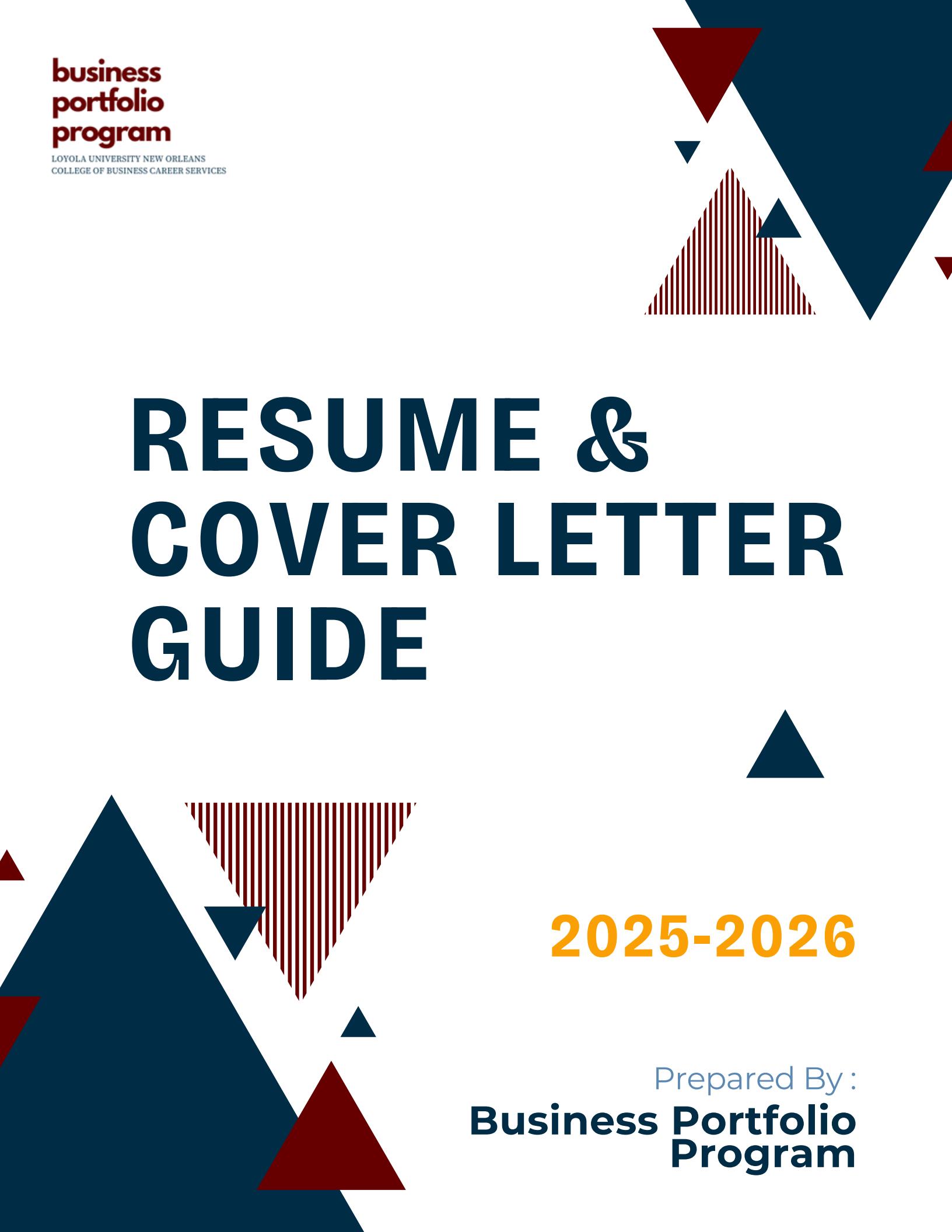


**business
portfolio
program**

LOYOLA UNIVERSITY NEW ORLEANS
COLLEGE OF BUSINESS CAREER SERVICES



RESUME & COVER LETTER GUIDE

2025-2026

Prepared By :
**Business Portfolio
Program**

RESUME WRITING TIPS

CATALOGUE YOUR EXPERIENCES AND STRENGTHS

Include all employment experience, volunteer and community service, student clubs and activities, military service, professional organizations, internships, unofficial transcripts, and course projects.

All hobbies, travel, honors and awards, performance reviews, certifications, skills (including foreign languages and computer-based), and scholarships.

Although you probably won't include all of this on your resume, it's good to have an electronic or physical file on hand, especially as you apply to internships or jobs in different industries.

