

TAILOR YOUR COVER LETTER

from the job description...

Sample Job Description

Nordstrom

Nordstrom values employees who have great insights to fashion and e-commerce, act fast, think creatively and embody our customer-first mentality.

Merchandise Manager, Shoes

Provide merchandising support & management in the shoe division. This role will be **responsible for pricing, being intimately familiar with the competitive landscape**, writing seasonal line plans and analyzing the business to ensure continued growth.

Responsibilities

Seasonal Business Strategy and Hindsight

- *Ability to both react to current business as well as **anticipate future trends**.
- *Provide timely and accurate business updates to the cross functional team.

Trend and Competitive Analysis

- *Clear understanding of the Nordstrom product aesthetic and brand point of view and **understanding the brand positioning in the market**.
- *Stay on top of runway shows, emerging brands and blogging to hold trend dialogue with the design team, help the brand stay relevant and hopefully **predict the next 'big thing'**.

Pricing and Optimization

- ***Create a clear pricing structure** that ties perceived value, quality and retail pricing together.
- *As the brand grows, build a clear path for revenue growth in addition to retail growth.

Cross Functional Partnership

- ***Act as the hub** between the channels of production, design, inventory planning and buying. This will require **attention to detail, effective time management and excellent communication skills**.
- *Understand the goals of all other divisions and functions and support these brand goals.

Requirements

- * Applicant must have a Bachelor's Degree and **2 years of experience working in retail**.
- * Applicant must have excellent **attention to detail and business acumen**.
- * Applicant must have a passion for product and eye for trend that is brand right.
- * Applicant **must be able to work in a team**, as they will work with buying, production, design and inventory planning.

TO APPLY: visit careers.nordstrom.com to submit your resume, cover letter, and reference page.

Use the job description to choose key skills and responsibilities to highlight in your cover letter. Then focus your cover letter on the 3-4 most important skills.

For this position, some of the top skills are:

- ▶ Experience working in retail environment
- ▶ Merchandising and pricing experience and industry trend analysis
- ▶ Teamwork and communication skills

The phrases are bolded and italicized to demonstrate key skills that are translated onto the cover letter.

...and turn it into this

Cover Letter Example

October 12, 2017

Mr. Sam Connor
Talent Acquisition Manager
Nordstrom, Inc.
1617 6th Ave.
Seattle, WA 98101

Dear Mr. Connor,

I possess a passion and commitment for the retail industry and because of this, I am excited to apply for the Merchandise Manager, Shoes position with Nordstrom. This position aligns with my experience working in in **three different retail environments**, including learning **merchandising best practices**, developing excellent customer service, and analyzing business and brand trends. I know you will find that these experiences along with my educational background make me a great fit for your team.

This past summer, I was a Merchandising intern with Old Navy and developed an understanding of **sales, inventory planning**, and retail operations. I **collaborated with a five-person team** to create weekly reports to **enhance sales and analyze industry trends**. My biggest accomplishment in this role was my final project where I **predicted seven growing fashion trends** and created a plan for Old Navy to incorporate these into their new line. I was able to effectively present my vision to the leadership team.

Additionally, as an Intern for TJX Companies, I worked on the planning and allocation team and learned the product development aspect of the company. In this role, I created a cost comparison analysis for 15 vendors bidding for business with TJX. This required excellent **attention to detail and professional communication** when working with the vendors. The team utilized the results in order to make decisions regarding infant clothing, a direct impact I made on the company. I am fully confident in my analysis and client relationship skills.

I believe my understanding of **industry trends and merchandising skills** will make me a productive team member for Nordstrom. I would appreciate an opportunity to interview and can be reached by telephone at 520- 621-2588 and daniellerios@gmail.com. Thank you for your time and I look forward to hearing from you.

