

# Resume Workbook

This workbook includes tips for writing an effective resume, cover letters, networking, interviewing, and key elements for a successful job search!



**7 seconds to make an impression**  
**14 seconds to create interest**  
**21 seconds to tell your story!**

**Student Services Department  
Keiser University, Fort Lauderdale Campus**



## Letter from the Director

Dear Student/Graduate:

Congratulations on taking the next step in your professional development! As stated in Keiser University's mission statement, one of the objectives of the University is "to provide students with opportunities to develop the knowledge, understanding, and skills necessary for successful employment." The Department of Student Services prepares its students in the area of professional development in order to assist in the students' search for employment during and post-graduation. This professional development does not end

however with the students' exit from the University, but continues to be a resource for Keiser University alumni throughout their professional careers with continued placement assistance. Professional development is conducted in a number of ways including, but not limited to:

- Professional development seminars on a variety of topics
- Résumé assistance
- Interview skills training
- Career Expos
- On-campus employer interviews
- Online job posting system

Within this handbook you will find tips and tricks that will allow you to prepare a résumé and cover letter, along with some of the most frequently asked questions in a professional interview. Stop by the Department of Student Services and visit with one of our highly trained professionals to receive assistance in developing your portfolio. Our online career center, College Central Network is located at [www.collegecentral.com/keiser](http://www.collegecentral.com/keiser), and is a one-stop-shop for job postings that students can apply to and viewable résumés that approved employers may use to contact, screen and interview potential candidates.

Again, welcome to Keiser University. We look forward to meeting with you and directing you down the road to success.

Sincerely,

Shantell Rochester  
Director of Student Services

## Cover Letter

### **PURPOSE OF THE COVER LETTER**

A cover letter is used to introduce yourself to a prospective employer and ask for consideration of your qualifications to obtain a position within his/her organization. It is also used to direct the employer's attention to something specific on your résumé concerning your background as well as to showcase examples indicating how you will fit the employer's needs.

### **COVER LETTER TIPS**

- Your résumé should be accompanied by a cover letter when sent to prospective employers.
- Print the cover letter on the same color and quality of paper that you used for your résumé.
- Single space the letter and double space between the paragraphs.
- Your cover letter should be prepared individually for each employer.
- Research each employer and be able to note something unique about that organization or position.
- Address your cover letter to a specific person and include their job title. If necessary, telephone the organization for the correct spelling of the contact person's name.



- Personal characteristics such as reliable, dependable, and/or a strong work ethic can be included in the cover letter. You should when possible, note evidence of these. Maintain a professional style of writing.
- Avoid clichés. Grammatical, punctuation, typographical, and spelling errors are inexcusable.
- Keep the tone of the letter positive. Do not apologize for any deficiencies in your background.
- Never mail a cover letter that has a photocopied signature on it. Computer generated signatures are acceptable for e-mailed résumés.
- Brevity is essential—keep it one page and to the point.



Source: <http://academic.scranton.edu/departement/ocs/cover.html>

## Cover Letter Guide

You name  
Your Street Address  
City, State, Zip Code

Date of Letter

(1 space)

Individual's Name

Job Title

Name of Employer

Street Address

City, State, Zip Code

(1 space)

Dear Sir/Madame, Ms. or Mr. \_\_\_\_\_:

(1 space)

**Paragraph I:** State your reason for writing, the type of position or career field for which you are applying and how you learned of the position or organization (newspaper, directory, friend, Career Services Office).

(1 space)

**Paragraph II:** Summarize your experience and qualifications by pointing out achievements and skills that relate to the employer or position. Explain why you want to work for this employer and/or in this career field by mentioning something about the organization or company's services, programs, or products. Express enthusiasm for the possibility of being employed there.

(1 space)

**Paragraph III:** State your strengths and share what qualities you will be bringing to the organization giving an example of *how these qualities will add value for them*. Sell yourself!

(1 space)

**Paragraph IV:** Indicate your desire for a personal interview and offer information about how you may be contacted. Repeat your phone number and note the time of day you may be reached. Another approach is to mention that you will telephone to schedule an interview. Thank your reader for their time and consideration given to your application.

(1 space)

Sincerely,

(3 single spaces)

(Handwritten Signature)

Your Name Typed

(1 space)

Enclosure (Indicates résumé is enclosed)

# Cover Letter Sample

**Peter Perfect**

1500 N.W. 49<sup>th</sup> Street  
Fort Lauderdale, FL. 33309  
(954) 776-5157 Peter.Perfect@KeiserUniversity.edu

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January 1<sup>st</sup>, 2013  
Plantation General Hospital  
401 NW 42<sup>nd</sup> Avenue  
Plantation, Florida 33317

Dear Sir/Madame:

I am interested in the position advertised on your website as a Medical-Surgical Nurse. I will graduate with an Associate of Science degree in nursing from Keiser University in December and I expect to take my NCLEX-RN licensure exam shortly thereafter. On my last clinical rotation at Plantation General Hospital I met and worked with a conscientious team of nurses that provided excellent care to their patients, and was well-satisfied with the administration and the work environment.

I have been a Staffing Coordinator for five years and have also worked as a Home Health Aide while attending school. This service afforded me the ability to provide hospitals, nursing homes, and private residences with both skilled and non-skilled nursing personnel and communicate with doctors' offices and insurance companies to coordinate patient care. I also performed many tasks of varying priorities while caring for elderly patients in their own homes.

