

# Writing your application: Resume

## Recommended format

- An objective statement is now considered old fashioned. It's best to leave it off.
- Education details
- Employment details
- Extracurricular university, community or sporting involvement (optional)
- Additional skills - this is where you would list knowledge in a highly specialized program or other languages spoken, but if it's software that most other candidates would know (like Word!) how to use, it doesn't belong here.
- Hobbies + interests (optional, but for those who do not have a lot of experience this gives a bit more insight in to your well-roundedness)
- References: space is precious so don't use multiple lines to lists references, simply write "References available upon request"

## Tips

- 2 pages maximum.
- DO NOT include a photo, your age/date of birth or relationship status
- For your contact details, make sure you have a professional sounding email address like *firstname.lastname@gmail.com*, no one will be impressed by *beerfootyguy69@yahoo.com*.
- GPA is not necessary unless it's really impressive.
- Keep it recent and relevant: don't include anything pre-university (unless there is something particularly unique or compelling)
- Don't underestimate the value of the great skills you've developed working in the retail or hospitality industry, but don't list the obvious like "cash handling". Instead, talk about the customer service skills you developed, your relationship building skills, did you train people?, did you develop multitasking or organisational skills?, give examples of these skills you've developed.
- Each bullet point of description under a job title should start with an action word (present tense for current work, past for previous work)
- Check your formatting! Print it out or look at the document zoomed out on your computer screen. Are margins not lining up, is it too cluttered, did something break onto a new line and now looks untidy etc.?

## Resume example, 2 pages

# Jane Intern

0404 555 999, [jane.intern@gmail.com](mailto:jane.intern@gmail.com)  
[www.linkedin.com/in/janeintern](http://www.linkedin.com/in/janeintern)

## Education

### University of Sydney

*B.A Marketing*

May 2022 (Expected)

Honours: Dean's List (Spring 2015 semester), National Society of Collegiate Scholars, Dean's Scholarship for Outstanding GPA (Fall 2014 semester)

**Relevant Coursework:** Marketing Principles, Marketing Strategy and Planning, Building and Managing Brands, Advertising: Creating Principles, International Marketing

## Employment

### Boston Interactive

*Social Media, PR and Events Officer*

June – December 2018

- Planned and executed a launch party for a client's new store
- Conducted research to create and execute new marketing initiatives to pitch to clients
- Liaised with the wider office team to coordinate weekly staff meetings.

### Nemo Inc.

*Customer Service Representative*

June 2016 – June 2019

- Maintained customer databases and generated weekly analytics reports
- Established positive rapport with customers quickly and efficiently
- Managed ingoing and outgoing calls to customers related to shipment issues, working to solve problems in a timely manner, ensuring that customers were happy to continue doing business with the company in the future.

## Extracurricular

### Doctor Who Society, University of Sydney

*Marketing Officer*

February 2019 – February 2020

- Coordinated successful EDM, Facebook and Snapchat campaigns, resulting in an increased social media presence and 30% rise in membership sign-ups over 3 months.
- Organised volunteers for biannual fundraiser, raising \$10,000.

## **University of Sydney Field Hockey team**

*Captain*

*Goalkeeper*

September 2019 – Present

September 2017 – 2018

- Mentor junior members in pre-season sessions
- Run summer training camp for team
- Organise weekly team meeting and dinner

### **Additional Skills**

- Fluent in Mandarin and Portuguese
- Advanced proficiency in Microsoft Office
- Working proficiency in Adobe Suite (Photoshop, Illustrator and InDesign)
- Basic proficiency in Java, Python and C++
- Adept user of Instagram, Facebook and Twitter for marketing purposes

### **Hobbies and Interests**

- Volunteering: I walk dogs every weekend for the local animal shelter and I have been on volunteer trips to Brazil to work in an orphanage during Summer 2015 and to China to clean up trash along the Great Wall during spring break in 2016.
- Blogging: I have my own blog ([www.janeinternblog.com](http://www.janeinternblog.com)) where I track and analyse the current marketing campaigns for my favourite brands such as Quiksilver, Nike and H&M.

**References available upon request**

# Writing your application: Cover letter

A cover letter is an opportunity to show why you're applying for the role, what about the role you find interesting, and why you would be a good fit.

