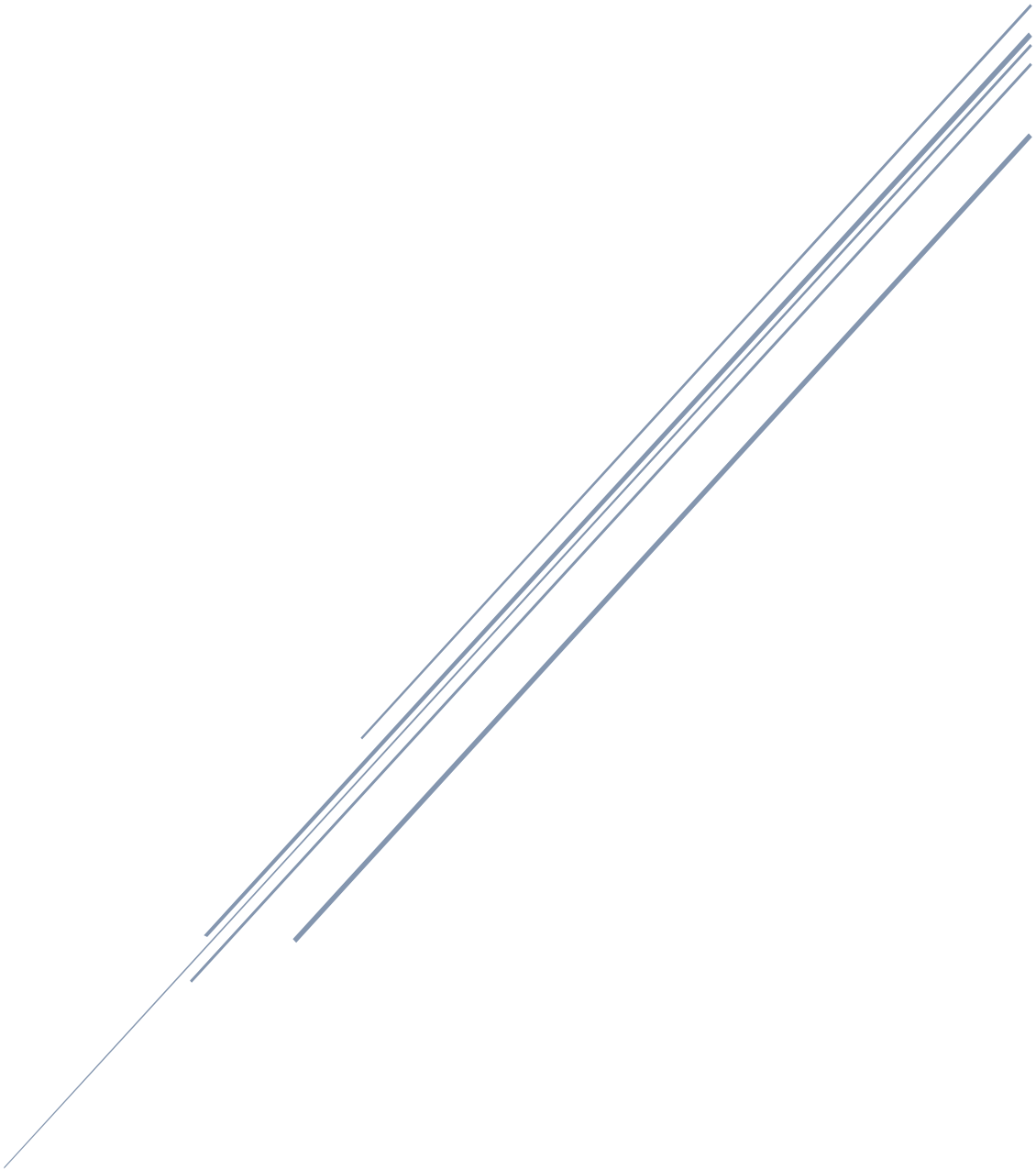


# RÉSUMÉ & COVER LETTER



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## Resume Checklist

Items	Things to note
<b>Length and Format</b>	<input type="checkbox"/> Within 2 A4 pages <input type="checkbox"/> Font type: Arial <input type="checkbox"/> Font size 11 or 12 <input type="checkbox"/> Punctuation <input type="checkbox"/> UK English <input type="checkbox"/> Use past tense <input type="checkbox"/> Use a variety of action verbs <input type="checkbox"/> Pagination <input type="checkbox"/> Clear margins around the page <input type="checkbox"/> Use of bold text for section heading <input type="checkbox"/> Use one set of bullet points <input type="checkbox"/> List information in reverse chronological order <input type="checkbox"/> Indicate with an “End” at the end of your document
<b>Photograph (Optional)</b>	<input type="checkbox"/> Professionally taken in business attire <input type="checkbox"/> Taken against white background <input type="checkbox"/> Dimension 4.5cm x 3.5cm (passport size)
<b>Contact Details</b>	<input type="checkbox"/> Name according to your I.D. <input type="checkbox"/> Contact mobile <input type="checkbox"/> Professional Email address <input type="checkbox"/> URL to LinkedIn profile
<b>Summary of Key Skills (Critical Core &amp; Technical Skills)</b>	<input type="checkbox"/> List of top skills in short phrases or in one word
<b>Work Experience</b>	<input type="checkbox"/> Use bold text and bullet points for hierarchy <input type="checkbox"/> Use action verbs to highlight skills and competencies <input type="checkbox"/> Include “Date from” and “Date to” where relevant <input type="checkbox"/> Quantify results and achievements
<b>Volunteer and Leadership Experience</b>	<input type="checkbox"/> Include your position held in IG/CCA <input type="checkbox"/> Use action verbs to highlight skills and competencies
<b>Education</b>	<input type="checkbox"/> Provide anticipated graduation date for your diploma <input type="checkbox"/> Include your GPA if it is more than 3.0
<b>Achievements &amp; Awards</b>	<input type="checkbox"/> List only latest and most significant
<b>References</b>	<input type="checkbox"/> Include a one-liner, “References are available upon request”

## Resume Sample

Eunice Lee Hui Ling  
 Email: eunicelee123@gmail.com  
 Mobile: + (65) 1234 5678  
 Linkedin.com/in/EuniceLee123/