I have the ability to assess, plan and evaluate patient care needs, prioritize patient care, and carry out physician's orders in an efficient and safe manner. I am also able to communicate a patient's condition as appropriate, and provide age and culturally appropriate care in keeping with our diverse community. I feel strongly that these skills, combined with my newly acquired nursing skills, will be an asset to your surgical department.

I understand that Plantation General Hospital, as a full-service facility, has been providing outstanding healthcare services to our community for over 40 years. It would be a great honor for me to become a part of your organization and I look forward to having the opportunity to meet with you. If you have any questions please do not hesitate to contact me at (954) 776-4456. Thank you for your time and consideration.

Sincerely,

Your Signature  
Your Name - Typed





# Top 10 Résumé Mistakes

By Peter Vogt, Monster Senior Contributing Writer

It's deceptively easy to make mistakes on your résumé and exceptionally difficult to repair the damage once an employer gets it. So prevention is critical, especially if you've never written one before. Here are the most common pitfalls:

1. Typos and Grammatical Errors.
2. Lack of Specifics.
3. Cramming Information into One Page.
4. Highlighting Duties Instead of Accomplishments.
5. Going on Too Long or Cutting Things Too Short—Balance the Content on the Page.
6. A Bad Objective.
7. No Action Verbs.
8. Leaving Off Important Information.
9. Incorrect Contact Information.
10. Including Pictures, Interests, Hobbies, References, False Information, or Reasons for Leaving Prior Employers. **Under No Circumstances Should this Information be Included.**

Sources: *Monster.com* - <http://career-advice.mankatofreepress.monster.com/résumé-s-cover-letters/résumé-writing-tips/Avoid-the-Top-10-Résumé-Mistakes/article.aspx>, *Careerbuilder.com* - <http://www.careerbuilder.com/Article/CB-1479-Cover-Letters-and-Résumé-s-10-Things-to-Leave-Off-Your->, *Florida International University, 2003-2004 Résumé Handbook, p. 44.*

## Critique Your Own Résumé

### Layout and Appearance

- Easily reviewed by an employer in 30 seconds.
- Professional in appearance and easy to read.
- Bullet points are used when explaining job descriptions.
- Résumé is no longer than 2 pages.
- Bold key positions, employers or degrees consistently.
- Use capitalization when necessary.
- Ensure margins are balanced and aligned.
- Use correct abbreviations consistently.
- Font size is no smaller than 11 point.
- Résumé is printed on good quality paper.

### Contact Information

- Your name is in bold and larger than the rest of the text on the page.
- Your email address is professional.
- Your address, phone and email are correct.
- DO NOT include photographs, height, weight, marital status).

### Objective

- Should be clear, concise and to the point.
- Tells the employer what you want to do and do well.
- DO NOT use vague or self-serving language.

### Education

- List most recent degree first.
- Make sure degree information is complete.

- Only list the month spelled out and the year of your expected graduation.
- Include GPA if 3.5 or above.
- List courses if you do not have a lot of experience in your field.
- List certifications underneath in a separate category.

### Experience

- List field experience first in a separate category.
- List all other work experience after and place the most recent position first, working your way back.
- List complete company information.
- All previous job descriptions should be written in past tense.
- Begin all job descriptions with action verbs (Example: Coordinated, designed, or facilitated).
- Avoid using “responsible for” or “duties included.”
- Emphasize skills and experience as it relates to the position for which you are applying.

### Skills

- Skills are listed including languages known and computer skills with the level of proficiency.

### Honors/ Activities

- Spell out organization names.
- Include volunteer and leadership experience as well as awards received.



## Action Verbs

### Management Verbs

Administered  
Allocated  
Analyzed  
Appraised  
Assigned  
Attained  
Audited  
Balanced  
Calculated  
Chaired  
Computed  
Consolidated  
Contracted  
Coordinated  
Delegated  
Developed  
Directed  
Evaluated  
Executed  
Forecasted  
Improved  
Managed  
Marketed  
Organized  
Oversaw  
Planned  
Prioritized  
Produced

Projected  
Recommended  
Reviewed  
Scheduled  
Strengthened  
Supervised

### Helping Verbs

Advocated  
Assessed  
Assisted  
Clarified  
Coached  
Communicated  
Counseled  
Coordinated  
Demonstrated  
Developed  
Diagnosed  
Educated  
Encouraged  
Evaluated  
Expanded  
Explained  
Expedited  
Facilitated  
Improved  
Motivated  
Pioneered  
Rehabilitated

Referred  
Represented  
Resolved  
Spearheaded  
Transformed

### Clerical Verbs

Approved  
Arranged  
Catalogued  
Classified  
Collected  
Complied  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Prepared  
Purchased  
Recorded  
Retrieved  
Screened

### Communication Verbs

Addressed  
Arranged  
Authored  
Collaborated  
Convinced

Corresponded  
Developed  
Directed  
Drafted  
Edited  
Interpreted  
Mediated  
Negotiated  
Persuaded  
Promoted  
Publicized  
Recruited  
Spoke  
Translated  
Wrote

### Technical/Research Verbs

Assembled  
Built  
Calculated  
Clarified  
Collected  
Computed  
Designed  
Devised  
Diagnosed  
Engineered  
Evaluated  
Examined  
Identified  
Inspected

Investigated  
Operated  
Organized  
Programmed  
Remodeled  
Repaired  
Reviewed  
Solved  
Upgraded

### Creative Verbs

Acted  
Conceptualized  
Created  
Customized  
Designed  
Established  
Founded  
Illustrated  
Initiated  
Integrated  
Invented  
Originated  
Performed  
Planned  
Revitalized  
Shaped  
Streamline

## Transitional Phrase Examples

- Processed payments in a timely manner.
- Successfully reduced inventory while maintaining shipping and order schedules resulting in lower overhead costs.
- Created solutions in the customer service department on a daily basis.
- Proven effectiveness in goal setting and team building among colleagues.
- Coordinated operations managed and assisted in sales...
- Instrumental in the implementation of...
- Established effective marketing strategies resulting in...
- Managed the daily operations of...
- Produced weekly reports to include...
- Designed and implemented a training program...
- Organized and streamlined interplant material transfer operations improving efficiency by 65%.
- Created and implemented a computerized inventory program resulting in cost saving of 25%.
- Typed confidential reports and correspondence maintaining 100% accuracy.



