

# Career Services

OUR MISSION IS YOUR FUTURE

Published by the Career Services Office – Division of Student and Campus Life  
SUNY Geneseo Blake A 104 1 College Circle Geneseo, NY 14454  
Phone: 585.245.5721 Fax: 585.245.5800 Web site: <http://careers.geneseo.edu>

## Resume & Cover Letter Guide - Business

### Self Assessment:

In order to write an effective resume, you need to sit down and answer some questions about yourself. These are the same kinds of questions that you have been asked throughout your college career and will be asked when interviewing. Can you answer them?

- What are your short and long range career goals?
- What are your strengths?
- What skills do you possess that may be of interest to someone reading your resume?
- What have you done in your academic work, summer jobs or co-curricular activities that the reader might find relevant?
- What have others said about your work through evaluations and informal comments?

### Using Your Answers To Build Your Resume:

Now that you've begun to think about your best qualities you can begin to develop and organize your resume. An employer spends about 15-20 seconds on an initial review, so keep in mind that the information with the most impact should be closer to the top.

- Typically, the reader wants to know the purpose of your resume. Your objective tells what you want to do, what strengths you have to do it and, possibly, what environment you want to do it in. This is typically the hardest part of resume development, but very important in focusing the reader. The objective does not have to be too narrow (To become a Human Resources Manager at a YMCA), but it also shouldn't be too broad (To become a Manager). Some writers will have 2-3 resumes with different objectives in order to give themselves options. If you're struggling with your objective and your career focus, ask for help.
- Once you have your target field, research what qualifications the reader may be seeking. You can do this by going to our website and looking at posted openings or talking with Alumni Career Partners or other networking contacts and getting their advice. Knowing what kind of background and skills employers in your field want can help you to prioritize the rest of the information on your resume.
- Organize your resume in order of importance. Give more information about those experiences and qualifications that make you a good candidate and don't give a lot of detail about extraneous or unrelated experiences. Exception: if an unrelated experience allowed you to develop significant skills, go ahead and give more detail. An example: perhaps you served as President of a major campus organization (unrelated to your career goals), and as a result, developed strong leadership and organizational abilities. Those skills are valued by all employers and should be acknowledged in some way on the resume.
- Most people do not provide highly personal information such as age, marital status, ethnic background, religious preferences, etc.
- Finally, understand that your resume is a demonstration of your qualifications now. It is an ever-changing document and should be updated on a regular basis.

## Hints On Cover Letter Composition

When sending your resume by mail to any employer, make sure you always include some type of introduction letter. Employers often receive so many inquiries about positions that they are genuinely impressed when a well-crafted, professional letter accompanies a resume. Styles and formats vary, but essentially a cover letter is a form of formal business communication, which serves as an introduction of you and your qualifications to a prospective employer.

The three most common types of cover letters are: *letters of inquiry* in which you are unaware of any specific vacancies, but want to establish your interest in opportunities which *may* become available with a particular employer; *letters of application* are written when you are aware that an opening does indeed exist and you wish to address your specific attributes which qualify you; *networking letters* for those employers you have been referred to through your networking contacts.

Keep in mind the following points when writing your cover letters:

- Your letter must be directed to a specific person and reflect that person's correct title. **If possible, do not** use Dear Sir/Madam or Dear Personnel Director salutations.
- Be sure to use the best possible printer available (laser or letter-quality). Appearance is very important when making a first impression. Use high quality bond paper in the same color as your resume. Do not use harsh or severe shades. **Boldface**, *italics*, and the use of simple graphics or multiple type fonts/sizes can be utilized but should not be overdone or distracting.
- Personalize the letter whenever possible. For example, mention the name of the organization in the body of your letter rather than referring to "your organization". Careful use of creative techniques such as anecdotes, career-relevant quotes, and the stressing of unusual qualifications can make your letter stand out. It can help to think about not only what you've done, but how well you've done it. Use these techniques to avoid simply restating information that you have included on your resume.
- Cover letters are not autobiographies. The goal is to keep your letter short enough to sustain the interest of the reader, and at the same time include enough information about your qualifications to provide the employer with the incentive to invite you for an interview. Your task is to enlighten the employer about what you know, what you can do, and what you can bring of value to the employer in question.
- Have someone proofread your letter for errors, awkward phrases, etc. Your letter must be accurate, attractive and error-free.

