Building Resumes

and

Cover Letters

I need a resume. Now what?

- Sections?
- Formatting?
- What do I write?

Optimal Resume can help

- A suite of online software that contains, among other things, a resume builder

How can it help?

- Easy to use
- You can access anywhere, anytime
- Samples and advice along the way

The specifics

- Visit https.centralgatech.optimalresume.com
- Create an account or log in

Begin creating your resume

- When you log in, you're in the Document Center, and you can create many types of documents

- Click "Create New Resume"
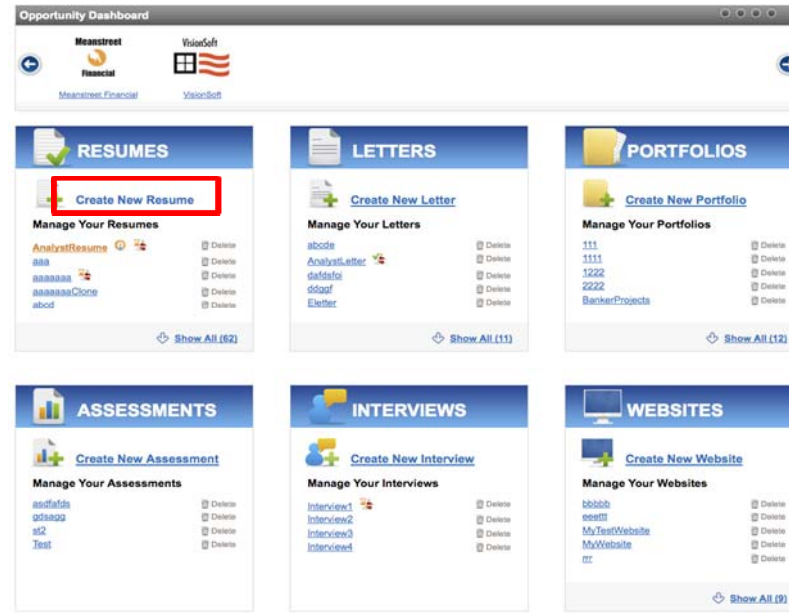
3 ways to proceed

- You'll name your resume, then...

Best format

Browse section sets

- Your resume will be divided into sections
- Browse section sets by experience level and industry/resume type
- You can add any set you like to your resume

Experience Level **Industry/Resume Type** **Sections**
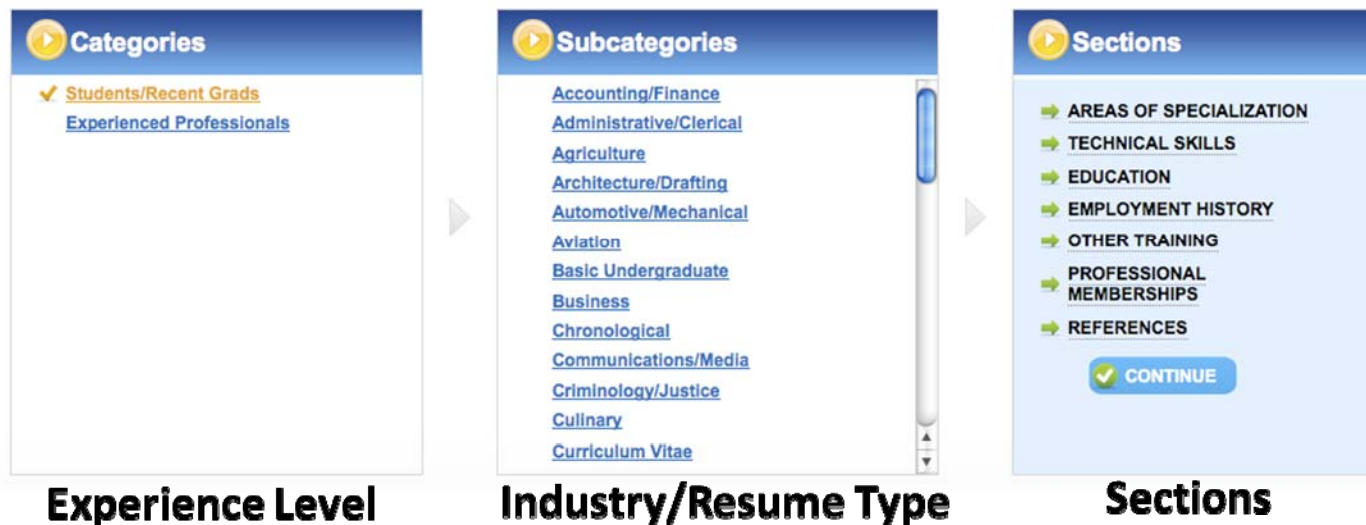
Browse samples
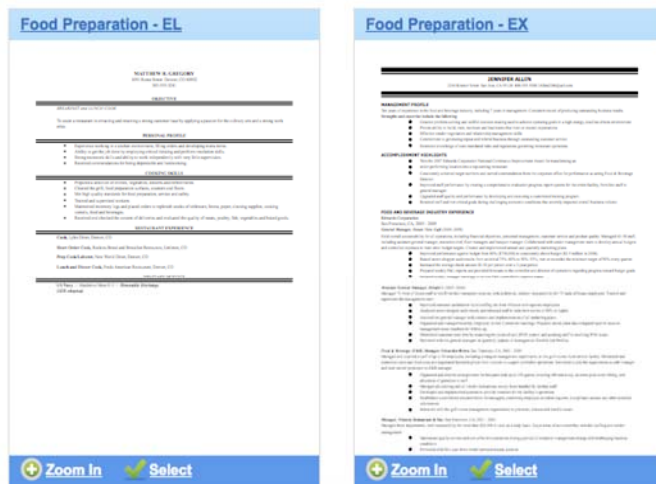
- See completed resume samples, categorized by job family and experience level