Sincerely,



Danielle Rios

Things to keep in mind:

- ▶ Letters demonstrate your writing skills and etiquette.
- ▶ Emphasize what you can offer the employer as it specifically relates to the job description, using concrete examples.
- ▶ Address your letter to the Human Resources Director if you do not have a contact name.
- ▶ The phrases are bolded and italicized to demonstrate how key skills from the job description are addressed. Do NOT bold and italicize the cover letter that you submit.
- ▶ When emailing your application, paste the content of your cover letter in the body of the email, and attach your letter and resume as labeled PDF files: **DanielleRiosResume.pdf**

ACTION ITEM

Drop in to Resume Lab. There you can get your resume reviewed by a Peer Educator and get constructive feedback and suggestions to improve your resume. Drop in anytime during the allotted hours; please bring your laptop or a printed copy of your resume.
Current hours: go.arizona.edu/resume-resources



Tips for Submitting Your Resume Online

Applicant Tracking Systems

TO DO:

1. Have a clear format.

- ▶ Submit your file as a .doc or .docx format (standard Word document).
- ▶ Use a sans serif font in size 11-12 point.
- ▶ Triple-check your spelling and grammar; misspelled words are not recognized.

2. Tailor your resume.

- ▶ Keywords are critical to writing a tailored resume. Highlight keywords, terms, and skills in the position description and compare them to words used in your resume.
- ▶ Visit jobscan.co to see how well your resume matches against a position description. Input the text of a position description and text from your resume, and the site will recommend keywords you are missing.

TO AVOID:

1. Do not use templates or distracting formatting.

- ▶ Resume templates typically include columns, text boxes and other advanced formatting tools that are problematic for modifying.
- ▶ Applicant tracking systems are unable to read special characters and other content that are in boxes, or contain shading, lines, or borders.
- ▶ Formatting options such as headers, footers, or page numbers are ignored by applicant tracking systems.
- ▶ Too much ***bold, italics, and underlining*** is distracting and visually unappealing to the person who will review your resume after the ATS.

2. Do not rush.

Details matter to applicant tracking systems. Here are two simple tips that make a difference:

- ▶ Employers can search based off the file name of submitted documents. Save your document as 'full name, the job title, resume' to reach more employers (Mary Smith, Sales Manager Resume).
- ▶ Don't guess! Ask! Before you spend hours editing your resume, contact the company and seek their advice on their online application process.

3. Do not stuff keywords in every possible place.

It is great to use the keywords, but do so honestly and logically. If you do not have a particular experience, it's okay to leave that keyword off your resume. If you do have the relevant experience, use the keyword 1-3 times.

Along with a resume, a professional portfolio is often required for those going into a creative field such as writing, advertising, graphic design, or computer programming. A portfolio highlights and showcases samples of your best work, along with life experiences, values, and achievements. It does not take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field.

This resume purposefully uses elements geared toward creative industries. Skills in Adobe Creative Cloud are highlighted in the creation of a logo.

Website shows portfolio of work – relevant for certain fields such as the arts, film, and design.

ANDREA O'BERT

aobert@email.com | 520.621.2588 | www.andreaobert.com

Collaborative Art History student with 3 years' experience in community service. Driven to impact non-profits by leveraging marketing strategies to grow sponsor participation.

EDUCATION

Bachelor of Arts in Art History | Minor in Spanish | anticipated graduation May 2019
University of Arizona, Tucson, Arizona | GPA: 3.8

WORK EXPERIENCE

Marketing Director | Tucson School of Photography, Tucson, Arizona | 2016 - Present

- Develop strategies using social media and call campaigns to market classes to potential clients
- Manage social media platforms and create appealing content to increase student engagement
- Coordinate class schedules and oversee correspondence for a population of 100+ students
- Provide additional instruction on equipment to increase student understanding of material

Photographer | Andrea O'Bert Photography, Tucson, Arizona | 2015 - Present

- Oversee complete photographic process for weddings and events with up to 250 attendees
- Consult with clients to understand vision and create action plans for portrait sessions and events
- Process and edit images using Adobe programs to exceed client expectations
- Manage scheduling and promotion of services to engage new clientele and grow brand

COMMUNITY SERVICE & LEADERSHIP

Volunteer Photographer | Youth On Their Own, Tucson, Arizona | 2016 - Present

- Provide photography services for an organization dedicated to serving underprivileged students
- Photograph students for senior portraits. Encourage a positive outlook on education and achievement
- Create promotional images to support marketing initiatives and draw potential sponsors

Blue Chip Leadership | University of Arizona, Tucson, Arizona | 2016 - Present

- Assist 15 students during first year transition and establish a community of support
- Build relationships with fellow leaders to grow network and enable opportunities for collaboration
- Develop leadership skills by analyzing problems and creating solutions in a hands-on environment