Internship sites look favourably on cover letters that are addressed specifically to them and their available role. **Your application will not be competitive if you simply change the name of the company you are addressing your cover letter to, rather than speaking about the individual role directly.**

## Tips

- **Address the cover letter to the organisation not Dana or Sydney Abroad!**  
Rather than 'To whom it may concern' or 'Dear Hiring Manager', you can address your cover letter to the organisation in general, for example 'Dear Gronade', 'Dear Rainforest Rescue' etc.
- **Show your (relevant) passion; doing some research is critical**  
Why do you want to work in this industry, for this organisation, or in this role?
- **Highlight what you bring to the table and address the ideal intern or essential criteria**  
Don't just tell the organisation what you can gain from this internship experience, tell them what you can bring to them (previous experience, skills specific to the industry, and transferrable skills like communication, teamwork, self-management etc.)

Our partner companies often provide feedback that students' applications were not successful because they **ignored** or **didn't adequately address** what the company was looking for in an intern, as described in the Internship Handbook. If it's a social media marketing role, highlight your experience with specific social media platforms! If the role requires a programming language (Javascript, Python etc.), make sure to emphasise that, and so on.

*If you don't say it, it'll be assumed you don't possess that particular qualification or skill that they've requested and your application for that role will be automatically discounted.*

## Cover Letter Example

11 May 2021

Dear Ms Sherman,

**[The first paragraph should outline who you are, where you go to school, and why you are writing.]**

My name is Jane Intern and I am about to finish my third year of study at the University of Sydney where I am majoring in Marketing. I am writing today to express my interest in the Social Media internship role available at Walt Disney Pictures.

**[The second/third paragraph(s) should connect your skills to the site's needs. Outline what you have to offer them.]**

Through my academic studies, I have acquired skills in marketing strategies, event planning, PR, and market research. My courses include Integrated Marketing Communications, Consumer Behaviour, International Marketing, and Public Relations Management.

I have also gained invaluable experience interning with a local marketing agency, Boston Interactive, where I helped maintain the business's Twitter account, researched our clients' competitors' products and services, and helped plan and execute a launch party for a client's new store. Furthermore, for a period of 12 months, I have been heavily involved in the Doctor Who Society, a student club at the University of Sydney, as their Marketing Officer. I implemented several successful campaigns using eDMs, Facebook and Snapchat, resulting in a 30% increase in sign-ups over 3 months.

I am a dedicated, enthusiastic and hardworking individual with experience in marketing and I am determined to gain as much as possible from my internship experience in Sydney.

**[The final paragraph should be short, thanking the reader for their time and indicating your desire to hear from them soon.]** I have attached my resume and look forward to progressing to the next stage of the application process. Thank you for your time and consideration.

Yours sincerely,  
Jane Intern

## Other Things to Consider:

### Review your social media presence

An internship site will find it strange if you have no online visibility, but find out what comes up when your name is Googled, in case your supervisor looks into your online presence. Be wary of the types of photos and information you have that are visible to the public and change your privacy settings if you need to. [Helpful tips!](#)

### Letters of recommendation (optional)

If you've excelled in a class, internship, volunteering placement, or job ask the academic, supervisor, or employer for a letter of recommendation and submit this to us with your application.

Whilst not mandatory, including letters of recommendation is a great way for you to stand out from the crowd and gives your potential internship supervisor a clearer picture of who you are and your work ethic. Having a good letter of recommendation can often be the difference in a site supervisor's willingness to interview you or not.

#### Example email of how to ask for a letter of recommendation:

Subject: Request for Letter of Recommendation for \_\_\_\_\_

Dear \_\_\_\_\_,

I am applying for an internship during my study abroad program in Sydney and would very much appreciate a recommendation letter from you.

Attached, you will find my [Brag Sheet](#) which lists my strengths and accomplishments (from my internship/volunteer placement/your classes/the period I worked for you etc.) to use in your letter. While I would be happy for you to include any of the included information, I would most appreciate you focussing on the following characteristics and achievements:

- Achievement 1
- Achievement 2
- ...

Please address the letter to Dana Logston, Study Abroad Coordinator (Internships) Sydney Abroad.

If you could please email this letter by <DATE> to [study.abroadinternships@sydney.edu.au](mailto:study.abroadinternships@sydney.edu.au), I'd appreciate it, as my application materials are due to the University of Sydney by <DATE>.

Thank you very much for your time and for your valuable recommendation.

Sincerely,  
NAME