning before 11:00 a.m., or feel free to leave a message. I look forward to meeting with you to discuss the ways my skills may best serve 'Aerosol Monitoring and Analysis'.

Sincerely yours,

(Mohan Gokhle)

Enclosure: Resumé

Rajan Singhvi
48/CB East Mansarovar
Sawai Jai Singh Road
New Delhi - 14, India

30 May 2003

Mr Balu Subramanim
Vice President (HRD)
Pidilite Industries Ltd
Bandra Kurla Complex
Mumbai -51

Dear Sir

When I saw your advertisement in *The Hindustan Times* dated 3rd June 2003 for the post of Sales Manager, I felt it was just the kind of post which I have been looking for. My varied sales experience and my bachelor's degree in Business Administration are my strongest qualifications for this position.

As you can see from the enclosed resume, I have sold a variety of products through my extracurricular activities and have worked in many banking environments through my cooperative education and internship positions. My marketing, computer research, and customer relations experiences, as well as my oral and written communication skills, should prove valuable in increasing sales volume of Pidilite Industries Ltd. I am enthusiastic about pursuing a career in sales with 'Pidilite Industries Ltd' because of its diverse product line and international scope.

I would welcome the opportunity to meet you and I can be contacted at 011-23345568 from noon to five daily. I can also be reached at 0400-040-0404 or email: tedmiller@hotmail.com. Thank you for your valuable time. I will be in Mumbai next week and will call you on 14th June, 2003 to discuss the possibility of an interview.

Sincerely

Rajan Singhvi

Encl: Resumé

Shreedhar Menon
 101, Greater Kailash
 New Delhi-18
 (011-2 6762756)

OBJECTIVE:

Mathematics management position using mathematical computation skills in a startup high technology firm.

EDUCATION:

Jawaharlal Nehru University (JNU), New Delhi, May 1998

Bachelor of Science, Mathematics

Emphasis: Mathematical Computation, Application in Problem Solving, Probability-Statistics, Numerical Analysis, and Computer Programming.

CGPA: 8.6

SPECIAL SKILLS:

Basic, Fortran, Pascal computer languages.

WordPerfect 6.0, Lotus 1-2-3, dBase III+.

EXPERIENCE:

Financial Analyst, August 1999–Present

Taj Group of Hotels, East India Hotels Ltd, Mumbai.

Monitor and analyse casino's weekly receipts and expenses.

Prepare financial reports for all gross income.

Math Tutor, September 1998–July 1999

Math and Computer Lab, Lady Sydnim College of Computer Sciences, Mumbai, India.

Instructed college students in Algebra, Geometry, Trigonometry, Statistics, and Calculus.

Computer Lab Assistant, September 1998–July 1999

Information System Department, Lady Sydnim College of Computer Sciences, Mumbai, India.

Assisted instructors with class projects and assisted students in computer lab assignments.

WordPerfect, VP-Planner, Lotus 1-2-3, dBase III+, Basic Computer Programming.

HONOURS AND ACTIVITIES:

Member, National Social Service.

Member, Young Men Christian Association of India.

KEYWORD SUMMARY:

Mathematics. Management. Mathematical Computation. Probability. Statistics. Numerical Analysis. Computer Programming. Financial Reports. Financial Analyst. Algebra. Geometry. Trigonometry. Calculus. WordPerfect. Basic. Lotus 1-2-3. Fortran. Pascal. National Social Service. Young Men Christian Association of India. dBase III+. Bachelor of Science. CGPA 8.6.

AVINASH KUMAR SAHAY
 267/D, Shantigarh,
 Grahams Road, Regent Park
 Tollygunge, Kolkata-700040
 Phone No.: (033) 4214570 / 5685
 E-mail: avinash_sahay@rediffmail.com

Career Objective

To work in a challenging and dynamic environment and to keep adding value to the organization that I represent and serve, and to myself, while concurrently upgrading my skills and knowledge.

Education

| Examination | Institution | Year | % Obtained |
|---------------|---|------|------------|
| Matriculation | St. Aloysius High School | 1992 | 67 |
| I.Com. | St. Xavier's College, Ranchi | 1994 | 57 |
| B.Com (Hons) | St. Xavier's College, Ranchi | 1998 | 77 |
| C. A. | The Institute of Chartered Accountants of India | 2000 | 60 |

Achievements

- Won the All India Bhavishya-Jyoti Scholarship from NIIT.
- Certificate in Social Service from HelpAge India.
- Stood First in B.Com (Hons) in College
- Stood Third in Debate organized by the IPMCS, Ranchi
- College Carrom Champion (both in Singles & Doubles)

Work Experience

1. Three years internship (work experience) under **Singhi & Co. Chartered Accountants, Kolkata.**
2. Audit experience of big firms and corporates, viz.
 - a. Hindalco Industries Ltd
 - b. Ispat Industries Ltd
 - c. Casio Electronics Ltd
 - d. Assam Asbestos Ltd
 - e. Jayshree Tea & Industries Ltd
 - f. Shree Ram Ball Bearing Ltd
 - g. The Agro-Horticulture Society of India
 - h. Kanoria Chemicals Ltd
 - i. Satna Cement Works
 - j. Renu Sagar Power Division Ltd

Computer Literacy

One year Diploma in Computer Application from NIIT, Ranchi
 Knowledge of MS DOS, Word, Excel, Power Point, C+++, Sybase, Unix, Tally, etc.

References

Available on request

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- Check out Exhibits 13.13 and 13.14 show two samples of resumé along with covering letter in book chapter 13.