DO YOUR RESEARCH

Analyze the position description, organization's web site, and any other information you can glean from news articles, Twitter, or LinkedIn.

Think about the skills and experiences you possess that match the qualifications the employer seeks.

See the following page for suggested content and placement.

REVIEW AND SUBMIT

Double-Check Your Language

Be sure that your writing is concise, accomplishments-oriented, and not fluffy. Include industry and company-specific terminology when possible.

Proofread a Hard Copy

When employers have several résumés to review, they often weed out those that contain spelling, grammar, or punctuation errors. If you have typos, employers may assume that you lack strong written communication skills or attention to detail. Also, check that your format is aesthetically appealing.

Request a Résumé Critique

Career coaches in the Portfolio office are happy to review and provide feedback on your job and internship application documents. Friends, family, or associates already working in the industry may also offer suggestions.

Convert Your File to a PDF

Follow whatever instructions are given for submitting. In many cases, converting to a PDF is good because it's easy to open as an attachment by different computers. However, if a company requests a plain-text format, practice sending it to yourself and to others, to ensure that it is easy to read and scan.

Resume: Do's & Don'ts

Do's

- Build from scratch (Word or Google Docs).
- Tailor to each job or internship.
- Keep formatting clean and simple.
- Use keywords from job descriptions.
- Add a Summary/Profile (not Objective).
- Education: BBA, major/minors, GPA (3.0+), coursework, scholarships.
- Work Experience: reverse order, bullet points, action verbs.
- Professional contact info at top.

Don'ts

- Don't use a template.
- Don't list high school.
- Don't include a photo (U.S. resumes).
- Don't use an Objective.
- Don't clutter with colors/graphics.
- Don't skip proofreading.



Metairie, LA 70001

JAMES ROBERT SMITH
jrsmith7@loyno.edu

504-555-1234

EDUCATION

Loyola University New Orleans

New Orleans, LA

Bachelor of Business Administration

May 2024

Majors: Accounting and Finance

Cumulative GPA: 3.68

Graduating with 150 credit hours and plan to sit for the CPA following graduation

Relevant Coursework

Financial Accounting- Gained an understanding of financial statements and the use of accounting information in decision making

Intermediate Accounting- Developed skills in recording and reporting assets

Business Decision Models- Applied rigorous quantitative analysis to complex business decisions in the areas of financial management and operations research

WORK EXPERIENCE:

Metairie Lawns & Landscaping

Metairie, LA

Owner and Operator

March 2021– Present

- Hire, train, and manage three part-time employees
- Manage all bookkeeping, billing, and financial data in QuickBooks
- Market business to homeowners and maintain a clientele of over 50 long-term customers
- Provide excellent customer service and address any questions promptly

Kidcam Summer Camp

Kenner, LA

Camp Counselor

June – July 2020, 2021

- Supervised 20 campers ages 11-13 and mentored a first-year counselor
- Cultivated a fun environment by scheduling and leading interactive activities
- Tracked student attendance and safety on camp grounds and field trips
- Maintained an inventory of program supplies and organized storage room equipment
- Resolved any parent questions and concerns

LEADERSHIP AND VOLUNTEER EXPERIENCE

Student Government Association Loyola University New Orleans

New Orleans, LA

Treasurer

October 2021 – Present

- Document and process transactions according to university policy
- Maintain a \$30,000 per year budget

Catholic Charities Archdiocese of New Orleans

New Orleans, LA

Tutor

August 2020 – Present

- Develop materials to help students understand concepts
- Provide instructional assistance in Algebra, Geometry, and Calculus to high school students both in-person and virtually

Café con Inglés

New Orleans, LA

Tutor

February 2020 – May 2020

- Taught ESL students English and facilitated group discussions virtually

New Orleans, LA 70118

REBECCA HOWARD

(410) 555-4321

rehoward@loyno.edu

EDUCATION

Loyola University New Orleans

Bachelor of Business Administration

Major: Marketing

Minor: Graphic Design

New Orleans, LA

May 2024

Relevant Coursework

Digital Marketing Analytics - Gained experience using Google Analytics for social media marketing, search engine marketing and preparing for certification

Advanced Marketing Strategy - Employed case-situation method to analyze a wide variety of marketing challenges and real-world constraints

CERTIFICATIONS

Google Analytics

Google AdWords

EXPERIENCE

Loyola University New Orleans, Office of Residential Life

New Orleans, LA

Resident Assistant

January 2021 - Present

- Advocate for 40 residents to ensure a safe and welcoming living environment
- Mediate conflicts and confront policy violations
- Create unique programs based on the needs of the residents

