

Tell Your Story: Land the Interview

How to Write a Resume + Cover Letter That
Gets You Noticed



DIL RESUMES
DIFFERENTIATE • IMPRESS • LAND





01 What a resume is and isn't



02 Formatting basics



03 Resume content + alignment tips



04 Bullet-writing formula
(Why + What + How)



05 Cover Letter Basics

What a Resume is and Isn't

Is

- ✓ A 1-2-page marketing tool
- ✓ Snapshot of your value
- ✓ Customized

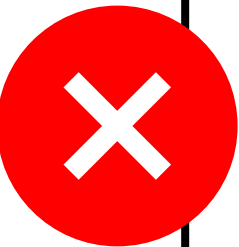
Isn't

- ✗ Autobiography
- ✗ One-size-fits all
- ✗ List of every task

Resume Formatting Basics

Photo not recommended

Uses columns and boxes



 <p>PENELOPE MANAGER</p>	<p>BOOSTING EFFICIENCY & CUTTING COSTS WITH Agile Leadership & Strategic Improvements</p>
<p>SUMMARY</p> <p>I am a highly motivated IT Product Manager with over 5 years experience in managing product development and leading cross-functional teams. Skilled in project management, product lifecycle, and working with various stakeholders to achieve goals. Looking for new opportunities to further my career.</p>	<p>CONTACT</p> <p>619.243.8976 Penelope.manager@gmail.com Linkedin.com/in/Penelope-manger</p>
<p>EXPERIENCE</p> <p>IT Project Manager 01/2020–PRESENT Managed product development. Worked with developers and designers. Communicated with stakeholders. Ensured project deadlines were met. Organized meetings.</p> <p>Project Lead 06/2017–12/2019 Analyzed product performance. Supported product development team. Reported findings to management. Helped improve product features. Worked on multiple projects.</p> <p>Business Analyst 05/2014–05/2017 Conducted analysis, Assisted with business requirements. Helped improve business processes. Worked on various tasks. Communicated with team members.</p>	<p>SKILLS</p> <ul style="list-style-type: none">Product ManagementTeam LeadershipProject ManagementAgileStakeholder ManagementProblem-SolvingCommunicationTime Management <p>EDUCATION & CERTIFICATION</p> <p>Bachelor of Science in Information Technology 05/2017 University of California, San Diego</p> <p>CSM & PMP EXPIRES 10/2025 AND 11/2025 Scrum Alliance & PMI</p>

No photos

Uses standard fonts

Simple scannable layout



PENELOPE MANAGER
619.243.8976 | penelope.manager@gmail.com | [LinkedIn](#) | San Diego, CA

BOOSTING EFFICIENCY & CUTTING COSTS WITH AGILE LEADERSHIP & STRATEGIC IMPROVEMENTS

- ✓ Led cross-functional teams in delivering complex IT projects, improving product launch efficiency.
- ✓ Boosted client operational efficiency through enterprise software solution implementations.
- ✓ Reduced costs by 15% across multiple projects by optimizing resource allocation and budget management.
- ✓ Spearheaded process improvements, slashing project delivery times by 20% and increasing customer satisfaction.
- ✓ Streamlined User Acceptance Testing (UAT), decreasing post-launch issues by 40% and support tickets by 35%.

*Product Lifecycle Management = Agile & Waterfall Methodologies = Software Development Life Cycle (SDLC)
Project Planning & Execution = Cross-Functional Collaboration = Business Analysis = Case Development
Stakeholder Communication = Team Leadership & Motivation = Budget Management*

TECHNOLOGIES

Project Management Tools:	JIRA, Trello, MS Project
Databases:	Microsoft SQL Server, Oracle
Languages:	SQL, Python
CRM/ERP Systems:	Salesforce, Anthology Student
Telephony Systems:	CCAS, IVA Solutions

CERTIFICATIONS & EDUCATION

Project Management Professional (PMP), #123456 = PROJECT MANAGEMENT INSTITUTE – PHILADELPHIA, PA Expires 11/2025

Certified Scrum Master (CSM), #789012 = SCRUM ALLIANCE – DENVER, CO Expires 10/2025

Bachelor of Science in Information Technology = UNIVERSITY OF CALIFORNIA – SAN DIEGO 05/2017

EXPERIENCE

IT Project Manager = LMN UNIVERSITY – NORFOLK, VA (REMOTE) 01/2020–present

- Championed product development using Agile, resulting in a 25% improvement in launch efficiency.
- Led teams in an Agile environment, using JIRA to improve stakeholder satisfaction.
- Developed product roadmaps with data-driven decisions, driving a 20% increase in user engagement.
- Managed project budgets and enhanced resource allocation, achieving a 15% cost reduction.
- Coordinated User Acceptance Testing, resulting in a 40% reduction in post-launch issues.