**Cover letters should always reflect *your* writing style. Do not copy anyone else's or any of the examples found in this guide. If you are having trouble, consult the Career Services Office resource area for additional information. Office staff would be more than happy to review rough drafts of your cover letter; you can schedule an appointment with a staff member or come in during drop-in hours. To schedule an appointment, call 245-5721 or stop into our office in Blake A 104.**

## Sample Cover Letter Outline

YOUR STREET ADDRESS  
CITY, STATE, ZIP  
DATE

EMPLOYER NAME  
TITLE  
ORGANIZATION  
ADDRESS

SALUTATION:

The **first paragraph** should establish why the letter is being written. Are you aware of a specific vacancy? If so, cite the source where you learned about the opening. Has someone referred you to this employer? If so, use their name (with permission). Perhaps you are just inquiring about the possibility of an opening. If so, try to write something that will attract the attention of the reader and encourage him/her to want to know more about you.

The **second and perhaps third paragraph** establishes your qualifications. You may wish to outline what you think are your unique academic, experiential and personal qualities and how they relate to the position you are seeking. **It's important to demonstrate that you're aware of what you can bring of value to an employer.** It may be a good time to mention information that points out that you've done your "homework." Ideally, through research, you've developed a certain degree of knowledge about the employing organization. Provide one or two specific examples that demonstrate your most outstanding career-related characteristics.

**The next paragraph** is fairly straightforward. Offer to provide additional information regarding your qualifications. You should let the employer know that you would welcome the opportunity for a personal interview and/or that you look forward to hearing their response.

**Thank you for your consideration** is all you need to say in the last paragraph.

Sincerely,

*Signature*

Typed Name

Enc. (means *enclosure*, indicating that your resume is included with cover letter.)

## Quick Answers to Your Questions on Developing a Quality Resume

Probably one of the most important documents you'll ever compose, your resume, serves as a highly polished, professionally written presentation of your qualifications to prospective employers. Keep in mind that friends, family, faculty, recruiters--almost everyone has an opinion about what constitutes the "perfect" resume. No such document exists. A good resume needs to contain certain kinds of information that employers expect to see, but what you say, how you say it and the style in which you present it is entirely up to you. You need to use a little imagination and creativity to present your unique qualifications to employers. Do not copy the samples in this publication or others. Use them as guidelines and to generate ideas on how to design your resume.

**For more information about resumes or cover letters, refer to one of the many books on resume writing in the career resource area or consult with the Career Services staff. The following are some key points to remember:**

### **Length**

The resume should be a concise statement of your background and qualifications. While one page is generally sufficient, in some cases a particularly capable and experienced candidate may require a second page. If a second page is needed, it needs to cover at least half of the second page, and should include your name at the top and use a paperclip, do not staple.

### **Format**

There are many different formats and approaches to visually present your qualifications. Your choice of a format is going to depend to a great extent on the type and quantity of information you wish to provide. Avoid splashy and overly creative gimmicks, but don't be afraid to break from the norm to some extent. The use of simple linear graphics and varying type fonts/sizes can liven up an otherwise drab resume.

### **Appearance**

Try to keep the resume pleasing to the eye. Don't present information in long, thick paragraphs. Potential employers will review this document quickly, so make it easy to read. All print on your resume should be black. If you include e-mail addresses or web sites, please remove the hyperlinks that underline and automatically turn the print blue by right clicking on the address.