Volunteer | Southern Arizona Arts & Cultural Alliance, Tucson, Arizona | 2017

- Analyzed marketing issues and collaborated with a team to develop strategies within a limited budget
- Surveyed vendors and community members at arts events to determine how to better reach sponsors
- Created sample materials such as flyers, pamphlets, and slogans to support marketing efforts

SKILLS

- Adobe Photoshop, Adobe Lightroom, Adobe InDesign, Adobe Bridge
- DSLR cameras- photo and video functions | Studio lighting equipment and setup
- Bilingual: English & Spanish | Social Media marketing | Client relationships

The summary statement is tailored to a desired industry and focuses on key skills, like collaboration and leveraging marketing strategies, which are also clearly demonstrated in the experience section.

First bullet point helps clarify organization's mission.

Utilize a brief, 2-3 sentence summary statement to show top skills and call out specific experience.

JEREMY BROOKS

Tucson, Arizona 85745 • 520-621-2588 • email@email.arizona.edu

Bilingual Computer Science Junior with 2 years of experience providing user support. Skilled in communicating technical issues to non-technical users and collaborating across teams to implement processes which have increased efficiency.

TECHNICAL SKILLS

Platforms: Microsoft (XP, Vista), Linux, Unix, Mac OS

Tools: Active Directory, VMware, Office 365, Adobe Photoshop, McAfee

Hardware: Servers, routers, mobile devices (Android & iPhone), modems, printers

It's optional to categorize / organize technical skills to draw attention to specific skill sets.

EDUCATION

Bachelor of Arts in Computer Science, Minor in Spanish - December 2019
University of Arizona, Tucson, Arizona

PROFESSIONAL EXPERIENCE

LAW IT Student Worker (September 2016 - Present)

University of Arizona, College of Law, Tucson, Arizona

- Provide technical support, responding to a high volume of requests
- Support software installation, upgrades, and mobile device setup and assist with issue resolution of AV equipment in classrooms
- Collaborate with IT and leadership teams – in February 2018, designed and implemented a process for ticket creation which reduced wait time by 15%
- Initiated a system of hardware organization in 2017 to more efficiently track inventory

VOLUNTEER EXPERIENCE

Volunteer Storyteller (March 2018 - Present)

Odyssey Storytelling Series, Tucson, Arizona

- Create and present original work at monthly storytelling series

Volunteer (April 2017 & 2018)

Tucson Festival of Books, Tucson, Arizona

- Assisted with set up of equipment and collaborated with a technical team of 30+ to provide technical support for event with 50K+ attendees

Include experience such as volunteer, community service, and involvement and show skills utilized in these experiences.

ADDITIONAL EXPERIENCE

Participant (January 2018)

Hack Arizona, Tucson, Arizona

- Collaborated with a team of 4 to design a web app which achieved first place

Include industry-relevant experience.

LEAH TSOSIE

tsosie@outlook.com 520.621.2588
http://www.linkedin.com/pub/leah-tsosie

Example of a resume reduced from a long CV for a Ph.D. student seeking jobs outside of academia. Looking for a CV example? See our resources & tools on our website, career.arizona.edu

SUMMARY OF QUALIFICATIONS

- fire, plant, soil and restoration ecology, and natural resource policy knowledge
- experience creating and maintaining sustainable ecological systems
- DNA extraction, PCR, gel electrophoresis, plant and soil analysis lab techniques
- esri ArcGIS for Desktop 10.1, Access, Adobe Photoshop, web applications, analytics
- grant writing, technical scientific writing, budget and project management
- fluent in Spanish and Navajo (Diné Bizaad)

EDUCATION

University of Arizona, Tucson, AZ

Ph.D. in Natural Resources Management, May 2016

Wildlife and Fisheries Conservation and Management

Dissertation: *"Climate Impact on Fire Severity in Western National Parks"*

Alfred P. Sloan Foundation Indigenous Graduate Partnership, 2012-present

Science Foundation Arizona Graduate Research Fellows, 2012-present

M. S. in Natural Resources Management, August 2013

Graduate Certificate in Geographical Information Systems

Thesis: *"Impact of Fire Severity on Forest Recovery in Santa Catalina Mountains"*

Cornell University, Ithaca, NY

B. S. in Biology, Plant Sciences Minor, May 2010

RESEARCH AND ENVIRONMENTAL EXPERIENCE

University of Arizona, Fire and Restoration Ecology Lab, Tucson, AZ, August 2013-May 2016

Graduate Assistant, Advisor: Donald Falk, Ph.D.