Project Lead = XYZ TECHNOLOGY SOLUTIONS – SAN DIEGO, CA 06/2017–12/2019

- Directed a team using Agile and Waterfall, improving client efficiency by 18%.
- Conducted business analysis with SQL and BI tools, increasing project delivery success by 25%.
- Executed product roadmaps, improving project timelines by 22%.
- Implemented Lean Six Sigma techniques, boosting customer satisfaction and reducing delivery times.

Business Analyst = ABC CORPORATION – SAN DIEGO, CA 05/2014–05/2017

- Improved workflows through data-driven analysis.
- Defined project scope using Agile, enhancing project accuracy by 30%.
- Enhanced transparency and trust with stakeholders.
- Increased user adoption with targeted training, reducing support tickets by 35%.

PROFESSIONAL MEMBERSHIPS

PROJECT MANAGEMENT INSTITUTE (PMI) = SCRUM ALLIANCE = AGILE ALLIANCE = INTERNATIONAL INSTITUTE OF BUSINESS ANALYSIS (IIBA)

Resume Content & Alignment

Use job duties to inform your resume content

Position Description

- Work with team using data analytics/data modeling in creating data visualization and dashboard routines.
- The intern will be involved in the day-to-day activities of the team.
- Review process procedures, change orders, equipment specifications, graphs, and other methods.

Essential Duties and Responsibilities

- Collection, preparation, and analysis of internal and external datasets
- Data analytic tool-building and/or use of existing tools
- Performing detailed exploratory analysis, regression analysis, predictive, machine data visualization, or other business insights
- Create models, dashboards, reports, and presentations to highlight

Essential Responsibilities

- Collects, prepares, and tracks reports and summaries such as budget to actual expenditures, production statistics, utilization analysis, regression analysis, or other business insights.
- Prepare ad hoc data requests as directed.
- Contributes to the development of presentation materials.

Using a Word Cloud



EdWordle: <https://edwordle.net>

TagCrowd: <https://tagcrowd.com>

The “T” Approach

Match resume to job description

- Use job description to identify what they want
- Match each duty to a real experience example
- Use this chart to guide targeted resume bullets

What They Want (Job Posting)	What You Did (Your Experience)
Create data visualizations and dashboards	Data Analysis & Visualization with Tool Building Project
Apply standard techniques and criteria to tasks	Coherent
Collaborate on cross-functional department projects	Technology Research & Proposal Generation Project
Conduct research to improve quality and cost	Technology Research & Proposal Generation Project
Analyze and interpret experiment data	Experimental Data Analysis and Visualization Project
Summarize statistical findings in reports and graphs	Model Development and Presentation Showcase Project

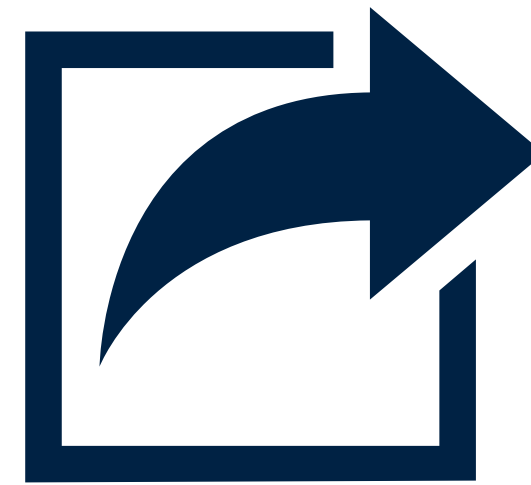
Identifying Your Experience



Class
Projects



Practicums/
Internships



Paid Jobs =
Transferable
Work History



Volunteering
Work/Community
Involvement

Bullet Writing Formula



IMPACT



WHAT



HOW

What to Include:

- Why did it matter = impact
- What did you do = action
- How did you do it

Creating Strong Bullets

Turning Tasks Into Impact

Basic

Managed inventory
in retail setting.

