* **[Kate Powers](https://www.facebook.com/kathryn.powers?fref=ufi)** Don't downplay some of your accomplishments because you don't think they are a big deal. Let your potential employer decide what's a big deal. And proofread, proofread, proofread. When you think it's perfect, give it to someone else to read. Then when he or she thinks it's perfect, put it down and read it again the next morning. You'll change at least one thing, I promise you.

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* 

[**Kelly Smith**](https://www.facebook.com/kellybottsmith?fref=ufi) Proofread. It has to be perfect. Keep it short! A resume for a new grad should NEVER be more than ONE page. But I realize I am fighting a losing battle on that one. A good cover letter (meaning one that will be read) should be brief. Use bullet points, not paragraphs.

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[**Libby Hawes Dever**](https://www.facebook.com/LibbyDever?fref=ufi) Active verbs and keep it succinct

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[**Sean Dailey**](https://www.facebook.com/sean.dailey.129?fref=ufi) Don't try to design it, keep it one font, simple and clean.

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[**Nicole Williams**](https://www.facebook.com/profile.php?id=34506002&fref=ufi) Make sure you proofread. No one is hiring someone who can't write one page without making a typo.

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[**Kate Powers**](https://www.facebook.com/kathryn.powers?fref=ufi) Oh, you should also never, ever have one generic resume and cover letter that you send out. Craft each and every single one to the job you are applying for--reference the company name or HR rep, the title of the position, skills that you can bring to the job, etc. When I assisted with hiring, nothing made me throw out a resume faster than seeing it was generic. If you can't be bothered to tailor it, an employer won't waste a minute reading it.

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* 

[**Nicole Williams**](https://www.facebook.com/profile.php?id=34506002&fref=ufi) Lee I'm
Sure you know this already but career services packet for both has a great active verb chart.

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* 

[**Andi Long**](https://www.facebook.com/andi.a.long?fref=ufi) Tailor the cover letter to the job. I get so many canned resumes and cover letters, and I barely look at them. Tell me how your experience relates to what I'm looking for in my job description.

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[**Lori Clary**](https://www.facebook.com/lori.clary.18?fref=ufi) DO show how you can help meet the employer's needs. DON'T rattle off your accomplishments without showing how you can use those skills for the employer's benefit. And proofread. And customize. One size does not fit all, especially with cover letters.

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[**Sarah Rocha Tormey**](https://www.facebook.com/sarah.r.tormey?fref=ufi) I hate cover letters with the fire of a thousand suns, so I have no good advice on those though I know tailoring them to the job is important. My biggest pet peeve when I had to review resumes was when they did not proofread and when they added an objective. And I don't believe that keeping it to one page is important, but that putting in all the information is important. No accomplishment is too small. Add all your skills.

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[**Cory Rothwell**](https://www.facebook.com/cbarnerrothwell?fref=ufi) Try not to mention your "Y: The Last Man" tattoo, if you can help it. Surprisingly ineffective.

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[**Rob Koewler**](https://www.facebook.com/rob.koewler?fref=ufi) Quantifiable stats such as, "Increased sales 8% and reduced expenses 4%."

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[**Anne Smith**](https://www.facebook.com/anniekathrynsmith?fref=ufi) Slightly larger margins to create white space.

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[**Laura Ramsey**](https://www.facebook.com/laura.ramsey?fref=ufi) Take the reader's perspective. Focus on why they should want to hire you, not why you want the job. And no typos ever.

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[**Beth Moriarty**](https://www.facebook.com/beth.moriarty?fref=ufi) The line "References furnished upon request". Obviously if you want to work for me and I ask for your references, you'll give them to me

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[**Beth Moriarty**](https://www.facebook.com/beth.moriarty?fref=ufi) Also dislike Objective statements that are so tailored to the position, it's obvious that it was a cut and paste

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[**Sue Behlke Keegan**](https://www.facebook.com/sue.b.keegan?fref=ufi) Sorry I even have to mention it but......don't lie. Not even a teeny tiny one. And if you're going to lie don't lie about something that can easily be searched. I also wholly agree with Rob's comments re quantifiable stats. But don't lie about the stats.

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[**Kendra Hamm Coker**](https://www.facebook.com/kleighhamm?fref=ufi) Not to repeat, but I do not think it can be overstated that the students recognize that the employer is the one doing the "favor" by offering the job. My students were stunned to learn that they weren't doing anyone favors by taking their job.

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[**Cory Rothwell**](https://www.facebook.com/cbarnerrothwell?fref=ufi) Be honest. I've hired many people in my time, and nothing is more offensive to me as a hiring manager than interviewing someone who lied on his/her resume. Be creative with your accomplishments by selling them as an asset to the employer, not by lying. I'll find out and you won't be hired, ever.