### **Paper and Printing**

Use high quality bond 8 1/2 x 11 inch paper in white or off-white colors. Your resume and cover letter paper as well as your envelope should match. We strongly recommend laser printing your resume. The Career Services Office has a Student Computer Lab area with 2 computers, printers, resume paper and envelopes available for your use. If possible, run your envelopes through a printer as well. If not, use labels or print the address carefully.

### **References**

Your references should be listed on a separate page on matching paper with your name clearly stated at the top. Along with the names of 3-5 references, you should also list their job title, organization, address, phone number and e-mail address.

**Remember, your cover letter, resume and reference page are typically your first introduction to an employer and their presentation makes a statement about you. Are you neat, organized, do you use your words well and with impact, are your sentences coherent and enlightening? Take the time and care to make a strong impression!**

# Sample Resume Outline

Your Name  
Your Address  
Your Phone Number  
Your E-Mail

**Objective** If you decide that you wish to include an objective on your resume, make sure that it is specific and well stated. Avoid vague and ambiguous statements. Your objective can be stated in your cover letter instead of your resume.

**Education** In this section you will want to include information about the institutions you have attended, degrees received, and your majors and minors. Optional information for this section can include your GPA, honors and awards including Dean's List and study abroad information. A typical format for a Geneseo student might look like this:

State University of New York at Geneseo  
Bachelor of Science, Business Administration, May 2009  
Overall GPA: 3.2/4.0      Dean's List: Spring 2008

**Experience** Your Experience sections can take on many different formats. You might have a separate section for **Internship Experience**. Other Experience sections might be called **Work Experience, Related Experience, Volunteer Experience, Leadership Experience**, etc. Keep in mind that you may have an Experience section with only one item in it. This is a good tactic if you want to draw particular attention to what you feel is a very important aspect of your resume. It is more important to categorize your experiences based on relatedness of the skills you used or learned rather than whether or not you were paid, received credit for the experience, or if it took place during the school year or the summer. Therefore, a Related Experience section might include a summer job, a credit-bearing internship and a research project that you did for class. A typical entry in an Experience section might look like this:

<b>Management Intern</b> Fall 2008	<b>Enterprise Rent-A-Car</b> Geneseo, NY
<ul style="list-style-type: none"><li>•Handled customer questions and reservation requests</li><li>•Solved customer problems in a team oriented environment</li><li>•Developed an understanding of budgetary issues and accounting procedures</li><li>•Participated in sales calls with Branch Manager</li></ul>	

**Activities** Include clubs and organizations that you have been a member of, volunteer activities that you have participated in and leadership positions that you have held not stated elsewhere on the resume.

**Skills** **Computer Skills:** Should include information on systems, software, hardware and languages that you have used that are relevant to your objective.

**Foreign Language Skills:** List written or verbal ability in any foreign language.

You may wish to separate each Skills section or combine into one depending on the focus and length of your resume.

**References** Can be simply stated as "Available Upon Request".

# Action Verbs

The following is a list of action verbs that should help you in describing your experiences and activities on your resume.

## Management Skills

Administered  
Analyzed  
Assigned  
Attained  
Chaired  
Consolidated  
Contracted  
Coordinated  
Delegated  
Developed  
Directed  
Evaluated  
Executed  
Improved  
Increased  
Organized  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Reviewed  
Scheduled  
Strengthened  
Supervised

## Communication Skills

Addressed  
Arbitrated  
Arranged  
Authored  
Collaborated  
Convinced  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Formulated  
Influenced  
Interpreted

Lectured  
Mediated  
Moderated  
Negotiated  
Persuaded  
Promoted  
Publicized  
Reconciled  
Recruited  
Spoke  
Translated  
Wrote

## Research Skills

Clarified  
Collected  
Critiqued  
Diagnosed  
Evaluated  
Examined  
Extracted  
Identified  
Inspected  
Interpreted  
Interviewed  
Investigated  
Organized  
Reviewed  
Summarized  
Surveyed  
Systematized

## Technical Skills

Assembled  
Built  
Calculated  
Computed  
Designed  
Devised  
Engineered  
Fabricated  
Maintained  
Operated