# Scannable Résumé

## Tips for Developing a Scannable Résumé

A scannable résumé can be viewed by a computer using the latest document imaging technology (known as optical character recognition, or OCR), and allows employers to store résumés in databases and search through many applicants electronically. As a personal summary of your professional history and qualifications, a scannable résumé is the same as a traditional résumé.



## 2 most important elements of a scannable résumé:

### Keywords

Just below your name create a “Keyword” section (like the other sections in your résumé: Education, Experience, etc.). List discipline-unique words and phrases that potential employers can search for in the résumé database.

**Example: Keywords for a business professional might include the following: Leadership Skills, Ethics, Finance, Teamwork, Marketing, and/or Total Quality Management.**

**Example: Keywords for a computer programmer would include software applications and programming languages s/he has used (ie C++, Java, Flash, .NET, and/or XHTML).**

### Formatting

- ♦ Keep in mind that the first reader of your scannable résumé will be a computer, not a human.
- ♦ A fancy format pleasing to the human eye may confuse OCR scanners. Using a simple format and font/typestyle decreases the likelihood that scanners will misread your résumé.
  - ♦ Use one common font (such as Times New Roman) throughout your résumé.
  - ♦ Use a font size of 10 to 12 points.
  - ♦ Avoid fancy font styles such as italics, underline, and shadows.
  - ♦ Use spacing to break up your “Keyword, Education,” and “Experience” sections.
  - ♦ Avoid using bullets, tables, and visuals in a scannable résumé. Instead use dashes, left-justified text, and simple spacing to format your document.

Human Resources personnel will review your résumé only after the computer retrieves it from keyword searches. Including nouns and noun phrases that are likely to be used in a database search and using simple formatting will help your résumé be chosen from the multitudes of others.

## Professional References

Whether you are applying for a job, school, or volunteer position you will be expected to provide **3 to 4 professional references**. This list should be readily available in an interview situation, and should be printed on résumé (bond) paper. Plan ahead and ask your references for permission to use them so that they are not caught off guard! Professors, supervisors, clinical coordinators, and/or former co-workers make great references as they have seen your practical skills and can comment on how you might fit into an organization or program. Send your references a packet with a current unofficial copy of your transcript, résumé, and/or a brief paragraph of your professional goals and accomplishments. Use a variety of references including men and woman whom are your supervisors and colleagues. Your professional references can make all the difference when applying for a new position! *Source:* <http://www1.csbsju.edu/career/students/tools/references.htm>.

Example:	<b>Name</b>	Lauren Smith
	<b>Job title</b>	Office Manager
	<b>Work address</b>	Offices of Dr. Martin Shapiro, M.D. 555 Farm Place, Suite 2, Ft. Lauderdale, FL 33309
	<b>Work phone number</b>	(954) 000-0000
	<b>Work e-mail address</b>	smithl@shapirooffices.com

# Peter Perfect

990 Knobb Hill Road  
Margate, FL 33068  
000-000-0000  
[peterp@aol.com](mailto:peterp@aol.com)

**OBJECTIVE:** To obtain a position in the legal field utilizing excellent communication, research and writing skills.

## **SUMMARY OF QUALIFICATIONS:**

- Capable of working quickly and accurately under pressure to successfully meet deadlines
- Able to analyze complex and detailed material and solve problems
- Excellent research, documentation, and reporting abilities
- Effective oral and written communication skills
- Strong computer skills, including detailed knowledge of Microsoft Windows XP, Vista, Microsoft word, Excel, PowerPoint, Internet Research and email
- Great ability to work independently and with as a team

## **EDUCATION:**

Keiser University, Fort Lauderdale, Florida  
***Bachelor of Arts in Legal Studies***, Expected Graduation November 2010  
Grade Point Average: 3.95  
***Paralegal Certificate of Westlaw Proficiency***

Keiser University, Fort Lauderdale, Florida  
***Associate of Arts in Paralegal Studies, 2009***  
**Member of Phi Theta Kappa Honor Society**  
**Deans List 2008 & 2009**

Completed Coursework: Criminal Law, Real Estate Law, Business Entities and Bankruptcy, Legal Research and Writing, Wills, Trusts and Estates, Torts and Family Law and Civil Litigation and Legal Ethics

## **WORK EXPERIENCE:**

**Legal Assistant, Dobson, Davis & Smith, P.A.** 6/2006 – 7/2010

- Drafted, edited and finalized pleadings, leases, and correspondence
- Drafted complaints, answers, interrogatories, and civil appellate briefs
- Organized and maintained files
- Communicated with clients, clerks and assistant state attorneys
- Entered time records for billing purposes

**Legal Assistant, Stiles, Taylor & Grace, P.A., Tallahassee, FL** 6/2002 – 7/2005

- Heavy transcription of Initial Evaluation Reports and correspondence from dictation
- Prepared legal documents, settlement documents, correspondence, and subpoenas
- Coordinated and scheduled court proceedings, conferences, depositions and travel arrangements
- Served as liaison between attorneys, clients, healthcare providers, insurance carriers, and law firms
- Client billing



# **Pamela Perfect**

**2700 N. Hwy A1A  
Bldg 12-210  
Indialantic, FL 12534  
Home (954) 000-0000  
perfectt@yahoo.com**

**OBJECTIVE:** Highly energetic and motivated individual seeking a mid-level position in IT with an emphasis on networking or security with a company in the state of Florida.