*Rewritten using
Impact → What → How*



Improved

**Reduced inventory
loss by 20% by
adjusting stocking
schedules based on
trend analysis.**

Reading the Job Description

What are they looking for?

Overall Qualifications:

- Current enrollment in college-level program
- Excellent written and verbal communication skills
- Highly organized and collaborative

Technical Skills:

- Microsoft Excel
- SQL
- Statistics
- Data visualization packages (Tableau, QlikView, etc.)

Soft Skills

- Likes problem-solving!
- Curious and inquisitive
- Patience for long, complex data processes

The “T” Approach

Align resume to job description

- Use job description to identify what they want
- Match each qualification to experience
- Use this chart to guide your summary or value statement

What They Want (Job Posting)	What You Have (Summary Elements)
Microsoft Excel	Experience using Excel for data tracking
SQL	Familiar with SQL through academic projects
Data visualization tools (Tableau, QlikView)	Hands-on experience creating dashboards
Statistics & regression analysis	Applied statistical concepts in coursework
Data modeling	Built models using real datasets in class
Strong written communication	Communicated findings in presentations and reports

Summary Formula

(For Entry-Level Candidates or Career Changers)

[(Major) student or recent graduate] with hands-on experience in [area]. Skilled in [key applied skill(s) from job posting]. Known for [relevant result or key skill demonstrated in work or class assignments/projects]. Committed to [job description's goal aligned with your goal].

Target: Jr. Data Analyst

Recent data science graduate with a curiosity for patterns and hands-on experience using SQL and Tableau to uncover insights from complex datasets. Skilled in visualizing trends and translating data into plain language. Known for spotting overlooked patterns in class projects and group work. Committed to helping teams make smarter decisions through clear, evidence-backed insights.

Value Proposition

(For Experienced Candidates)

JOB DESCRIPTION TITLE with X+ years of experience advancing [impact] through [top skill 1], [top skill 2], and [top skill 3].

- **Impact, what you did (action), how**
- **Impact, what you did (action), how**
- **Impact, what you did, (action), how**
- **Impact, what you did, (action), how**

Target: Higher Ed Leader

Higher ed leader with 5+ years of shaping real change by supporting students, empowering faculty, and bringing fresh approaches to program design.

- Improved student retention and increased enrollment 12% by designing academic programs aligned with learner needs.
- Enhanced student engagement through strategic budget management and aligning curriculum with evolving industry demands.
- Strengthened faculty-student interaction and program retention by leading curriculum and student experience improvement initiatives.

Competencies/Technologies Formula

Competencies/Technologies

Pull skills directly from what you did, not just what you know

Data Analyst Intern

12/20xx–06/20xx

COHERENT CORP., SAN JOSE, CA

- Used **sentiment analysis** techniques to collect and analyze, providing actionable insights for improvement and customer satisfaction
- Conducted **data cleaning** and **preprocessing** tasks using **Python, Excel, and Access**, ensuring data accuracy and consistency for analysis
- Contributed to the identification of opportunities by analyzing customer segmentation patterns and trends
- Designed and developed automated reporting solutions using **Tableau**, enabling efficient data extraction and consolidation from multiple systems
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and established tracking mechanisms to monitor business metrics

Student Projects

06/20xx–12/20xx

NATIONAL UNIVERSITY (ONLINE)

Customer Segmentation Analysis

- Utilized unsupervised **machine-learning** techniques to segment customers based on their purchasing behavior
- Analyzed customer data to identify actionable insights for targeted marketing campaigns using **Python** and **Excel**
- Created **visualizations** using **Tableau** and presented findings to a cross-functional team

Predictive Modeling for Loan Default

- Built a predictive model using **logistic regression** to assess the likelihood of loan default
- Conducted **feature engineering, data preprocessing**, and model evaluation using **Python** and **scikit-learn** to optimize model performance
- Collaborated with a team to develop recommendations for **risk assessment** and **mitigation strategies**