Overhauled  
Programmed  
Remodeled  
Repaired  
Solved  
Upgraded

## Teaching Skills

Adapted  
Advised  
Clarified  
Coached  
Communicated  
Coordinated  
Demystified  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Guided  
Informed  
Instructed  
Persuaded  
Set goals  
Stimulated  
Trained

## Financial Skills

Administered  
Allocated  
Analyzed  
Appraised  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Developed  
Forecasted  
Managed  
Marketed  
Planned

Projected  
Researched

## Creative Skills

Acted  
Conceptualized  
Created  
Customized  
Designed  
Developed  
Directed  
Established  
Fashioned  
Founded  
Illustrated  
Initiated  
Instituted  
Integrated  
Introduced  
Invented  
Originated  
Performed  
Planned  
Revitalized  
Shaped

## Helping Skills

Assessed  
Assisted  
Clarified  
Coached  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Expedited  
Facilitated  
Familiarized  
Guided  
Motivated  
Referred  
Rehabilitated  
Represented

## Detail Skills

Approved  
Arranged  
Cataloged  
Classified  
Collected  
Compiled  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Purchased  
Recorded  
Retrieved  
Screened  
Specified  
Systematized  
Tabulated  
Validated

## Accomplishment Verbs

Achieved  
Expanded  
Improved  
Pioneered  
Reduced  
Resolved  
Restored  
Spearheaded  
Transformed

Box 9999, 10 MacVittie Circle  
SUNY Geneseo  
Geneseo, NY 14454  
February 17, 2009

Ms. Michelle Boyat  
Partner  
Grange and Company, P.C.  
140 West Main Street  
Rochester, New York 14607

Dear Ms. Boyat:

A recent article in the Rochester Business Journal indicated that the majority of the businesses that Grange and Company services are restaurants and hotels. As an accounting student with substantial experience in the hospitality industry, I feel that I make an excellent candidate for employment with your firm.

For the past three tax seasons, I have worked each Saturday as volunteer office help in an accounting firm. This experience, coupled with my education, helped me to develop an understanding of the day-to-day operations of an accounting organization. Along with knowledge of accounting, I have several years experience working in restaurants. I believe that my understanding of your customer base would allow me to better service your clients.

I understand that in addition to an ability to do the job, a critical concern of employers in hiring new people is whether the person has suitable personal characteristics. In this area, taking initiative to solve problems or originate projects and keeping customers satisfied are my two greatest strengths. I demonstrated initiative in originating the volunteer office help position described above. While working in various restaurants, I developed excellent customer service skills. These skills will readily carry over into my accounting career.

I hope that you will consider me for any openings within Grange and Company, P.C. I plan to contact you in two weeks to discuss the possibility of a personal interview.

Thank you for your time and consideration.

Sincerely,

Susan Reinke  
Enc.

# SUSAN REINKE

sir99@geneseo.edu

## Current Address

Box 9999, 10 MacVittie Circle  
SUNY Geneseo  
Geneseo, NY 14454  
(585) 245-3297

## Permanent Address

420 Plum Rose Lane  
Fairport, NY 14450  
(585) 377-6032

## CAREER OBJECTIVE

Position in public accounting that will use proven abilities to manage data accurately and relate to people.

## EDUCATION

Bachelor of Science in Accounting, May 2009  
State University of New York at Geneseo  
John Wiley Jones School of Business, AACSB Accredited  
**Accounting GPA: 3.6** Overall GPA: 3.3

In addition to required Accounting coursework, also completed 27 credit hours of Management and Economics coursework including Micro and Macro Economics, Operations Management, Marketing, Finance, and Personnel Management.

## RELATED EXPERIENCE

**Volunteer Office Assistant**, Peters and Frennel, P.C., Fairport, NY  
Gained a working knowledge of the operation of an accounting firm, as well as an understanding of the demands and pressures of the field. Provided assistance to accountants by researching and summarizing client information and tax laws. Worked on Saturdays during tax seasons 2008 - 2009.