- If you see a sample you like, you can directly edit it with your information

Begin editing

- Whether you selected section sets or are using a sample, you can edit your resume in 3 steps

1. Click on any section
2. Add, format and save content
3. Use the tools for styling and content assistance

Click on any section

- When you can click on a section, it will turn orange when you mouse over it
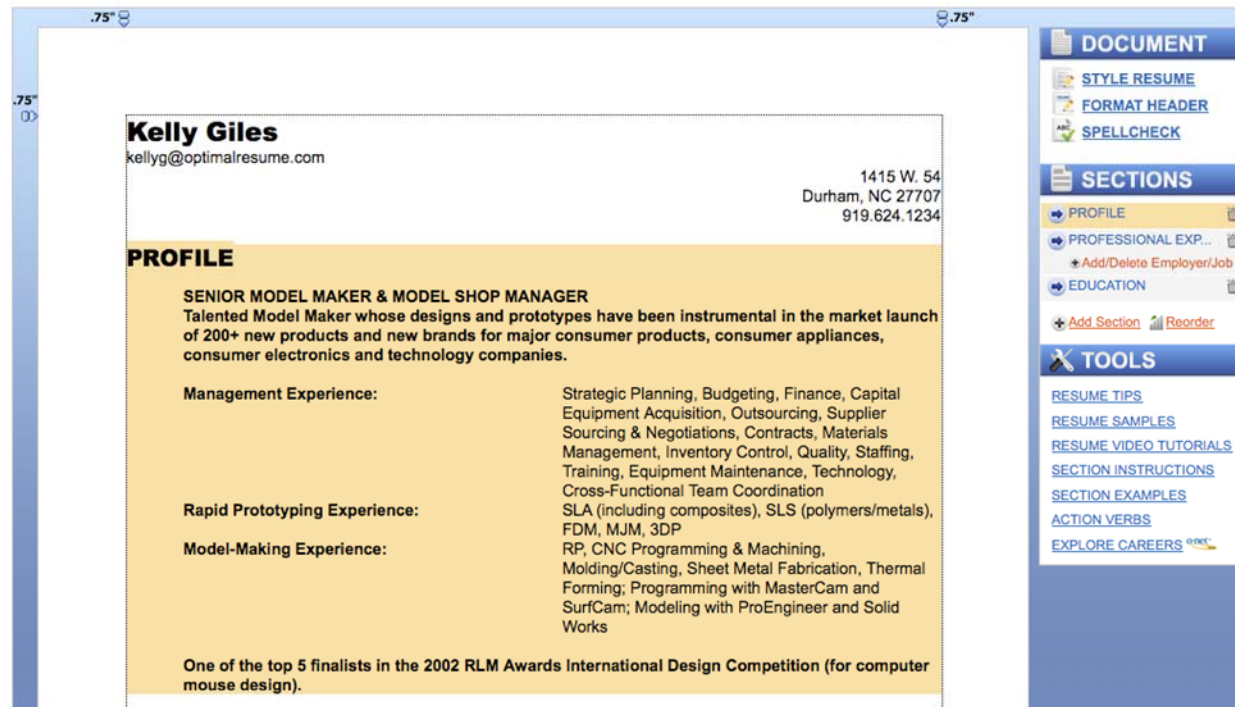
Add, format and save content