- Analytics
- Business Acumen
- Data Analysis
- Equipment Management
- Experimental Design
- Process Optimization
- Research
- Statistical Analysis
- Tooling
- Access
- Excel
- Python
- scikit-learn
- Tableau

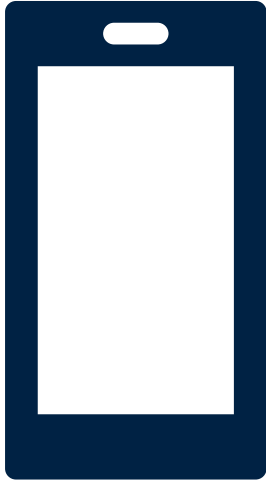
Recent data science graduate with a curiosity for patterns and hands-on experience using SQL and Tableau to uncover insights from complex datasets. Skilled in visualizing trends and translating data into plain language. Known for spotting overlooked patterns in class projects and group work. Committed to helping teams make smarter decisions through clear, evidence-backed insights.

~~Data Analysis~~, Communication, Excel, Microsoft Office, Tooling, Experimental Design, Word, ~~Data Science~~, Access, Business Acumen, Computer Proficiency, ~~Statistical Analysis~~, Analytics, Equipment Management, Research, Process Optimization.

Heading



Name



Phone



Email



LinkedIn
GitHub
Portfolio



Location

EDWARD LEADER

123.456.7890 ▶ edleader@gmail.com ▶ [LinkedIn](#) ▶ San Diego, CA 92001

Education and Certifications

Official Degree (spelled out) – INSTITUTION, LOCATION Expected 03/20xx

- GPA (Greater than 3.5), Dean's List
- Scholarships or other academic awards
- School clubs, honor societies, organizations, extracurricular activities

Official Certification Name – ISSUING ENTITY, LOCATION 01/20xx

Education and Certifications

EDUCATION

NATIONAL UNIVERSITY (ONLINE)

Master of Arts, Management: Marketing Concentration

Expected 12/20xx

- Dean's list (6 quarters), 3.9 GPA

Bachelor of Arts, Strategic Communications | NATIONAL UNIVERSITY (ONLINE)

06/20xx

- Awarded Transfer Academic Scholarship based on academic merit

CERTIFICATIONS

AMERICAN INSTITUTE FOR BUSINESS MANAGEMENT & COMMUNICATION (ONLINE)

Certified Business Communication Professional (CBCP), #12345

Valid Through 10/20xx

AMERICAN INSTITUTE FOR BUSINESS MANAGEMENT & COMMUNICATION (ONLINE)

Communication Media Skills Certification, #56789

Valid Through 05/20xx

Volunteer Experience

(or Community Involvement)

Title | ORGANIZATION, CITY, STATE

01/20xx-12/20xx

COMMUNITY INVOLVEMENT

Special Events Coordinator | COMMUNITY FOOD BANK-FRESNO, CA

08/20xx-present

Professional Memberships

Title | ORGANIZATION, CITY, STATE **02/20xx-present**

Student Member • *American Marketing Association (AMA)*

02/20xx-present

Member • *Society for Human Resource Management (SHRM)*

01/20xx-present

Student Member • *Association of Supervision and Curriculum Development (ASCD)*

04/20xx-present

Affiliate • *California Teachers Association (CTA)*

03/20xx-present

Pre-Licensed Member • *California Association of Marriage and Family Therapists (CAMFT)*

06/20xx-present

Student Affiliate • *American Association for Marriage and Family Therapy (AAMFT)*

05/20xx-present

Tighten the Language

Remove extra words. Keep the value.



Proofread Your Resume

Recruiters will notice mistakes in seconds.



HEADING

SUMMARY

EDUCATION

EXPERIENCE

VOLUNTEER

IGNACIO INSPIRED

559-123-7654 » Ignacio_inspired@gmail.com » [LinkedIn](#) » Fresno, CA 93727

SINGLE-SUBJECT TEACHER INTERN - ENGLISH

Student-centered educator, single-subject teacher intern with hands-on experience in English instruction across classroom and one-on-one settings. Ability to develop engaging, standards-aligned lessons that support diverse learners. Known for creating inclusive environments that promote student participation and growth. Committed to inspiring a love for literature and supporting students' academic success through innovative teaching strategies.