**Member**, Geneseo Accounting Society, Spring 2007 - present  
Organized and promoted a career night featuring accounting alumni as guest speakers and in small group discussions.

## WORK EXPERIENCE

*Have consistently worked summers and during the academic year and have gained significant customer service experience, developed time management and organization skills, and demonstrated responsibility and a strong work ethic.*

<b>Assistant</b>	Career Services	SUNY Geneseo	Fall 2007 - present
<b>Waitress</b>	The Irish Inn	Fairport, NY	Summer 2009
<b>Server</b>	Union Snack Bar	Geneseo, NY	Fall 2007 - Spring 2008
<b>Counter Help</b>	McDonalds	Fairport, NY	Summers 2006-2007

## COMPUTER SKILLS

Microsoft Word, Excel, Access and PowerPoint  
Peachtree and Quickbook Accounting Software

## ACTIVITIES

NCAA Division III Swimming, 2006 - present  
Emerald Career & Employee Development Leadership Certificate, 2009  
Member, Activities Commission, 2007 - 2009

## REFERENCES

*Available upon request.*

Box 8888, 10 MacVittie Circle  
SUNY Geneseo  
Geneseo, NY 14454  
March 21, 2009

Ms. Lydia Weston  
Senior Associate  
Maxima Financial Planning, Inc.  
1918 State Street  
Syracuse, NY 13057

Dear Ms. Weston:

Please consider this letter as an initial application for a position as a Financial Consultant for Maxima Financial Planning, Inc., a position listed through the Career Services Office at SUNY Geneseo.

Recently graduated from the State University of New York at Geneseo, I was a strong student, achieving a 3.2 GPA, and was an active participant in Residence Life and Greek activities. Although a recent graduate, I am not a typical new graduate. The internship that I completed at Dean Witter, Inc. provided me with a professional experience that will allow me to hit the ground running in my first full-time position. Feedback from that experience consisted of "...amazing worker!" and "not afraid to learn and do new things".

I financed 100 percent of my college education by holding a series of jobs, each with substantial responsibility. During the school year, as well as during breaks and summers, I worked and still found time to fulfill leadership roles in several campus organizations. As a member of a sorority, I have been able to take on the roles of Pledge Chairman and Treasurer, teaching me not only practical applications of my business courses, but the value of leading vs. managing. And, I am currently a Resident Advisor and have been involved as a Floor Representative to Inter Residence Council. I believe I have the maturity, salesmanship and analytical skills to embark on a career in financial services, and would like to do this in New York, my home state.

I would be happy to provide you with any additional information you may require to evaluate my qualifications. I will follow up this letter with a phone call to see if I can arrange a time to meet with you.

Thank you for your consideration.

Sincerely,

Lisa Giannini  
Enc.

# LISA GIANNINI

lig92@geneseo.edu • (585) 245-7688

**Current Address:** Box 8888, 10 MacVittie Circle, SUNY Geneseo, Geneseo, New York 14454,

**Home Address:** 643 Arbor Street, Elma, New York 14059, (716) 674-2140

## PROFESSIONAL OBJECTIVE

To obtain a position as a financial consultant with an investment advisory company.

## EDUCATION

Bachelor of Arts Degree, Economics, May 2009

John Wiley Jones School of Business, AACSB Accredited

State University of New York at Geneseo, Geneseo, New York

Overall Grade Point Average: 3.2

## INTERNSHIP

*Dean Witter, Inc., Buffalo, New York*

Spring and Summer 2008

Trained in sales, phone solicitation, stock research, processing of reports and filing.

Participated in weekly company meetings and seminars. Completed a survey of retirement plans used by businesses in the Buffalo area and compiled data using an Excel spreadsheet.

Received six academic credits.

## WORK HISTORY

*Resident Advisor, SUNY Geneseo*

August 2007 - present

Provided various social and educational programs for students in the residence hall.