State Farm

New Orleans, LA

Human Resource Intern

June 2020 - August 2020

- Revised industry-standard job descriptions to support extensive recruitment effort
- Trained supervisory staff in the areas of diversity, equity, and inclusion
- Developed a new-hire employee relations program

Dillard's

Baltimore, MD

Sales Associate

January 2020 - June 2020

- Arranged displays to highlight merchandise and provided recommendations to customers
- Worked on a team of 5 to meet weekly and monthly sales quotas
- Handled thousands of dollars per shift during peak holiday seasons

LEADERSHIP

Alpha Kappa Alpha Sorority

New Orleans, LA

Vice-President: Recruitment

September 2021 - Present

- Develop the chapter website using WordPress and responsible for social media postings
- Increased membership 10% by reaching out to incoming freshman students

Loyola University, Student Affairs

New Orleans, LA

New Student Orientation Krewe Leader

August 2021 - May 2022

- Familiarized incoming students with campus resources and addressed concerns
- Mentored 25 students in establishing relationships and personal connections
- Influenced student retention by delivering programming effectively

Ana Gomez

New Orleans, LA 70118

ana.gomez@gmail.com

504-555-6789

EDUCATION AND HONORS

Loyola University New Orleans

New Orleans, LA

Bachelor of Business Administration

May 2023

Major: Economics GPA: 3.87

Minor: Accounting

Awarded Loyola's Ignatian Merit-Based Scholarship – Funded 100% of tuition and housing for four years

Course Projects:

- Advanced Financial Management- Preparation of 12 financial analysis case studies each between 50 and 100 pages
- Econometrics- Used STATA and Microsoft Excel software to deliver a comprehensive statistical research project, presenting to economics faculty

LANGUAGES AND TECHNICAL SKILLS

- Proficient in SPSS, SAS, STATA
- Research Databases: LexisNexis, JSTOR, EBSCOhost, and ProQuest
- Bilingual in Spanish and English

EXPERIENCE

Johnson Capital

Chicago, IL

Summer Analyst, Private Equity

June 2022-August 2022

- Created and developed a dashboard to consistently keep up with the financials of publicly traded competitors and potential buyers
- Analyzed financial statements and built financial models
- Attended meetings and calls with clients

Loyola University Office of Student Finance

New Orleans, LA

Student Assistant

September 2021 – Present

- Entrusted with access to over 5000 confidential student records
- Provide accurate and efficient service in a fast-paced environment
- Answer and resolve student concerns regarding tuition or make referrals as necessary

Hispanic Association of Colleges and Employers

New Orleans, LA

Intern

May 2021 - August 2021

- Conducted impact analysis research for the Technical Assistance Program
- Evaluated and presented research, along with recommendations, to program officers
- Participated in professional development seminars and business meetings

LEADERSHIP

Loyola Economics Club

New Orleans, LA

Secretary

January 2022 – Present

- Coordinate 4 guest speakers for 2 club and 2 community events twice a year
- Record minutes for monthly meetings, maintain records, and manage membership lists

Loyola Mission & Ministry

New Orleans, LA

Ignacio Volunteer & Team Leader

November 2020 - June 2021

- Selected from a pool of over 100 applicants to travel to Cape Town, South Africa
- Served as a team leader to help with logistics of travel & facilitate group cohesion
- Individually raised \$2000

COVER LETTER FIRST STEPS & GENERAL TIPS

In addition to your résumé, your targeted cover letter is the sales pitch you will use to market yourself to prospective employers. Writing a strong cover letter (or “letter of application”) requires you to tailor your pitch to the company, position, and individual to whom you’re applying.

Include a cover letter, cover email, or short note with each résumé you submit.

Job seekers can spend hours perfecting their résumés, only to send a quick, generic cover letter or skip the cover letter completely. This is a mistake. Your targeted cover letter introduces you to the employer, and a well-written cover letter can prompt an employer to view your résumé favorably and invite you for an interview.

Grab the reader’s interest by demonstrating how YOU are uniquely qualified for the particular position.