Inspired Teaching » Curriculum Development » Behavior Management » Individualized Instruction
Literary Analysis » Technology Integration » Student Assessment » Trust & Relationship Building

EDUCATION & CREDENTIALS

Bachelor of Arts in English with Inspired Teaching and Learning » NATIONAL UNIVERSITY, FRESNO, CA **Expected 12/20xx**
Single-Subject Credential - English » CALIFORNIA BOARD OF TEACHER CREDENTIALING, SACRAMENTO, CA **Expected 03/20xx**

EXPERIENCE

Student Teacher **07/20xx–10/20xx**

XYZ HIGH SCHOOL, FRESNO, CA

- » Boosted student engagement by 30% through integrating Inspired Teaching and Learning strategies into instruction.
- » Ensured curriculum alignment by collaborating with the English department to meet California State Standards.
- » Strengthened comprehension for 85% of students by adapting lessons to meet a range of learning styles and needs.
- » Fostered a focused, collaborative environment by maintaining a positive and inclusive classroom culture.

English Tutor **08/20xx–07/20xx**

COMMUNITY LEARNING CENTER, LIGHTHOUSE FOR CHILDREN, CLOVIS, CA

- » Improved academic performance through tailored, one-on-one tutoring for elementary school students.
- » Enhanced student outcomes by assessing progress regularly and refining instructional approaches.
- » Supported student development by maintaining ongoing communication with parents about progress and needs.

Intern **09/20xx–06/20xx**

READING AND BEYOND, FRESNO, CA

- » Raised literacy levels among youth by planning and leading accessible community-based reading programs.
- » Increased student motivation by applying Inspired Teaching methods in literacy activities.
- » Broadened community involvement by promoting literacy events and encouraging family engagement.

VOLUNTEER EXPERIENCE

Writer for Community Newsletter **09/20xx–present**

NEIGHBORHOOD ASSOCIATION, FRESNO, CA

- » Strengthened neighborhood engagement by writing articles and creative content for the local newsletter.
- » Helped foster community connection by collaborating with volunteers to produce inclusive, relevant content.

Student Mentor for English Enrichment Program **06/20xx–present**

SUNNYSIDE HIGH SCHOOL, FRESNO, CA

- » Encouraged literary exploration by mentoring students in reading and creative writing sessions.
- » Supported academic growth by leading workshops focused on writing skills and literary analysis.

What a Cover Letter is and Isn't

Is

- ✓ ½ page intro < 250 words
- ✓ Conveys success

Isn't

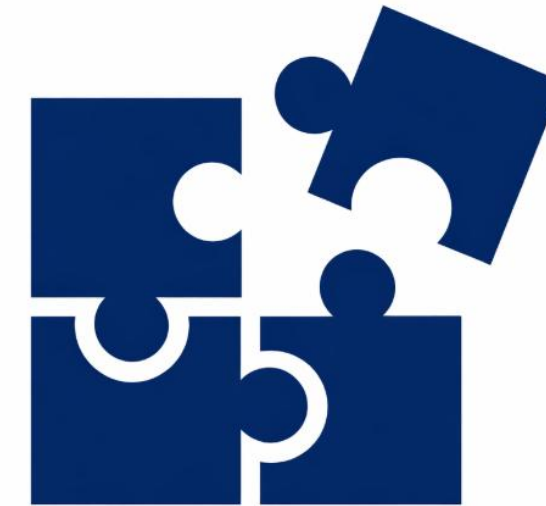
- ✗ A novel
- ✗ Regurgitation of resume

Cover Letter Basics

Paragraph 1: The Opening



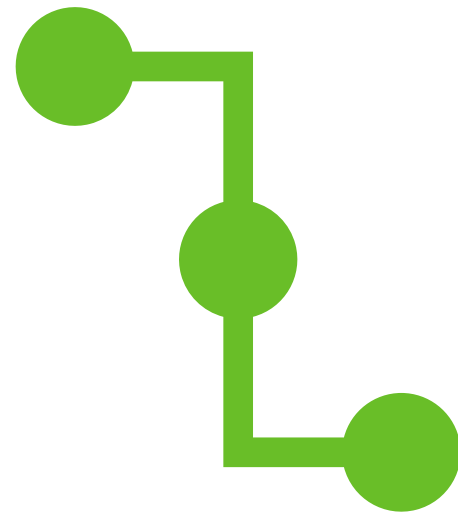
Engage with Purpose



Highlight Your Fit

Cover Letter Basics

Paragraphs 2 and 3:



Connect Your Background
to Their Needs



Highlight Specific Experience
and Accomplishments

Cover Letter Basics

Paragraph 4: The Closing



Restate Your Interest



Request Interview



Thank them

HEADING

Matches resume

SALUTATION

Addressed to a person

OPENING PARAGRAPH

Engages with purpose and highlights the candidate's fit.

SECOND PARAGRAPH

Connecting the candidate's background to the company's needs.

THIRD PARAGRAPH

Highlights specific experience.

CLOSING PARAGRAPH

Restates interest & requests next steps.

BANJI S. NURSE

559.123.4567 • banji.s.nurse@gmail.com • LinkedIn • Fresno, CA 93726

December 5, 20XX

Human Resources, Nursing Recruitment
Kaiser Permanente Medical Center
7300 North Fresno Street
Fresno, CA 93720

Dear Human Resources, Nursing Recruitment:

As a recent BSN graduate with clinical rotations across medical-surgical, pediatrics, and critical care, I am excited to contribute as a Nursing Resident at Kaiser Permanente Medical Center. KPMC's focus on collaborative, patient-centered care aligns with my approach to supporting health outcomes through evidence-based practice, adaptability, and therapeutic communication.

During my training at National University, I developed hands-on experience managing care across diverse units, with a strong emphasis on clinical precision, patient safety, and interdisciplinary collaboration. Highlights include:

- Created individualized care plans by conducting patient assessments and prioritizing interventions in acute care settings.
- Improved continuity of care by collaborating with teams to coordinate discharges and transitions.
- Completed BLS, ACLS, and PALS certifications to support readiness for adult and pediatric care responsibilities.

These experiences, combined with a commitment to clinical growth, have prepared me to contribute to KPMC's nursing team from day one. I welcome the opportunity to further discuss how my background aligns with your residency program.

Sincerely,

Banji S. Nurse

Banji S. Nurse

HEADING

Matches resume

SALUTATION

Addressed to a person

OPENING PARAGRAPH

Engages with purpose and highlights the candidate's fit.

SECOND PARAGRAPH

Connecting the candidate's background to the company's needs.

THIRD PARAGRAPH

Highlights specific experience.

CLOSING PARAGRAPH

Restates interest & requests next steps.

LIZA LEADER

559.789.0123

Liza.leader21@gmail.com

[LinkedIn](#)

Visalia, CA 93291

December 5, 20xx

Hiring Manager
Amazon.com Services LLC
410 Terry Avenue N.
Seattle, WA 98109-5210

Dear Hiring Manager:

With years of experience in logistics, process improvement, and team leadership, I'm excited to contribute to Amazon as an Operations Manager. I've led high-performing teams, streamlined processes, and improved turnaround times by 30% while boosting equipment readiness rates to 100%. My ability to implement scalable solutions aligns with Amazon's operational goals.

As a Supply Chain/Logistics Coordinator in the U.S. Army, I trained over 10,000 personnel and maintained \$5M in transport equipment with zero losses. Highlights aligned with your needs include:

- **Leadership & Mentorship:** Directed teams in high-pressure environments, improving performance metrics by 20%.
- **Process Improvement:** Created SOPs that cut costs by 15% and increased workflow efficiency.
- **Operational Efficiency:** Reduced repair turnaround by 25% and achieved 98% accuracy in parts forecasting.

I'm ready to bring this experience to Amazon and drive continued excellence across operations. Thank you for considering my application. I'm available at your convenience to discuss my qualifications further.

Sincerely,

Liza Leader

Liza Leader

Attachment: Resume

Proofread Your Cover Letter

Even one mistake can cost the interview.



Need Help?



denise@dilresumes.com



www.dilresumes.com



www.amazon.com

Search by: Denise Ingledue-Lopez