- Add content in the text box and use the tools on the top right and in the tools section of the right toolbar for content assistance

- Format content using tools like bold and italics

- When finished, click the Save button

Style your resume

- Clicking Style Resume will bring up the styling palette, where you can choose from pre-styles or customize almost every aspect of your resume

Now you need a letter

- If you can build an Optimal Resume, you can build an Optimal Letter
- Select "Create New Letter" in the Document Center
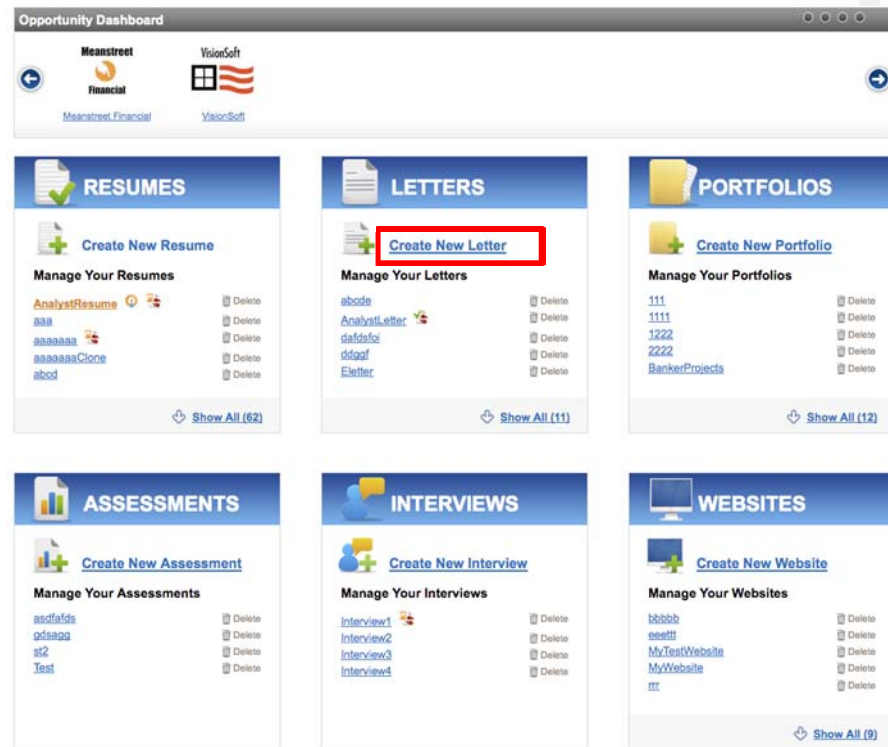
Choose a letter type

- Once you name your letter, you can browse samples based on letter type (you also have the option to start from scratch)

Categories

Broadcast (1)
Company Cold Call (3)
Follow-Up (1)
Job Fair (1)
Job Posting (6)
Networking (3)
Recruiter Cold Call (3)
Reference (1)
Referral (1)
Thank-You (3)

Select the type of letter you want to write and view samples

Begin editing your letter

- Editing a letter is very similar to editing a resume. Follow the 3 same steps.