- Researched effects of fire severity on recovery of forest communities.
- Sampled 65 0.1 Hectare plots for variables such as shrub cover by species, diameter breast height by species of trees, and identified seedlings and saplings.
- Trained and supervised field crew for work in remote conditions for 5 days at a time.
- Organized and analyzed data related to restoration project.
- Communicated with key media personal and press coverage reports on project.

Cornerstone Environmental Group, LLC, Intern, Tucson, AZ, September 2013-May 2014

- Worked on team developing environmental impact statement for a facility permit request.
- Analyzed reports, maps, environmental data and aerial photographs to support team project.
- Adhered to federal, state and local regulations for environmental compliance of site.

U.S. Peace Corps, Environment Volunteer Leader, Dominican Republic, November 2012-July 2013

- Coordinated network of 50 environmental youth groups for conferences and activities.
- Helped volunteers coordinate projects for improved cook stoves, latrines, and gardens.
- Aided volunteers in finding, writing, and reviewing grants and other funding opportunities.

RESEARCH AND ENVIRONMENTAL EXPERIENCE continued

U. S. Peace Corps, Community Environment Volunteer, Dominican Republic, March 2011-October 2012

- Researched and marketed community initiated sustainable business projects.
- Established water committee to educate and address water, sanitation and fishing needs in community (including latrines, fresh water access, and water testing in lagoons).
- Organized environmental youth group to educate others about the environment through talks, a radio show, organizing community cleanups, tree plantings and hikes.

U.S. Geological Survey, Biological Science Technician, Lander, WY, May 2009-January 2010

- Mapped vegetation changes from anthropogenic features for use in research on the effect of soil disturbances on non-native plant invasion using ArcMap and GPS.

Cornell University, Soil Ecology Lab, Research Assistant, Ithaca, NY, March 2008-May 2009

- Managed Red Clover rhizobia genetics project using advanced lab techniques: DNA extraction, PCR, gel electrophoresis, and particulate organic matter analysis of soils.

Everglades National Park, Biology/Botany Intern, Homestead, FL, June 2008-August 2008

- Investigated the relationship between fire and invasive tree species in hammocks.
- Mapped exotic and rare plants using ArcView GIS software.

Cornell University, Plant Genetics Lab, Research Assistant, Ithaca, NY, August 2007-May 2008

- Extracted DNA from *Arabidopsis thaliana* mutants for analysis.
- Collected hybridized seeds from mutant plants for seed bank and planting in greenhouse.

VOLUNTEER SERVICE

Firewise Communities, Communicator, Mount Lemmon, AZ, March 2013-present

- Served as an educational resource during community education and outreach events for wildfire preparedness to help residents reduce loss of life and property.

Sky Island Alliance, Volunteer, Tucson, AZ, October 2013-April 2015

- Collected data on plants, wildlife, riparian areas and landscape erosion using GPS, cameras and topographical maps to assist with public land management planning.

The Nature Conservancy, Volunteer, Fire Adapted Communities Coalition, Prescott, AZ, May 2014

- Promoted neighborhood collaboration to raise wildfire hazard awareness, protect property and assist with post-fire impacts during National Wildfire Community Preparedness Day.

Navajo Nation Tribe, Volunteer, Church Rock Chapter, Church Rock, NM, July-August 2013

- Conducted field research with team of scientists for uranium clean-up program.

SELECTED PUBLICATIONS (complete list available)

Tsosie, L.A. *Ten Years of Recovery of Forests in the Catalina Mountains After Bullock and Aspen Fires*. 2014. *Ecological Restoration*. 48: 52-68.

Tsosie, L.A., *Treatment of *Schinus terebinthifolius* in Everglades National Park, Effective Management Strategies*. 2011. *Applied Soil Ecology*, 50: 14-20.