Developed skills in communication and assertiveness, as well as management and organizational abilities.

*Orientation Advisor, SUNY Geneseo*

Summer - Spring 2008

Organized and assisted in the delivery of summer and spring orientation programs for Geneseo's incoming students and their parents. Led student and parent discussion groups, planned activities and social programs and assisted in daily scheduling of participants' time.

*Tour Guide, SUNY Geneseo*

Spring 2007 - Spring 2008

Selected from over 50 applicants to direct groups of visitors, usually comprised of prospective students and their parents, on a walking tour of campus. Used public relations skills while sharing information about the College, academic programs, residence life and social atmosphere.

## LEADERSHIP ROLES AND ACTIVITIES

Economics Society \* Finance Club \* Resident Advisor Council Member \* Greek Task Force Committee Member \* Allegany Hall Council Member/Treasurer \* Inner Greek Council Executive Board \* Phi Phi Phi Sorority Member \* Erie County 4-H Junior Leader \* Tri-Town Camp Supervisor

## COMPUTER SKILLS

Microsoft Word, Excel, Access and PowerPoint

Intermediate level knowledge of web design

**REFERENCES ARE AVAILABLE UPON REQUEST**

16 Court Street  
Geneseo, New York 14454  
April 18, 2009

Mr. Reginald Winston  
Personnel Director  
General Food Corporation  
1 Industry Circle  
Binghamton, New York 13902

Dear Mr. Winston:

I have the skills and the potential to fill the Human Resources Assistant position that you advertised for in the April 15, 2009 edition of the *Binghamton Press and Sun-Bulletin*.

I will receive my **B.S. in Business Administration** from the State University of New York at Geneseo next month. As part of my curriculum I have studied Organizational Behavior, Human Resource Management and completed a seminar on Special Topics in Personnel and Human Resources. Through my research and studies, I have gained an understanding of current personnel practices and policies. I have worked extensively with both Macintosh and PC platforms and feel that I have the necessary computer literacy that this position requires.

To further support your base requirements, I would bring an **enthusiastic and energetic approach** to this position. I take direction well, but am also capable of working independently. Finally, my **knowledge of Spanish** may be of value to you in dealing with a diverse work force.

In today's competitive job market, I recognize that you may well be inundated with applications for this position. Therefore, I will plan to contact you in a few days to determine where you are in the hiring process and discuss the best way to proceed.

Thank you for your time and consideration.

Sincerely,

William "Bill" Cruz  
Enc.

# William Cruz

16 Court Street • Geneseo, New York 14454 • (585) 243-1919 • wpc85@geneseo.edu

## OBJECTIVE

Entry-level position in Human Resources with a particular interest in recruitment and hiring.

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## EDUCATION

State University of New York at Geneseo  
Bachelor of Science in **Business Administration**, May 2009

### Highlights of Coursework

*Completed 52 credit hours of business coursework and 15 credit hours in organizational and occupational behavior including:*

### Human Resources Research Project

Completed an in depth study of the personnel policies and procedures of a local company. Spent over 50 hours interviewing various employees and personnel representatives at this company. Made recommendations on changes to their policies and procedures manuals, several of which were used. Received an "A" for the classroom presentation.

### Special Topics in Personnel and Human Resources

Reviewed and discussed current issues in Human Resources such as diversity, downsizing, retraining, and the Americans with Disabilities Act. Required to research one topic in depth and present to the class. Gained specific knowledge of initiatives Fortune 500 companies are taking to attract minority candidates.

### Collective Bargaining

Prepared a twenty-page paper based on research into the legal framework of collective bargaining.