### Career Objective

A recent graduate from Diploma in Mass Communication who has served as the assistant editor of the campus publication. Armed with strong writing skills, seeking a position with MarketFocused Company. Able to contribute in research, copywriting and social media marketing.

### Summary of Key Skills

- Effectively bilingual in English and Mandarin, spoken and written
- Basic photojournalism skills
- Social Media Marketing
- Basic Photoshop
- Illustrator
- Adobe Dreamweaver
- Research
- Critical thinking
- Writing advertisement copy
- Single-Camera technique
- Adobe Spark
- Canva

### Education

**Republic Polytechnic**  
 Diploma in Mass Communication  
 GPA of 3.2

**Anticipated completion date: May 2024**

**Zheng Hua Secondary School**  
 Attained 6 GCE "O" level subjects pass  
 Distinctions in English and Mathematics

**2017 – 2020**

### Work Experience

**ENCE Marketing**

**11 Sep 2023 – 10 Feb 2024**

**Freelancer**

- Partnered with in-house designer to create and execute two flyers, one print ad, and one postcard
- Wrote one radio script submitted with campaign proposal and assisted in other writing assignments
- Managed company social media accounts on Facebook, Twitter, Instagram, and Pinterest, improving user engagement by 5%

**Café Boulevard****2 Jan 2022 – 31 Aug 2023****Part-time Waitress and Cashier**

- Provided prompt service for more than 75 customers per shift
- Received commendation for providing excellent customer service
- Operated POS terminals to input customers' orders, swipe credit cards and enter cash amounts received

**Volunteer and Leadership Experience****Republic Polytechnic SMC Club****20 Apr 2021 – Current****Publicity Director**

- Led, organised and coordinated Freshmen Orientation Camp 2022
- Coordinated across 4 diplomas for SMC in campus' CCA Fiesta 2022

**Students' Overseas Trip to Korea****17 Sep 2019 – 28 Sep 2019****Student Leader**

- Led a group of 5 students to produce a 3-minute video journaling highlights of trip
- Demonstrated empathy and problem-solving skills to peers in distress during trip
- Resolved conflict between 2 students during trip

**Achievements & Awards**

- |  |             |
|--|-------------|
| • International Women's Fund (IWF) Education Grant                           | AY 2022     |
| • Certificate of Achievement Hewlett Packard (HP) Inc. Marketing Competition | 23 Jun 2023 |
| Awarded 1 <sup>st</sup> place  |             |

**References**

References are available upon request.

– End –

## Cover Letter Checklist

Before you send in your cover letter, check your document against the following list.