## **EDUCATION:**

**Keiser University, Fort Lauderdale, Florida  
Associate of Science, Information Technology, 2003**

## **CERTIFICATIONS**

- Comptia A+
- Microsoft Certified Professional

## **SKILLS AND QUALIFICATIONS**

- **Operating Systems:** Linux, Novell, Windows XP Pro, Windows 2000 Server, Windows NT, Windows 98
- **General Networking:** Cisco routers & switches, TCP/IP, general network services, connectivity & troubleshooting. Have taken training in Cisco, Linux, Novell and Windows 2000.
- **Network Services:** DHCP, DNS, WINS, Active Directory, File/Print Services.
- **Remote Administration:** Remote Administrator
- **Anti-Virus:** McAfee VirusScan
- **Programming Languages and Background:** Visual Basic.NET, ASP.NET, Crystal Reports v10, Experienced in creating web based forms in Visual Basic .NET as well as secure logins and utilization of shopping carts. Implemented SQL statements interacting with databases while utilizing Crystal Reports for complex reporting solutions. Creation of web-driven functional forms utilizing Access back-end databases..
- **Database Design:** SQL and Access. Table and relationship development, SQL queries to retrieve or modify data

## **WORK HISTORY**

**Harris Corporation, Melbourne, Florida  
Information Systems Security Engineer**

**2006-Present**

Monitoring of security events using ArcSight tool. Hardening of devices such as routers, switches, Intraplex, Cyclades, and UPS. Creating account access for users based on their security level. Created as well as verified documentation of procedures. Used MetaSolv for ticketing system and OmniWorks for the phone system.

**Applied Card Systems, Boca Raton, Florida  
Desktop Support**

**2005-2006**

Provide end user support primarily in an NT environment utilizing images created with Ghost. Installation of software packages following detailed procedures such as Lotus Notes, Microsoft Office, PComm, UltiPro, and Great Plains. MAC's, installation, maintenance and troubleshooting of hardware and peripheral components. Managing documentation of hardware and software. Enrolling computers onto the domain and resolving network connectivity issues including printers.

# Pamela Perfect

1234 Perfect Street, Anytown, SC 12544  
(000) 000-0000  
[peterp@aol.com](mailto:peterp@aol.com)

**Objective: Seeking a position in Criminal Justice applying eight years of experience as a Victim Advocate and Safety Inspector utilizing advanced skills in leadership, the interpretation of law and investigation.**

## Education

Keiser University, Ft Lauderdale, FL **Bachelor of Arts in Criminal Justice, May 2004**  
*Relevant coursework:*

- Criminal Justice
- Law Enforcement
- Corrections
- Juvenile Procedures
- Criminal Procedures
- Criminal Investigation
- Criminal Law
- Criminology

## Work Experience:

**Safety Inspector, UPS, Anytown, SC** 2007 - Present

- Monitor the work of 65 employees to ensure company's safety guidelines and procedures comply with OSHA safety standards
- Conduct emergency evacuation drills from time-to-time and instruct new hires on normal safety procedures and handling of hazardous materials
- Interview injured workers and retrain-workers in non-compliance
- Prepare and submit reports and documentation to supervisors and HR managers as required

**Loss Prevention Store Detective, Sears, Anytown, SC** 2000-2006

- Detected and apprehended shoplifters at store level and using closed-circuit television
- Represented Sears as a witness in court proceedings
- Interacted with store management and local police departments and completed store/ vendor audits as required
- Completed reports as required

## Volunteer Experience:

**Rape Victim Advocate, Anytown Community Center, Anytown, SC** 1998 - 2002

- Provided victim advocacy services either through personal or telephonic contact
- Ascertained victims' immediate needs and helped them obtain medical and police assistance
- Offered rape victims information regarding local resources for protection and support, legal services, clinical resources, and medical services
- Initiated follow-up contact with victims as needed and supported victims in decision-making by providing information and discussing available options
- Accompanied victims to appointments and court proceedings, as appropriate, and when requested by victims

# Peter Perfect, RDMS

300 Knobb Hill Road

Sunrise, FL 33323

[peterp@gmail.com](mailto:peterp@gmail.com)

(000) 000-0000

**OBJECTIVE:** Dedicated Sonographer seeking a challenging entry level position as an Ultrasound Technologist utilizing interpersonal, critical thinking and detail oriented skills.

