

RESUME & COVER LETTER GUIDE

Geography Majors

Steps for Using this Guide

- 1. Choose Your Position and Begin Tailoring**
Review these three job postings and select the one of most interest to you. Begin adjusting your resume and cover letter drafts by evaluating the organization's needs and wants from their job posting. Successful job seekers tailor their documents to highlight the qualifications and experiences sought by the organization.
- 2. Draft Your Resume and Cover Letter**
Review the cover letter and resume samples to begin drafting yours.
- 3. Get Feedback**
Have your documents reviewed by a CDC staff member, receiving feedback in-person, during *Quick-Question/Walk-In Hours Mon-Fri 2-4pm*.

GIS Mapping

Primary responsibilities include creating site analysis and tenant competition maps, updating data and geodatabases, assisting commercial agents with map requests as well as aiding with the creation of online interactive mapping systems. The specialist will provide a variety of full scale maps and interactive mapping capability to our agents for tours, new site selections and a wide range of demographic studies for use in listing and tenant rep presentations.

Experience with fundamental GIS concepts including geodatabases, georeferencing, projections, geocoding, vector data. Feature labeling and feature queries using SQL. Familiarity with census demographics. Detail oriented with a good eye for creative map layout and design. Strong project management skills, ability to complete tasks on tight deadlines and ability to multi-task on multiple high priority projects. Customer service focused.

Cartographer

As a specialist in cartographic science, you will work on small, focused teams with other specialists and software engineers, focusing on utilizing and extending Esri's existing cartographic toolsets. Much of the work involves the development of map templates and symbols, data management and processing procedures, writing documentation, and performing software testing and workflow automation.

Must have the willingness to continually learn new skills, growing professionally and technically in response to the evolution of geovisualization. Develop specialized product templates for cartographic production and web maps within a cloud-based environment. Support the development of user interfaces in response to customer workflow methodologies as they relate to their business requirements. Assist in the design of geodatabases based on client specifications and industry standards for feature classes, attributes, and raster datasets. Assist with implementation and editing of workflows, cartographic workflows, and quality control procedures based on geodatabase design methodologies. Identify user needs by collecting their ideas through technical support, client interaction, marketing events, and analysis of competitors' capabilities as well as from internal team members.

GIS Technician

Responsible for performing entry to mid-level professional GIS duties while assisting engineers, surveyors, and environmental scientists with their daily activities. The candidate will be involved in all aspects of GIS. Essential duties will include collect, manage, create and edit spatial data for incorporation into analyses, graphics, maps and projects. Must have: Exceptional cartography skills. Be willing to work within a team environment and ability to stay current on GIS technologies

Desired Qualifications:

- Experience with water resources or environmental related projects
- Previous experience working in a consulting firm
- Experience with raster GIS or ESRI's spatial analysis extension
- Experience with python scripting or model builder for ArcGIS Desktop



Giovanni Geography

123 Employment Avenue, Kutztown, PA 19530
ggeog000@live.kutztown.edu, 555-555-5555

OBJECTIVE

Full-time position in the field of geography with a focus in community planning.

COMPETENCIES & SKILLS

Field Equipment: Garmin GPS, Abrams Stereoscope,
Bruton Compass, Radimoter, Laser Level, YSI
Relevant Software : ArcGIS, MapWindow GIS,
SPSS, uDig, TerraView

Ability to work independently and in a team setting
Strong research and critical thinking skills
Excellent oral and written communication skills
Experience working with diverse populations

EDUCATION

B.A. Kutztown University of Pennsylvania
Major: Geography, Track: Geographical Planning
Minor: Public Administration
GPA: 3.73
Dean's List

Kutztown, PA
May 20xx

Fall 20xx-Spring 20xx

Related Courses: Introduction to GIS, Advanced GIS, Urban Geography, Environmental Planning, Cartography,
Land Use Planning, Planning & Decision Making, Public Policy Making, Public Budgeting & Fiscal Management

INTERNSHIP & EXTERNSHIP EXPERIENCE

Maxatawny Township

Kutztown, PA

Township Planning Intern

Fall 20xx-Present

Produce maps using ArcGIS and TerraView
Geocode addresses and query data
Utilize GPS to locate sewage drains
Research and gather geographical data for grant applications

Extern

Sept 20xx

Observed daily functions of Urban Planner including development of policies affecting zoning and housing
Attended public forum focused on current issues in local land use and community planning

FIELD EXPERIENCE

Costal Water Quality Analysis, Surface and Sub-surface Mapping of Wallops Island

Wallops Island, VA

Dr. Geography, Independent Study in Geography

Summer 20xx

Assisted professorial advisor with GPR surveys and shore sampling
Collected and analyzed water quality sample utilizing YSI meter
Created geologic maps highlighting structural features including faults and folds

CAMPUS LEADERSHIP & INVOLVEMENT

President, Geographical Society at Kutztown University

Fall 20xx-Present

Organize and facilitate bi-weekly club meetings

Coordinate professional speaker events focusing on geographical research and careers

Promote greater understanding of geography in everyday life via on-campus information sessions

Member, Geographical Society at Kutztown University

Fall 20xx-Present

Member, Gamma Theta Upsilon, International Geographical Honor Society

Spring 20xx-Present

Volunteer, Kutztown University Earth Day Celebration

April 20xx-20xx

Recipient, Career Success Certificate, Kutztown University Career Development Center

Spring 20xx

Recipient, Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx

WORK EXPERIENCE

Clothing Inc.

