

JOB MARKET MATERIALS ASSIGNMENT

DUE: 2/23/20 BY 11:59PM

SUBMISSION: Upload Resume & Cover Letter as PDF; Submit link for LinkedIn Profile

FILE NAMES: LASTNAME_RESUME.PDF, LASTNAME_COVERLETTER.PDF

THIS PROJECT IS 15% OF YOUR FINAL GRADE

RESUME

Your resume should be tailored to fit the job posting you chose to work with in your field.

If the job posting does not specify what info should be on your resume, use these guidelines:

- ONE PAGE
- Reverse chronological order
- Clean & Easy to read
- Thoughtfully formatted
- Include:
 - Contact Info
 - URL for LinkedIn page & Website
 - Previous Experience
 - Education
 - Skills/ Certifications OR Honors/ Awards
- If you still need to take up some more space, you can include other sections at your discretion.
- SAVE AS A PDF. You may need to download Acrobat for this, but it's an important skill to have.

100 possible points

COVER LETTER

Your cover letter should address the person hiring for the job posting you chose. It should be formatted as a printed letter—not as an email. (Refer to pp. 303-309 of *Business Writing Today* for specific guidance.)

The cover letter should be a formal business letter, formatted accordingly. I will especially be pleased (as would an employer) if your cover letter matches your resume in some design facet—i.e., they look as if they go together. It should include:

- Date
- Your contact information
- The address of the recipient
- Salutation
- Introduction
- Body
- Conclusion
- Closing
- Your full name
- SAVE AS A PDF. You may need to download Acrobat for this, but it's an important skill to have.

LINKEDIN PROFILE

Your LinkedIn Profile is part of your professional online presence. As improbable as it may seem, people do indeed search for it, and if you apply for a job, odds are they will look you up.

Your LinkedIn profile should include the following:

- A headshot, preferably one that looks professional (whatever passes for professional in your field) [if this is an issue for you, talk to me]
- A title—even if it is just “Student in Media Entrepreneurship” or what have you
- An about section (you can write this in 1st or 3rd person, I’m not particular)
- A link to the professional website you are building for this class (more impetus to make your website look good)
- Experience (largely reproduces the resume information)
- Education
- Skills
- Accomplishments (this section includes organizations you are a part of, languages you speak, honors and awards)
- Add at least 3 interests in your field
- AT LEAST THREE CONNECTIONS. Realistically, everyone in this class should connect, but get with a classmate to make this magic happen. Networks grow this way.
- Upload the link to your profile in the submission page.

BONUS POINTS FOR:

- A header image that somehow reflects your website and/ or resume design

GRADING RUBRIC

Several elements will go into your grade. Spelling, punctuation, grammar, and mechanics are inevitably at the foundation, but I am also looking for clear, concise, and concrete writing. Does the work succeed by making the point strongly and coherently, including with its visual design? All of these qualities fold into your grade in approximately equal portions.

Finally, if I were to assume the role of the hiring manager, applying the following general distinctions between A work, B work, and so on, to your writing:

A: Manager or clients would be **impressed** and remember the work when hiring. An "A" is reserved for work that clearly fulfills the requirements or criteria as stated.

B: Manager or clients would be **satisfied** with your application, but not especially impressed. A "B" indicates some lack or deficiency in one key area. For example, a "B" would be given to an assignment that overlooks a specified criterion, has a less than professional visual quality, or was not edited or proofread thoroughly.

C: Manager or clients would be **disappointed** and likely not hire you based on your materials. A "C" indicates more substantial shortcomings in the areas discussed above.

D: Manager or clients would be **troubled** by your application's poor quality. "D" indicates that there are profound weaknesses in all areas of the document. This would impact your job performance review negatively.

F: Manager or clients would not even ask you for an interview.