Items	Things to note
<b>Cover letter heading</b>	<input type="checkbox"/> Full name <input type="checkbox"/> Professional email <input type="checkbox"/> Phone number <input type="checkbox"/> Date <input type="checkbox"/> Relevant social media profiles
<b>Address to the right hiring person</b>	<input type="checkbox"/> Search LinkedIn and/or company web site: contact page and career page
<b>Introduction paragraph</b>	<input type="checkbox"/> Purpose of writing in <input type="checkbox"/> Describe how you heard about the internship or what you know about the company <input type="checkbox"/> Demonstrate your internship <input type="checkbox"/> Include information about yourself: education, key interests that apply to this internship
<b>Middle paragraphs (2-3 paragraphs)</b>	<input type="checkbox"/> Describe what you have to offer the employer <input type="checkbox"/> Make strong connections between your skills, knowledge and attitudes (S.K.A.) <input type="checkbox"/> Mention specifically how your skills and experience match the internship position you are applying for <input type="checkbox"/> Remember you are interpreting your resume, not repeating it <input type="checkbox"/> Support each statement you make with a specific piece of evidence
<b>Final paragraph</b>	<input type="checkbox"/> Wrap up any points you could not fit in the previous paragraphs <input type="checkbox"/> Thank the hiring manager for his/her time
<b>Use the right closing</b>	<input type="checkbox"/> Use the right closing salutation: Best Regards; Kind Regards; Sincerely; Thank you.

## Cover Letter Template

**Name**

<Course of study> Student

XXXXXX@gmail.com   
(65) xxxx xxxx   
Linkedin.com/in/Name 

<Name of Hiring Manager>  
<Designation of Hiring Manager>  
<Company name>  
<Address>

<Date of application>

Dear <Name of Hiring Manager>,

<Describe how you heard about the internship or what you know about the company. Demonstrate your interest in the internship. Include relevant information about yourself e.g. education like your diploma, institution, and key interests (only when relevant) that apply to this internship.>

<Describe what you have to offer the employer by making strong connections of your skills, knowledge and attitudes (S.K.A). You may use one paragraph to describe each of your S.K.A. that matches with the internship requirements.>

<Mention specifically how your skills and experience match the internship position you are applying for. Remember you are interpreting your resume, not repeating it. Support each statement you make with a specific piece of evidence.>

<Wrap up any points you couldn't fit in the previous paragraphs. Thank the hiring manager for his/her time. Finish the cover letter with a call to action.>

<Closing salutation>,


<Name>


**Note to students:**


**<Remove these after you have finished your draft>**

## Cover Letter Sample

**Eunice Lee**  
Mass Comm Student

eunicelee123@gmail.com 

(65) 1234 5678 

Linkedin.com/in/EuniceLee/ 

Ms Doris Tan  
Marketing Manager  
MarketFocused Company  
80 Robinson Road, #05-28  
S 068898

21 May 2024

Dear Ms Tan,

I am writing in to apply for the Marketing Executive position as advertised on Glints dated 15 May and I submit my resume for your consideration. I am a recent graduate from Republic Polytechnic's Diploma in Mass Communication, armed with strong writing and research skills. Through my work experiences and projects, I have also become adept at copywriting and social media marketing.

During my time in Republic Polytechnic, I also served as the assistant editor of the campus paper. I was always reading, researching on "what's in" and analysing the relevance of possible trends that would be relevant to my readers. Besides contributing stories to the quarterly campus paper, I also edited reporters' work to ensure quality for both print and online platforms. I also doubled up as a stand-in for my editor for editorial presentations to the campus paper lecturer-in-charge for clearance before the team gathered stories for the paper. I liked how social media platforms can be a way to reach out beyond the campus audience and while it took some effort, I enjoyed looking after the campus paper social media platforms on Facebook, Instagram and Twitter.

I believe my greatest asset is to have a positive attitude in all the things I do. Balancing schoolwork and producing the campus paper every quarter took a lot of effort. It is important to be resourceful, calm, collected and highly organised to handle each challenge as it comes.

Beyond campus, I have done some freelance work at ENCE Marketing for three months. In that period of time, I created two flyers, one print ad and one postcard. My basic photography skills came in useful when I did the postcard. Another first experience was to write a radio script for a campaign that the team was doing at that time.

I love a challenge and this job would be something I believe I can both contribute and learn from. I submit my resume for your perusal. I look forward to an opportunity for an interview at your convenience. Thank you for considering my application.

Kind Regards,

Eunice Lee