

**Sample Cover Letter**

2838 Camphor Lane  
Radford, VA 24141  
540-540-5400

Ms. Amanda Paulson  
Universal Orlando  
1000 Universal Studios Plaza  
Orlando, Florida 32819-7610

Dear Ms. Paulson,

My unique mix of previous work experience and my status as a Stetson University business student in my junior year studying marketing, make me an ideal candidate for a summer internship with Universal Orlando

My experience in sales and customer relationship management, combined with my courses in marketing, have convinced me that hospitality marketing is a career option I would like to explore.

More importantly, an internship with Universal Orlando would be mutually beneficial. Your company has an excellent reputation for customer satisfaction, and I know that the combination of my experience, education, and motivation to excel will make me an asset to your marketing department.

I am sure that it would be worthwhile for us to meet. I will contact you within a week to arrange a meeting. Should you have any questions before that time, you may reach me via phone (540-540-5400) or via email (christina@radford.edu).

Thank you for your time and consideration.

Sincerely,

Christina Appleton

**Sample Resume**

**NAME**  
**Email**

**LOCAL ADDRESS**  
**Telephone**

**PERMANENT ADDRESS**  
**Telephone**

**OBJECTIVE**

You may include a career objective or omit it. Objectives are often difficult to write and, oftentimes, a job becomes available that is not applicable to the objective.

**PERSONAL STRENGTHS**

List four or five professional, academic, and personal strengths. Statements should not take more than one line with each line bulleted. No period at the end of the statement.

**EDUCATION**

Degree, Name of college, Location of College, Year of Graduation  
List Minor  
List GPA  
List degrees from of colleges/universities  
List name of high school

**WORK EXPERIENCE**

List jobs held during college. List only those jobs that have contributed to your work experience. You might also want to include jobs during high school if they have influenced your career choice  
**Name of Company, Location** **DATE** (no months)

**Job Title**

- List two or three lines explaining your job responsibilities. These lines should be bulleted. No period at the end.

**Name of Company, Location**

**DATE** (no months)

**Job Title**

Continue listing job responsibilities

**ACADEMIC AND COMMUNITY CONTRIBUTORS**

List your professional, academic, and community membership including clubs, honors received, leadership roles, and community contributions. List those activities and honors received in high school as well.

Position/Honor, Name of Organization, Date

## Portfolio Tips and Hints

### **What is it and why should I have one?**

A portfolio is broadly defined as evidence of an individual's knowledge and skills. It includes everything from a resume, transcripts, reference letters, statement of philosophy, awards, honors, and examples of work. Portfolios are used in evaluating performances, in a job or internship interview, and in reflection activities.

The development of a portfolio is a task for all mobile contemporary workers who plan to be successful in the future. Today you need to collect your "experiences" and be able to take advantage of employment opportunities at a moment's notice. In this portable work environment, all labor market forecasts predict workers will hold multiple positions in several industries throughout their lifetime. While a resume was the 60's way of highlighting experience, a portfolio is the contemporary tool to use in telling someone about you.

### **A portfolio can help you answer questions like**

- "Tell me about yourself?"
- "Why are you qualified for this job or internship?"
- "Why should we promote you?"
- "Why should we give you a loan to start a business?"
- "Why should you get a scholarship for graduate school?"

### **How can a portfolio be utilized?**

- It is an excellent way of demonstrating your knowledge, previous performance, skills, or accomplishments to any future employer in an interview situation.
- It is also a lifelong tool to help you reflect on what you have learned in the classroom and accomplished in work environments. You will want to keep it updated so that each time you make a future career decision you can reflect on the portfolio as part of your goal setting and job search strategies.
- If you are considering graduate school, a portfolio will highlight your academic accomplishments for an admissions committee.

### **How do I begin?**

You will want to collect samples that will reflect your:

- Personal Characteristics
- Experience
- Accomplishments
- Knowledge
- Skills

## **Possible Items Related to Formal and Informal Education**

- Transcripts
- Teacher Evaluations
- Test Results
- Course Descriptions/Syllabi
- Samples from classes (papers, reports, projects, displays, case studies, interviews, journals, research, video clips, etc.)
- Licenses
- Grants, loans, scholarships for schooling
- Degrees or certificates of completion/mastery
- Descriptions of training events, retreats, workshops
- Charts or lists showing hours or time involved in various areas of study

## **Possible Items Related to Work Experiences**

- Internship, part time, or full time job descriptions
- Descriptive material about the organization (annual report, brochure, etc.)
- Employer evaluations or reviews
- Letters of reference
- Organizational chart showing personnel or resources
- Logs, lists, or charts that show the general level of your effort (hours worked, number of telephone calls answered, volume of e-mail, case load, transactions completed, sales volume, etc.)
- Attendance records
- Records showing what your students, clients, or patients did after receiving your service (thank you letters, quotes)
- Samples from your work (projects, displays, agendas, newsletters, memos, photographs, case notes, proposals, cost analyses, surveys, papers, etc.)
- Surveys showing satisfaction by customers, clients, students, etc. (thank you notes, commendations, citations, awards)
- Resume

## **Possible Items Related to Out of Class Experiences**

- A record or listing of clubs and activities
- Items showing your leadership activities and titles
- Community service listing and documentation of hours of work
- Certificates of accomplishment
- Thank you letters
- References from faculty advisors
- Awards

**Should include the following:**

- Table of Contents
- Related Academic and/or Personal Information
- Related Skills and Technical Abilities
- Related Work Experience/ Professional Accomplishments
- Related Honors/Award Information
- Resume
- List of References

**How do I use a portfolio during an interview process?**

Once you have developed a portfolio collection, it is possible to add, “portfolio available on request” at the end of your cover letters or on your resume. During the actual interview situation do not plan to hand over the entire portfolio but rather to use different elements of your portfolio to emphasis particular points about your accomplishments or skills. Be selective in what you display and how you integrate this display into your conversation. Remember, the portfolio is not the central part of an interview *but a support* to the points you are making.

The information presented on tips and hints for putting together your portfolio is used with permission from the Career Center.

For more information or help with putting together your portfolio, we strongly recommend that you contact the Career Center in Walker Hall.

Contact information for the Career Center:

Walker Hall 279  
PO Box 6901  
Radford, VA 24142  
540-831-5373  
Hours: 8 A.M – 5 P.M.