If you’re applying for similar positions, e.g. summer marketing internships, you don’t need to start from scratch with each letter. However, if one internship is at a non-profit that outreaches to local youth, while another internship focuses on search engine optimization for high-end clients, you will emphasize different skills and experiences in your cover letters. The cover letter should be one page at most. If you can state your qualifications more concisely, that’s even better.

| Heading & Salutation | Body Paragraphs | Closing | Submit |
|---|---|--|--|
| <p>Start with your name and contact information.</p> <p>Include your name, phone number, email address, and mailing address on every document you submit.</p> <p>Create a personalized look; use the same name and heading font and style from your résumé.</p> | <p>If you have never written a cover letter before, start with the three-paragraph format.</p> <p>Your letter will have a beginning, middle, and end. These will cover why you are writing, why they should hire you (i.e. your relevant qualifications), and what you want to happen next.</p> | <p>End your cover letter with a standard business letter signature.</p> <p>Include “Sincerely,” then skip three lines down, and your first and last name, typed.</p> <p>In the three lines, you can include your signature in pen, if it’s a hard copy, or in typed cursive font, for an emailed copy.</p> | <p>Follow all of the submission instructions.</p> <p>In most cases, converting to a PDF is good because it’s easy to open as an attachment by different computers.</p> <p>However, if a company requests a plain-text format, practice sending it to yourself and to others, to ensure that it is easy to read and scan.</p> |

Writing Your Cover Letter

Writing Your Cover Letter – A Review

Use this review when creating your cover letter for your Portfolio meeting and when preparing future internship or job applications.

Key Guidelines

- **Match your resume header:** If attaching through an application system, use the same header style as your resume for a consistent look.
- **Tailor to the position:** Every cover letter must be written for a specific job or internship.
- **Follow proper formatting:** Use professional letter format (see examples in this Portfolio Guide).
- **Use keywords:** Incorporate words and phrases from the job description to show alignment.
- **Include the date and employer information:** Add the current date, recipient's name (if known), company name, and address in block format on the left side.
- **Address the letter correctly:** Use Dear Mr./Ms. [Last Name]. If you don't know the name, use Dear Hiring Manager. Do not use first names.
- **Paragraph 1 – Introduction:** State the job you're applying for, express enthusiasm, and briefly explain why you are a strong fit. Identify yourself as a Loyola University New Orleans student and include your major.
- **Paragraph 2 – Evidence:** Highlight specific examples from your resume that demonstrate your skills and experiences relevant to the position.
- **Paragraph 3 – Closing:** Reaffirm your interest and confidence in being a good fit. Express that you look forward to hearing from them. End on a positive note (do not say you will call them).
- **Closing:** Sign off with Sincerely, followed by your name.

City, St. 00000

Your Full Name
yourname@loyno.edu

504-000-0000

[Date]

Mr./Ms./Dr. First & Last Name

[Title]

[Company Name]

[Mailing Address]

Dear Mr./Ms./Dr. [Last Name]: (Hiring Manager if you don't know the name)

In the first paragraph, state the position you are applying for and where you found the posting. If you were referred, include the person's name and relationship to you. Capture in one or two sentences why you are interested in this role and this company. Demonstrate awareness of the company's needs and briefly explain how you could contribute.

In the second paragraph, connect the skills and experiences the employer is seeking with your own qualifications. Do not simply repeat your résumé—highlight specific examples that demonstrate your abilities. For example, if the position emphasizes teamwork, communication, and adaptability, you could write: "My educational background, leadership roles in student organizations, and retail experience have provided me with the communication and organizational skills to succeed in a fast-paced environment."

In the third paragraph, reaffirm your enthusiasm for the role and the company. Request the opportunity for an interview and thank the employer for their time and consideration. Example: "I welcome the opportunity to speak with you about this position and to answer any questions you may have about my qualifications. Please feel free to contact me by email or phone. Thank you for your consideration."

Sincerely,

[Handwritten signature if submitting in print]

[Your Typed Name]

Ana Gomez

City, St. 00000

agz@loyno.edu

504-000-0000

September 4, 2022

Mr. Scott Jacobs
JP Morgan
201 Saint Charles Avenue
28th Floor
New Orleans, LA 70170

Dear Mr. Jacobs:

I am excited to apply for the Investment Analyst position at J.P. Morgan, given the firm's strong commitment to diversity, equity, and inclusion. I was first introduced to J.P. Morgan while pursuing my economics degree, when I had the opportunity to meet Loyola alumni Elvis Parsley and Johnny Lenin. Their insights prompted me to research the firm further, and I was drawn to the company's culture and values.

Most recently, I completed a private equity internship with Johnson Capital, where I gained experience with leveraged and illiquid investments. As part of a project team, I helped develop a dashboard to track the finances of publicly traded competitors and potential buyers. Working alongside investment professionals not only deepened my technical knowledge but also confirmed my long-term career goal of becoming an investment analyst.

I am eager to bring my skills, experiences, and passion for investment analysis to J.P. Morgan. I would welcome the opportunity to discuss how my background aligns with this role, and I look forward to hearing from you.

Sincerely,

Ana Gomez

Ana Gomez