1. Click on any section

2. Add, format and save content

3. Use the tools for styling and content assistance

Fill in the recipient information

Kelly Giles
kellyg@optimalresume.com
1415 W. 54 Durham, NC 27707
919.624.1234

August 11, 2009
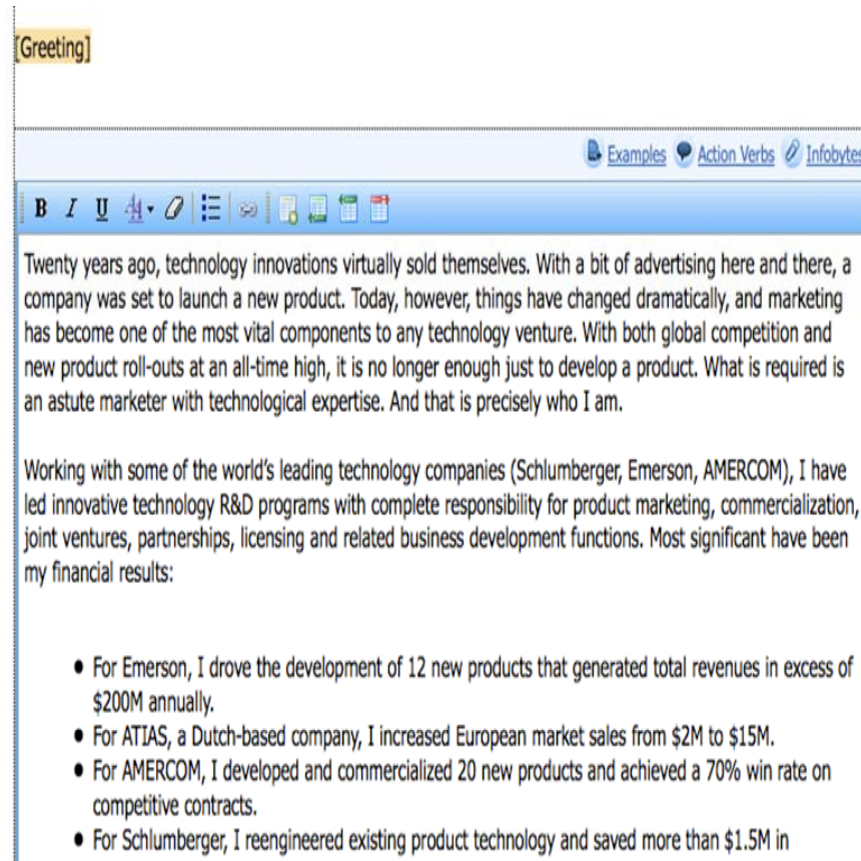
[Title] [First Name] [Last Name]
[Job Title]
[Organization or Company Name]
[Address Line 1]
[Address Line 2]
[City][State] [Postal Code]
[Country]

[Greeting]

Twenty years ago, technology innovations virtually sold themselves. With a bit of advertising
company was set to launch a new product. Today, however, things have changed dramatically
become one of the most vital components to any technology venture. With both global comp
product roll-outs at an all-time high, it is no longer enough just to develop a product. What is

- Click in the area highlighted in orange to edit the recipient information

Edit your letter

[Greeting]

Examples Action Verbs Infobytes

B *I* U A · ⬚ ≡ ∞ ▦ ▦ ▦ ▦

Twenty years ago, technology innovations virtually sold themselves. With a bit of advertising here and there, a company was set to launch a new product. Today, however, things have changed dramatically, and marketing has become one of the most vital components to any technology venture. With both global competition and new product roll-outs at an all-time high, it is no longer enough just to develop a product. What is required is an astute marketer with technological expertise. And that is precisely who I am.

Working with some of the world's leading technology companies (Schlumberger, Emerson, AMERCOM), I have led innovative technology R&D programs with complete responsibility for product marketing, commercialization, joint ventures, partnerships, licensing and related business development functions. Most significant have been my financial results:

- For Emerson, I drove the development of 12 new products that generated total revenues in excess of $200M annually.
- For ATIAS, a Dutch-based company, I increased European market sales from $2M to $15M.
- For AMERCOM, I developed and commercialized 20 new products and achieved a 70% win rate on competitive contracts.
- For Schlumberger, I reengineered existing product technology and saved more than $1.5M in

- Click in the body of the letter to edit
- The text editor tools are just like the ones you used for Resume Builder