## QUALIFICATIONS:

- ARDMS - OB Certified
- BLS Certified
- Extensive knowledge in OB/GYN, Abdomen, small parts and limited areas of vascular ultrasound
- Understanding of ultrasound physics
- Able to recognize and demonstrate skills of differentiating normal and abnormal sonographic anatomy
- Dynamic team-player, Strong ability to work independently
- Proven high abilities to be an efficient, multi-tasked, dependable and reliable worker.
- Excellent writing and oral skills
- Observant, keen on details, and goal oriented

**EDUCATION:** Keiser University of Fort Lauderdale, FL  
*Associate of Science in Diagnostic Medical Sonography, April 2008*

## CLINICAL EXPERIENCE:

2007-2008 (approximately 1020 hours of hands on clinical training)

*Experience in the following outpatient, inpatient and emergency care facilities:*

Imperial Point Medical Center - Fort Lauderdale, FL	6/2008
Bethesda Hospital - Boynton Beach, FL	09/2008
Broward General / Seventh Ave Clinic - Fort Lauderdale, FL	10/2008
Holy Cross Hospital - Fort Lauderdale, FL	12/2008 - 01/2009
Cleveland Clinic Florida - Weston, FL	03/2009 - 04/2009

- Observed, assisted and performed invasive procedures such as paracentesis, thoracentesis, biopsies, as well as performing abdominal, gynecology, obstetric, small parts, breast, and vascular sonography.
- Extensive interaction with patients and radiologist
- Researched prior studies for follow up studies.
- Knowledge of PACS and record keeping

## RECENT EMPLOYMENT:

**Alpine Access, Sunrise, FL** 09/08 – Present

Customer Service/PDA Smart Phone Support

Assist Sprint customers with high level technical support in regards to their PDA/Smart Phone  
Provide concise, quality customer service in a professional, timely and courteous manner

# Pamela Perfect

1500 N.W. 49th Street Fort Lauderdale, FL. 33309 Tel: (954) 776-5157 Pamela.Perfect@KeiserUniversity.edu

## OBJECTIVE:

Offer high quality patient care by supporting the medical team as a Registered Radiologic Technologist.

## EDUCATION:

Keiser University

Fort Lauderdale, FL

Associate of Applied Science in Radiologic Technology

December 2012

## CLINICAL EXPERIENCE:

### Northwest Medical Center

Margate, FL

Clinical Rotation III

10/24 - 11/16

- Applied learned skills in a clinical setting under indirect supervision of a registered technologist.
- Performed all duties and responsibilities as required and established under Keiser University clinical criteria and healthcare facility.
- Successfully completed 320 clinical night hours divided into the following areas: After hour E.D., operating room and C-arm procedures, inpatient and outpatient radiologic exams, and mobile studies in the emergency department and on the hospital floors.

### North Broward Medical Center

Pompano Beach, FL

Clinical Rotation II

6/25 – 8/17

- Practiced academic and technical skills in a clinical setting under direct and indirect supervision of a registered technologist.
- Cleaned, stocked, prepared exam rooms.
- Successfully completed 320 clinical hours divided into the following areas: inpatient and outpatient radiologic and fluoroscopic exams, emergency department exams, mobile studies in the emergency department and on floors, operating room and C-arm procedures and endoscopy.

### Broward General Medical Center

Fort Lauderdale, FL

Clinical Rotation I

1/2 – 2/24

- Observed, assisted and performed radiologic, fluoroscopic, and mobile exams.
- Interacted with patients and technologists to provide quality diagnostic examinations.
- Successfully completed 320 clinical hours divided into the following areas: inpatient and outpatient radiologic and fluoroscopic exams, emergency department exams, mobile studies in E.D. and on floors.

## ACHIEVEMENTS:

Dean's List (Fall Semester 2010), Honor Roll (Summer Semester 2011), President's Award Perfect Attendance Award (August 2011 – September 2011), Bright Futures Scholarship (2009), Phi Theta Kappa Honor Society (November 2011 – present)



# PETER EXPERIENCED

1500 N.W. 49th Street Fort Lauderdale, FL. 33309 Tel: (954) 776-5157 Peter.Experienced@KeiserUniversity.edu

## *Exercise Specialist • Corporate Fitness Trainer*

Highly motivated professional with certificate in sports management; poised to excel within a challenging environment cultivating and building upon strong skills in leadership, business, marketing, and management services within the health and fitness industry.

### *Core competencies include:*

- Client Services & Communications
- Business Administration
- Communications Management
- Financial Management / Budgets
- Strategic Business Planning
- Forecasts & Projections

## EDUCATION & CREDENTIALS

**Associate of Sciences | Sports Medicine and Fitness Technology December 2013**  
KEISER UNIVERSITY, Fort Lauderdale, Florida

**Certification in Sports Management May 2010**  
UNITED STATES SPORTS ACADEMY, Daphne, Alabama

**Master of Arts in International Affairs | Bachelor of Science Business Administration**  
CALIFORNIA STATE UNIVERSITY, Sacramento, California

## PROFESSIONAL EXPERIENCE

**ADMINISTRATIVE / LOGISTICS MANAGER, 2002 – 2012**  
UNITED STATES ARMY

Oversaw critical time management and project logistics. Analyzed processes and statistical information to develop and implement solutions that achieved operational excellence both domestically and internationally. Provided effective intervention action for diverse and extremely challenging situations. Maintained and developed positive relationships with key personnel relevant to successful outcomes. Monitored critical operations to ensure staff members complied with administrative policies, procedures, protocols, and international regulations.

### *Accomplishments:*

- Planned and delivered Physical Fitness Training programs for the Army to maintain rigorous physical activities.
- Managed container monitoring and execution worldwide in support of Army's 200k Container Management Program, and as Division Team Leader oversaw the removal of 40K full containers from Iraq ahead of schedule.
- Lead Army representative for re-write of the Universal Services Contract and Master Lease Contract.
- Developed performance metrics concept and made recommendations to improve efficiency and effectiveness; metrics apply to \$386M dollar government Master Leasing contract and \$77M base year allocation.
- Managed successful operations involving 5400 tons of cargo, moving over 6900 military personnel, and 560 assignments from the U. S. to the Philippines in support of Operation Enduring Freedom.
- Wrote worldwide container management policies, procedures and guidelines.