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[**Janine Lepsevich Cronin**](https://www.facebook.com/janine.lepsevichcronin?fref=ufi) 1. Make your name stand out.
2. Never misspell anything. I know when I review resumes of applicants at my firm, we put poor spellers at the bottom.
3. Include your contact info in both your cover letter and resume.
4. Always follow the instructions laid out in the job posting. If they ask for cover letter and salary requirements, provide them. If you don't it shows them you have poor attention to detail.

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[**Jennifer Loudiana**](https://www.facebook.com/jennifer.loudiana?fref=ufi) Tailor both to the job you are applying for, yes a new one for each application. They may be similar but still tailor to the job description. You can have more than a 1 page resume if needed, don't try to cram it on one page with small print. Convert to PDF to attach and preview before sending that way anyone can open/view.
Hope this helps

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[**Janine Lepsevich Cronin**](https://www.facebook.com/janine.lepsevichcronin?fref=ufi) One more:
5. Be sure to bullet point your strengths in the beginning of your resume.

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[**Kurtis Scaletta**](https://www.facebook.com/mudmamba?fref=ufi) Take it seriously but don't overthink it.

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[**Catherine Womack**](https://www.facebook.com/catherine.womack.3?fref=ufi) I agree w all comments here . A variant on one of them: if you can add something true that makes a connection w the company, the place, or some other feature, that's nice. It shows you are paying attention to them. Keep it short-- one sentence is enough.

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[**Cindy Watkins Kane**](https://www.facebook.com/cindy.w.kane?fref=ufi) I'm really traditional... but no resume is ever done or perfect. However, the urge to be "creative" can sometimes easily turn me off - fancy paper just gets scanned and cover letters trying to be humorous just don't seem professional. (because we don't know each other yet).

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[**Nancy Van Leuven**](https://www.facebook.com/nancy.vanleuven.7?fref=ufi) Since so many apps are submitted online--Build a website so you can have easily-clickable hyperlinks to show off your work!

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[**Cathy Belleville Holbrook**](https://www.facebook.com/cathy.holbrook?fref=ufi) Be sure to describe your experiences by what you actually do/did not by the responsibilities themselves

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[**Kris Batista Monahan**](https://www.facebook.com/kris.monahan?fref=ufi) Never write "Dear Sirs"..women work in industry too. Quantify achievements and provide examples of outcomes of your work, rather than simply listing generic duties; be specific to the job you are applying to; cover letter should be clean, professional, but show who you are and why YOU for THIS job.

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[**Wing-kai To**](https://www.facebook.com/wingkai.to?fref=ufi) Education, experience, and qualities are three themes that I look for in a cover letter or resume. Students need to give examples of each that demonstrate their knowledge, skills, and character that employers are looking for.

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[**Jenn Duczkowski**](https://www.facebook.com/jenn.duczkowski?fref=ufi) In a cover letter you should tell me why you want the job in addition to why you are qualified. Tell me what you are bringing to the table. Your resume should be evidence of anything you tell me in your cover letter. Standard cover letters that are not tailored for the position for which you are applying do not demonstrate a desire for that particular job and say without words that any job will do and you aren't willing to put in a bit of extra time and effort.

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[**Anne Doyle**](https://www.facebook.com/anne.doyle.5496?fref=ufi) I agree with Kate Powers. 2 pieces of advice: avoid using your word processing program's template, or revise it--when 40 or more resumes look exactly alike, it is hard for any of them to stand out. And use active verbs/ avoid nominalizations--say what you did in previous jobs, not simply what your title was.

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[**Adeline Medeiros**](https://www.facebook.com/adelinemedeiros?fref=ufi) I've had the best success tailoring my cover letter to the job and not having it read as a narrative of my resume. Instead, I really tried to convey how much I love my work and why - that passion made all the difference in securing interviews!

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[**Lee Torda**](https://www.facebook.com/lee.torda?fref=ufi) Thank you all for this great list. It will give students a lot to think about. I'm struck by the central tension of trying to put together useful professional documents: the need to be concise and yet the need to tell a good story. That will be our str...[See More](https://www.facebook.com/lee.torda)

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[**Wendy Kobasuk Glivar**](https://www.facebook.com/wendy.glivar?fref=ufi) be precise and to the point. no rambling in regard to any information. you can always elaborate during interview.

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[**Rob Cannata**](https://www.facebook.com/rob.cannata.7?fref=ufi) My rule of thumb is that for every 25 years of life, you are allowed one page of resume. I just turned 30, so I've now earned a page and a half. I shouldn't cross the threshold of the third page until my 50th birthday.

Also, unless it's a dream job y...[See More](https://www.facebook.com/lee.torda)