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## SPECIAL SKILLS

*Foreign Language:* Fluent in Spanish  
*Computer Knowledge:* Microsoft Word, Excel, Access and PowerPoint

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## EMPLOYMENT HISTORY

Bartender	The Idle Hour	Geneseo, NY	April 2007-Present
Landscaper	The Greenery Inc.	Watertown, NY	May-Aug. 2006, 2007
Coach	Youth Soccer League	Watertown, NY	June-Aug. 2006

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## HONORS AND ACTIVITIES

Dean's List, 3 semesters  
Minority Business Society member  
Board Member, Undergraduate Alumni Association  
Participant, Geneseo Externship Program, New York City  
Spanish Club

27 Center Street  
Geneseo, New York 14454  
March 8, 2009

Mr. Tom Preston  
Regional Sales Manager-NE  
Sports Unlimited  
120 Highway Boulevard  
Bangor, Maine 21529

Dear Mr. Preston:

Jim Eiger, District Sales Manager for Sports Unlimited, suggested that I contact you regarding a sales position with your organization. It is my understanding that currently there are no openings within Mr. Eiger's district but opportunities may exist elsewhere. I am very interested in working for Sports Unlimited and am geographically flexible.

While pursuing a Business Administration degree at the State University of New York at Geneseo, I have learned a great deal about marketing and sales. I was able to successfully apply this information in both classroom exercises and in my work experience.

One particular classroom exercise stands out in my mind. We were required to make a "sales pitch" to fellow students for a product of our choice. Students then indicated whether they would buy this product or not. After my presentation for an innovative athletic shoe, the class unanimously agreed they would purchase this shoe. I was the only student whose presentation prompted this response.

My numerous sales awards indicate that I bring this same persuasive ability to my retail sales position. In this position, I have learned about the products of the major manufacturers of athletic equipment, including Sports Unlimited. Therefore, I would need only limited product training before beginning to generate sales for your company.

My discussion with Jim Eiger piqued my enthusiasm for the sales field and in Sports Unlimited as an employer. Perhaps I can travel to meet with you over our upcoming break. I will contact you in a few days to see if that time frame is convenient for you.

Thank you for your time and consideration.

Sincerely,

Jeff Richardson

Enc.

# Jeff Richardson

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27 Center Street      Geneseo, NY 14454      (585) 243-4241      jdr89@geneseo.edu

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**OBJECTIVE** Sales position with an athletic equipment company

## HIGHLIGHTS OF QUALIFICATIONS

- Two years retail experience in a sporting goods store
- Knowledge of major manufacturers of athletic equipment and their products
- Able to work independently
- Strong presentation skills
- Willing to travel and/or relocate

## EDUCATION

*Bachelor of Science Degree, Business Administration, May 2009*

State University of New York at Geneseo, AACSB Accredited

Minor: **Integrated Marketing Communications**      Marketing GPA: 3.2

*Associate of Science Degree, Business Administration, May 2007*

Monroe Community College, Rochester, NY      GPA: 3.4

## SALES RELATED EXPERIENCE

### Customer Relations Skills

- Easily developed rapport with different types of customers
- Once customer was at ease, followed line of questioning to determine individual's needs
- Advised customers on their product choices, recommended suitable purchases
- Developed a significant repeat customer base in a very competitive business

### Sales and Promotion

- Recognized as "Sales-Person of the Month" five times in a two-year period
- Developed successful promotional campaign to encourage students to support the college athletic teams including posters, radio spots, and ticket "give-aways"

### Presentation/Communication

- Received an "A" in Business and Professional Speaking
- Frequently "selected" to represent a class or group interests to professor, coach, or employer
- Proficient in Microsoft PowerPoint presentations

## EMPLOYMENT HISTORY

Retail Help	Joe's Sporting Goods	Waterloo, NY	Summers, Breaks 2008-2009
Assistant	College Athletics	Geneseo, NY	School Year 2008-2009
House Painter	All Pro Painters	Waterloo, NY	Summer 2007

## COLLEGE ACTIVITIES

Geneseo Marketing Association, 2007 to Present

NCAA Division III Soccer, 2006 to 2008, Captain – 2008

Intramural Lacrosse and Broomball, 2006 – 2008

Activities Commission, 2006 – 2008

## REFERENCES

Available upon request.

*Updated Summer 2009*