## PROFESSIONAL DEVELOPMENT

### *Training & Coursework*

Sports Public Relations | Sports Law and Risk Management | Sports Marketing | Exercise Physiology  
Sports Administration | Sports Facilities and Events Management | Introduction to the Business of Sports Agents  
Sports Business and Personnel Management | Structural Kinesiology

### *Additional Professional Associations*

National Defense Transportation Association | Military Officers Association of America  
United States Army Finance Regimental Corps | Transportation Corps Regimental Association

# Job Search Using Technology

## Useful Web Sites



**Ranks the job boards:** [www.topjobsites.com](http://www.topjobsites.com)

**Keiser University's online career center:** [www.collegecentral.com/keiser](http://www.collegecentral.com/keiser)

**Takes you directly to the career pages of 200 major employers:** [www.jobcentral.com](http://www.jobcentral.com)

**Professional networking site:** [www.linkedin.com](http://www.linkedin.com)

**Podcasts:** [www.roxio.com](http://www.roxio.com)

<p><b>Common Job Search sites:</b></p> <ul style="list-style-type: none"> <li>• CareerBuilder</li> <li>• HotJobs</li> <li>• Monster</li> <li>• Indeed</li> <li>• Oodle</li> <li>• SimplyHired</li> <li>• Craigslist</li> <li>• GoogleBase</li> <li>• LiveExpo</li> <li>• America's Job Exchange</li> <li>• JobCentral</li> <li>• Jobs.com</li> <li>• GetTheJob</li> <li>• Jobster</li> <li>• Just-Posted</li> <li>•</li> </ul>	<p><b>Job Boards</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.collegecentral.com/keiser">www.collegecentral.com/keiser</a></li> <li>• <a href="http://www.EmployFlorida.com">www.EmployFlorida.com</a></li> <li>• <a href="http://www.SimplyHired.com">www.SimplyHired.com</a></li> <li>• <a href="http://www.Indeed.com">www.Indeed.com</a></li> <li>• <a href="http://www.Jobster.com">www.Jobster.com</a></li> <li>• <a href="http://www.GetTheJob.com">www.GetTheJob.com</a></li> <li>• <a href="http://www.hotjobs.com">www.hotjobs.com</a></li> <li>• <a href="http://www.CareerBuilder.com">www.CareerBuilder.com</a></li> <li>• <a href="http://www.Craigslist.com">www.Craigslist.com</a></li> <li>• <a href="http://www.Monster.com">www.Monster.com</a></li> <li>• <a href="http://www.TheLadders.com">www.TheLadders.com</a></li> </ul>
<p><b>Vertical Job Search Engines</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.simplyhired.com">www.simplyhired.com</a></li> <li>• <a href="http://www.topusajobs.com">www.topusajobs.com</a></li> <li>• <a href="http://www.job-search-engine.com">www.job-search-engine.com</a></li> <li>• <a href="http://www.gojobs.com">www.gojobs.com</a></li> </ul>	<p><b>Blogging:</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.blogger.com">www.blogger.com</a></li> <li>• <a href="http://www.blogeasy.com">www.blogeasy.com</a></li> <li>• <a href="http://www.typepad.com">www.typepad.com</a></li> <li>• <a href="http://www.search4blogs.com">www.search4blogs.com</a></li> <li>• <a href="http://www.blogswithjobs.com">www.blogswithjobs.com</a></li> </ul>

# 40 Standard Interview Questions

Questions employers frequently ask during an interview:



1. Tell me about yourself.
2. Tell me about your experience.
3. What is your most important accomplishment to date?
4. How would you describe your ideal job?
5. When did you decide on this career?
6. What goals do you have in your career?
7. How do you plan to achieve these goals?
8. How do you personally define success?
9. Describe a situation in which you were successful.
10. What do you think it takes to be successful in this career?
11. What accomplishments have given you the most

satisfaction in your life?

12. Are you a team player?
13. What motivates you?
14. Why should I hire you?
15. Are you a goal-oriented person?
16. Tell me about some of your recent goals and what you did to achieve them.
17. What are your short-term goals?
18. What is your long-range objective?
19. What do you see yourself doing five years from now?
20. Where do you want to become ten years from now?
21. Do you handle conflict well?
22. Have you ever had a conflict with a boss or professor? How did you resolve it?
23. What major problem have you had to deal with recently?
24. Do you handle pressure well?
25. What is your greatest strength?
26. What is your greatest weakness?
27. If I were to ask one of your professors (or boss) to describe you, what would he/she say?
28. How has your education prepared you for your career?
29. What were your favorite classes? Why?



30. Do you have any plans for further education?
31. How much training do you think you'll need to become a productive employee?
32. What qualities do you feel a successful manager should have?
33. Why do you want to work in the \_\_\_\_\_ industry?
34. What do you know about our company?
35. Why are you interested in our company?
36. Do you have any location preferences?
37. How familiar are you with the communities that we work with?
38. Are you willing to relocate? In the future?
39. Are you willing to travel? How much?
40. Is money important to you?

# 10 Interviewing Tips to Success!

JobWeb.com—Career development and job-search advice for new college graduates.

1. Research companies online before the interview!
2. Practice interviewing with a career counselor, friends, and family members—or with yourself, in front of a mirror.
3. Think about and write down how your experience in work, classes, and activities can relate to the job you're seeking using the **S.T.A.R.** method:

## Situation Task Action Result

When at an interview follow the STAR method to answer the questions in a clear and concise manner. By answering in this format you will give the employer a glimpse as to how you will perform on the job. This is a powerful way to “sell yourself” to the employer and effectively communicate your strengths, experience and value you will add to the company.