Kutztown, PA

Sales Associate

Aug 20xx-Present

Resolve customer issues and answer patron inquiries
Process cash and credit transactions

Resume Sample

Anita Jobb

123 Main Street
Coopersburg, PA 18036

610 123-1234
ajobbXXX@live.kutztown.edu

Objective

An internship in the field of human services; special interest in working with at-risk teens

Qualifications

Fluent Spanish
Well organized and dependable

Experience working with diverse populations
Excellent interpersonal skills

Education

B.S. Kutztown University of Pennsylvania
Major: Criminal Justice
Minor: Psychology
GPA: 3.40

Kutztown, PA
May 20xx

Honors

President's Scholarship, Kutztown University, Kutztown, PA
Girl Scouts Gold Award, Troop 123, Coopersburg, PA

20xx-20xx
20xx

Related Experience

Volunteer, KUBok Neighborhood Watch, Kutztown, PA

November 20xx-Present

In conjunction with Kutztown Borough residents and police, monitor streets of Kutztown during peak social hours to keep students and residents safe.

Extern, Coopersburg Police Department, Coopersburg, PA

July 20xx

Observed daily duties of police officers during a ride-along experience.

Work Experience

Desk Receptionist, Kutztown University, Kutztown, PA

January 20xx Present

Greet guests and residents, enforce visitation policy and check guest identification.
Answer questions, perform administrative and clerical tasks.

Head Life Guard, Hillcrest Swim Club, Center Valley, PA

Summer 20xx

Life Guard

Summers 20xx and 20xx

Insured safety of patrons, enforced all rules and regulations, coordinated emergency procedures, provided first aid in emergency situations, maintained positive relationships and rapport with patrons, and performed general maintenance.

Campus Involvement

Criminal Justice Club
Career Exploration Certificate, Career Development Center
Berks Hall Council
Women's Lacrosse Club

January 20xx-Present
Spring 20xx
October 20xx-Present
September 20xx-Present

Formatting Tips:

- Emphasize your name
- Set margins to 1/2"-1"
- Use 12-14 point font for headings
- Use 10-12 point font for body text

Use 4-6 strengths that are **RELEVANT** to your objective and to your potential employer.

Indent body text under the section headings. All body text should align to one point of indent. Do not create multiple points of indent as you would in an outline.

Align non-substantive info such as dates, cities, and states on the right margin.

Indent body text under the section heading, all body text should align to one point of indent.

Use action verbs (past tense for past experience and present tense for current experience) to describe your experience. FOCUS on those tasks that relate to your career objective.

Do NOT include the names and contact information of your references on your resume.

Cover Letter Sample

January 20, 20xx

(4 blank lines)

Ms. Laura Mellner
Executive Director
Northeast Youth Programs
01010 Norway Drive
Philadelphia, PA 19114

(1 blank line)

Dear Ms. Mellner:

(1 blank line)

As a senior English/professional writing major graduating this May from Kutztown University, I was very excited to find your Marketing, PR and Community Outreach Specialist posting on KU Career Network. I grew up in Philadelphia and am familiar with Northeast Youth Programs and the extraordinary service it provides to youth and families in Delaware County.

(1 blank line)

You will note on my enclosed resume, I have experience in various areas of public relations and marketing. My public relations internship with the American Red Cross of Delaware County provided me with the opportunity to work closely with a Board of Directors in a non-profit setting. I also worked daily with the director to plan, market, and execute the agency's largest fundraiser of the year: a benefit dance which raised over \$30,000. My duties included writing press releases and articles for the monthly newsletter, updating content on the agency website, soliciting donations from area businesses, maintaining a guest and donor list in Microsoft Access, and communicating with vendors. Planning an event of this magnitude requires the ability to multitask, as well as excellent communication skills, close attention to detail, and the ability to work both independently and as part of a team. In addition to this internship, I had the privilege to serve as my sorority's Community Outreach Chair where I communicated and worked with both campus and community residents to organize volunteer activities for my chapter. I coordinated a small team of volunteers who organized a fundraising project netting over \$5,000 for a charity; the experience of creating both on-line and in-print campaigns further strengthened my public relation skills.

(1 blank line)

I am very excited about the possibility of working at Northeast Youth Programs and would appreciate the opportunity to meet with you to discuss my credentials. Please let me know if you need additional information or writing samples. I am available for an interview at your convenience. Thank you for your time and consideration.

(1 blank line)

Sincerely,

(4 blank lines for signature)

Anita Jobb
123 Main Street
Coopersburg, PA 18036
610-123-1234
ajobb***@live.kutztown.edu

(2 blank lines)

Enclosure

BEFORE YOU START writing, review the internship/ job posting to determine the needs and requirements of the position or program for which you are applying. In your letter, make every effort to show the connections between your qualifications and their requirements/needs.

Formatting Tips:

In the **opening paragraph**, catch the reader's attention with a strong first sentence. Be sure to include:

- The position or program for which you are applying.
- How you heard about the position.
- Why are you interested in this position, program or organization.



In the **second paragraph** (and possibly the third), explain:

- How your skill, knowledge, and/or experience relate to the position requirements or qualifications.
- What you can contribute to the organization and how you can help them meet their goals or support their mission.

- Focus on keywords from the job posting in the **second paragraph**, (ex: communication, website. Marketing materials, press releases, fundraising, outreach).

In the **closing paragraph**, reiterate your interest in the position or organization.

- Make a request for an interview.
- Thank the reader for his/her consideration.

Include your contact information with the closing under your name.

Type the word in Enclosure to indicate you have included your resume.