Go the extra mile

- Create a portfolio
- A gallery of your work
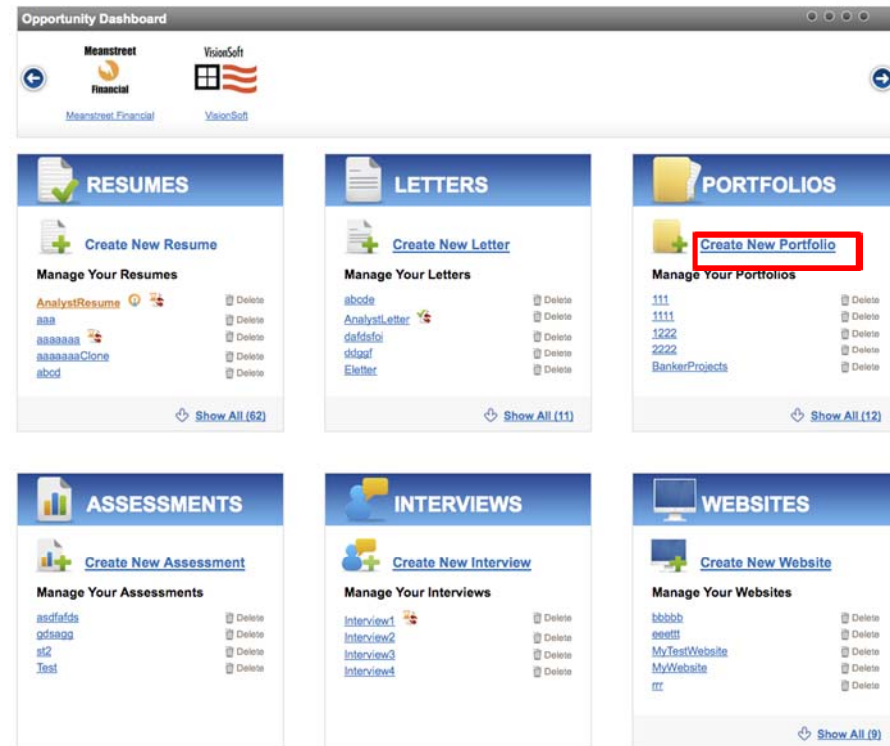
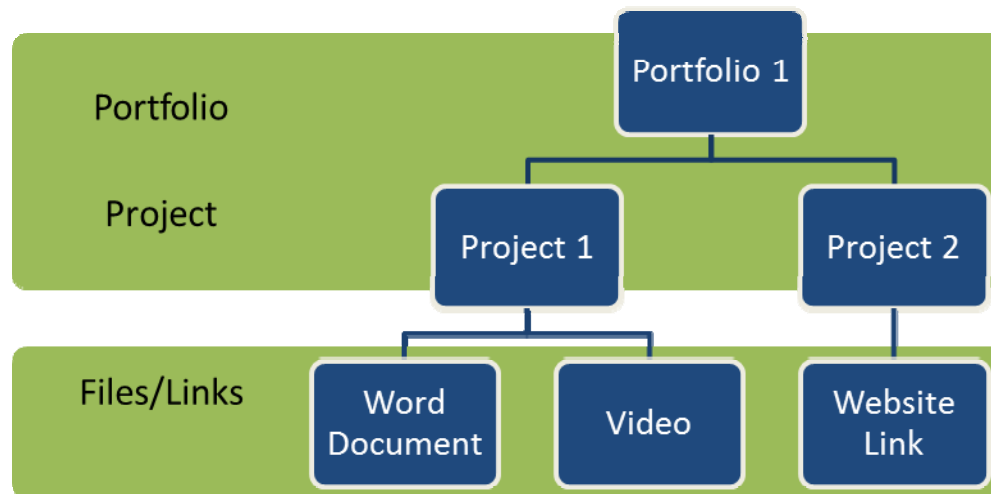# Portfolio Overview

- Portfolios contain projects, which contain files and/or links to websites
- You can use multiple file types in each project, including sound, video, photos and text files

Portfolio		Portfolio 1
Project	Project 1	Project 2
Files/Links	Word Document	Video	Website Link

Pull it all together

- Create a website

- Include your:
  - Resume
  - Letter
  - Portfolio
  - Anything else you create!