4. Allow plenty of time to get to the interview and, if possible, visit the site in advance and time how long it takes to get there.
5. Plan your interview attire in advance and make sure your clothing is pressed, your shoes are shined, and your hair and nails are well groomed the day before.
6. Bring extra copies of your résumé and a list of references.
7. Speak slowly and clearly and don't be afraid to pause for a moment to collect your thoughts.
8. Be honest. Don't try to cover up mistakes. Instead, focus on how you learned from them.
9. Ask the interviewer questions. Remember that the interview is a way for you to learn if the job is right for you.
10. Ask the interviewer for a business card and send a thank-you note or e-mail within 24 hours.

Source: <http://www.jobweb.com/Interview/help.aspx?id=636>

## Interview Questions to Ask the Interviewer (pick 3)



1. How would you describe the daily responsibilities of the position?
2. How would you describe a typical week/day in this position?
3. Is this a new position? If not, what did the previous employee go on to do?
4. What is the company's management style?
5. Who does this position report to? If I am offered the position, can I meet him/her?
6. How many people work in this office/department?
7. How much travel is expected?
8. Is relocation a possibility?
9. What is the typical work week? Is overtime expected?
10. What are the prospects for growth and advancement?
11. What do you like about working here?
12. If I am extended a job offer, how soon would you like me to start?
13. What is the next step in the hiring process?
14. When can I expect to hear from you?
15. Are there any other questions I can answer for you?

## DO NOT Ask Interviewers

1. What does this company do?  
(Do your research ahead of time!)
2. If I get the job when can I take time off for vacation?  
(Wait until you get the offer to mention prior commitments)
3. Can I change my schedule if I get the job?  
(If you need to figure out the logistics of getting to work don't mention it now...)
4. How much will I be making if I get hired?
5. Did I get the job?  
(Don't be impatient. They'll let you know.)

Source: [Jobsearch.com](http://jobsearch.com)  
<http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest2.htm>



## Interview Follow-up/Thank you Letters

Following an interview, promptly (within 2 business days) write the interviewer a thank you letters expressing appreciation and thanks for the interview.

**The purpose of this letter is to:**

- ♦ Show appreciation for the employer's interest in you.
- ♦ Reiterate your interest in the position and in the organization.
- ♦ Review or remind the employer about your qualifications for the position. If you thought of something you forgot to mention in the interview, mention it in your follow-up/thank-you letter.
- ♦ Demonstrate that you have good manners and know to write a thank-you letter.
- ♦ Follow up with any information the employer may have asked you to provide after the interview.
- ♦ Thank-you letters can be handwritten, e-mailed, or both. A hard copy is most formal and is appropriate after an interview.

*Source: Career Services @ Virginia Tech-<http://www.career.vt.edu/jobsearch/interview/after.htm>*

## Thank you Letters Sample

You name  
Your Street Address  
City, State, Zip Code

Date of Letter

Interviewer's Name  
Company Address  
City, State, Zip Code

Dear (always use the interviewer's name),

I appreciated the opportunity to talk with you on (date). The information you shared with me about (company name) was excellent and I am excited about the possibility of applying my education and experience to the position we discussed.

If I can provide you with any additional information, please let me know. I look forward to hearing from you soon.



Sincerely,

Your Name

# Dress for Success



A significant part of a hiring decision is based on nonverbal elements in an interview—handshake, eye contact, body language, posture, listening skills, clothing, grooming and accessories. Don't overlook the power of a good first impression. People make amazing assumptions about your professional credibility and potential performance based upon your appearance during a first meeting. It's very difficult to overcome a poor first impression, regardless of your knowledge or expertise.

Women's Interview Attire	Men's Interview Attire
<ul style="list-style-type: none"> <li>◆ Solid color, conservative suit</li> <li>◆ Coordinated blouse</li> <li>◆ Moderate shoes</li> <li>◆ Limited jewelry</li> <li>◆ Neat, professional hairstyle</li> <li>◆ Tan or light hosiery</li> <li>◆ Sparse make-up &amp; perfume</li> <li>◆ Manicured nails</li> <li>◆ Portfolio or briefcase</li> </ul> 	<ul style="list-style-type: none"> <li>◆ Solid color, conservative suit</li> <li>◆ White long sleeve shirt</li> <li>◆ Conservative tie</li> <li>◆ Dark socks, professional shoes</li> <li>◆ Very limited jewelry</li> <li>◆ Neat, professional hairstyle</li> <li>◆ Go easy on the aftershave</li> <li>◆ Neatly trimmed nails</li> <li>◆ Portfolio or briefcase</li> </ul> 

## General Guidelines

- ◆ Select apparel, fragrances, jewelry, hairstyle, etc. that do not detract from your professional image. The interviewer's attention should be focused on what you say and your qualifications.
- ◆ Make sure your hair is clean, neat and professionally styled. Avoid hairstyles that cover more than your forehead or one that you have to brush back.
- ◆ Remove facial and body piercings other than single ear jewelry for interviews.
- ◆ Visible tattoos should be covered to avoid distraction.
- ◆ Apparel should be clean and neatly pressed.
- ◆ Apparel should fit well and remain in place while sitting and/or walking.
- ◆ If you question if something is appropriate, *don't wear it*.
- ◆ **Less is more.** Keep your look simple and successful until you become accustomed to the environment and learn about the company's dress code.
- ◆ If you are a woman remember to wear panty hose or stockings to your interview and NO open toes shoes.



# Networking



**You've got to do it, especially these days. So you might as well make it fun (kind of).**

*By Donna Rosato, Money Magazine Senior Writer*

(Money Magazine) -- Let's face it, very few people enjoy networking. Even for social butterflies it's a chore; for those of us who are shy, it's as painful as chapped lips on a windy day.

## **AT EVENTS: WORK THE ROOM**

**Scout out the scene.** A big room full of strangers can be intimidating, whether it's the cocktail mixer at an industry conference, a corporate retreat, or a networking event. Ease the stress by finding out who the attendees are ahead of time. Ask the organizer to e-mail you the RSVP list or check the registration when you arrive. You can warm up your chatter by finding someone you already know—just make sure you move on and mingle before too long.

**Bring a wingman.** If you can, invite a colleague along. Ideally, you want someone more outgoing than you who will push you to meet people and maybe talk you up just a bit.

**Be unfashionably early.** Wouldn't you rather walk into a room of five people than into one with 50? Get there at the beginning so that you can start a conversation rather than awkwardly join one in progress, says Wendy Gelberg, author of "The Successful Introvert." Arrive early enough and you have a built-in conversation starter: "So, um, I guess we're the first ones here ..." Not exactly the stuff of the Algonquin Round Table, but it'll do in a pinch.

## **ONE-ON-ONE: BOND, DON'T BEG**

**Keep in touch in the good times.** Don't be the one who calls only to unload about how work stinks or how crummy the job market is. The technical term for such a person is "a drag." Get out there when you aren't searching for a new gig, and it will be easier to get your call returned when you are.

**Schedule a lunch.** Yep, that meal with your former co-worker counts, even if it was just fun (especially if it was fun). Even if you talked more about your wretched ex-boss than your career. Networking is not a constant series of mini-interviews. It's a gradual process of building trust with people (maybe not that ex-boss) as well as just letting them know what you are up to these days. Aim for one lunch a week.

**Zip it for a minute.** Again, you're building relationships, not interviewing. Ask questions to get your lunch date talking about him(her)self.

**Give now, get later.** Networking sounds slimy because we think of it as asking for something. But it's really a two-way street. Help someone else, and he'll owe you (or at least think of you) later on. "Very few of us are walking around with jobs in our pockets, but we all have contacts and information we can share," says Gelberg.

# Networking-Online

## **ONLINE: KEEP YOUR FRIENDS CLOSE**

**Build a casual network.** Sign on, if you haven't, to a social networking service like LinkedIn, Twitter, or Facebook. "Because interactions aren't in real time, there's much less pressure," says Gelberg. It's often your more casual contacts will point you to the next job. Just don't abuse the technology and annoy people. Only "friend" people you've met, and remind them of the connection if it's been a while. A solid network of 50 is better than 1,000 acquaintances.

**Get introduced.** Know someone who knows someone who could be useful in your career? Ask the mutual friend to make an introduction via a social networking site, or search under the "People" tab on LinkedIn to see whether someone in your circle can make a connection to a specific person or company.

**Give updates.** Toot your horn a bit (it's easier online, we promise) by regularly adding to your social networking profile, updating your "status," or even just sending out an e-mail blast. Let people know, for example, if you're speaking on a panel or attending a conference.

*Source: Networking for people who hate to network*  
[http://money.cnn.com/2009/04/02/news/economy/networking\\_jobs.moneymag/index.htm](http://money.cnn.com/2009/04/02/news/economy/networking_jobs.moneymag/index.htm)



## [www.collegecentral.com/keiser](http://www.collegecentral.com/keiser) **STUDENT & ALUMNI REGISTRATION INSTRUCTIONS**

All Students and Alumni are eligible to use the Keiser University online job board after completing the following registration process through a site that has been specially designed for the Keiser University career center. Follow these simple steps:

- Go to your school's Career Center URL: [www.collegecentral.com/keiser](http://www.collegecentral.com/keiser)
- Click the Student or Alumni Icon; then Register Now.
- Enter Keiser University – Fort Lauderdale (if it's not already pre-filled); a unique ID and a Password that you will remember; Confirm your password.
- Click "Continue Registration"

Now you will be asked to complete the REGISTRATION form to search for Jobs. You may upload a RESUME at a later date.

### REGISTRATION ENTRY

- Enter all demographic information. Fields with an (\*) asterisk are required... (Name, Current Address, Phone). Answer questions about where you want to work and the kinds of jobs that interest you. Employers will search this information, as well as the degrees you are obtaining. Be as thorough and complete as possible.

### RESUME ENTRY

- From your homepage, click Upload a Resume. *You should have a resume completed on disk at this time to upload.* Browse the file, select it, then click Upload your resume.

### JOB SEARCH

- From your homepage, click Search for Jobs Posted to My School, enter criteria specific to the type of job you are looking for on the search form, click Begin Search... You may also Search for Jobs in CCN's Jobs Central; our national job database.

When conducting a job search using CCN, be aware that by selecting several search criteria, such as Degree, Area of Interest, FT/PT jobs, etc., you are narrowing your search. It is a good idea to conduct a focused search, but you may also want to try searching different criteria. To view all jobs posted, leave all the search fields blank.

**Congratulations! You now know how to navigate through  
College Central Network.**

From now on you can visit your school's page: [www.collegecentral.com/Keiser](http://www.collegecentral.com/Keiser) at anytime, Twenty-four hours a day, Seven days a week, Three hundred and sixty-five days a year.

Just click through to Student or Alumni Central and enter Keiser University, your unique ID and Password and you're there!



