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# Professional Writing

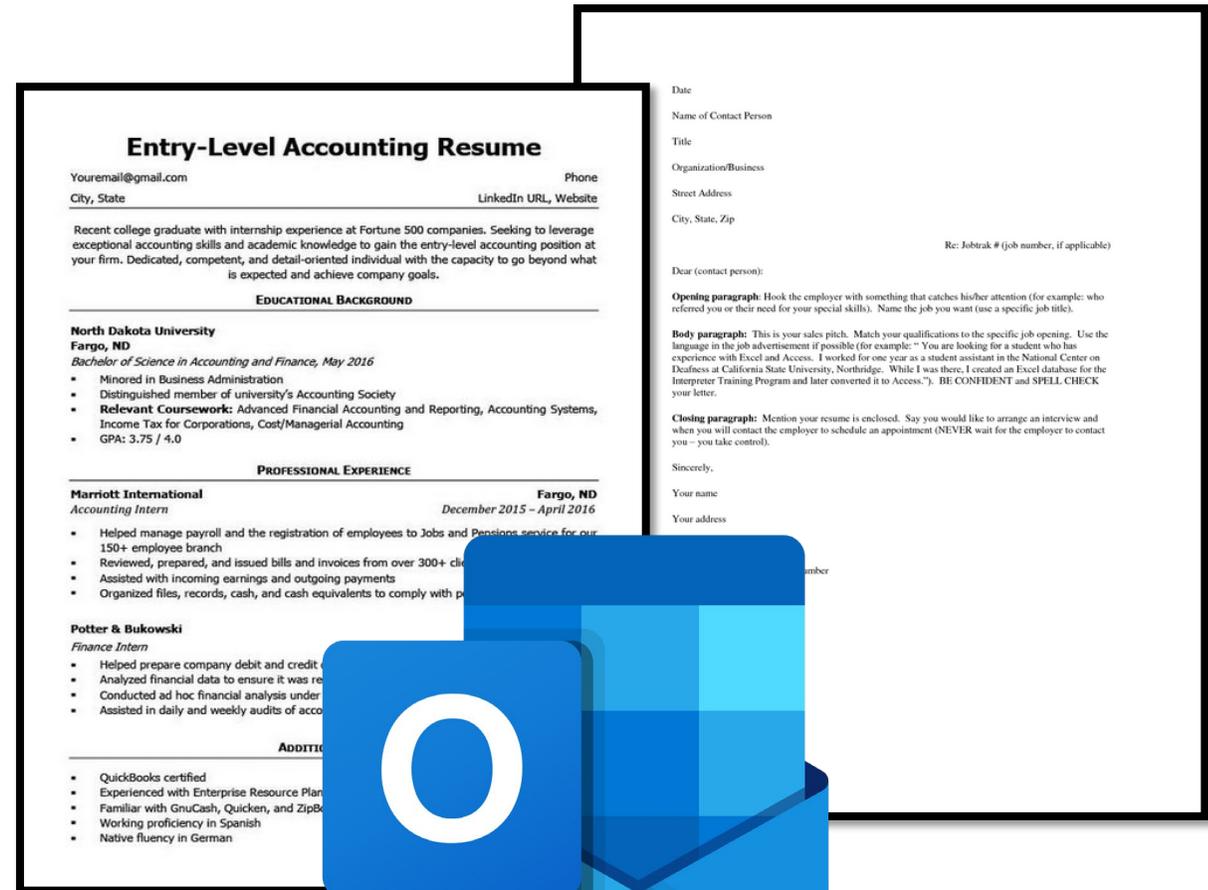


Professional writing aims to deliver information and ideas clearly and succinctly when applying for a job, giving a work presentation, or communicating with colleagues



# This presentation covers:

1. E-mails
2. Resumes
3. Cover Letters



**Entry-Level Accounting Resume**

Youremail@gmail.com Phone  
City, State LinkedIn URL, Website

Recent college graduate with internship experience at Fortune 500 companies. Seeking to leverage exceptional accounting skills and academic knowledge to gain the entry-level accounting position at your firm. Dedicated, competent, and detail-oriented individual with the capacity to go beyond what is expected and achieve company goals.

**EDUCATIONAL BACKGROUND**

**North Dakota University**  
Fargo, ND  
*Bachelor of Science in Accounting and Finance, May 2016*

- Minored in Business Administration
- Distinguished member of university's Accounting Society
- **Relevant Coursework:** Advanced Financial Accounting and Reporting, Accounting Systems, Income Tax for Corporations, Cost/Managerial Accounting
- GPA: 3.75 / 4.0

**PROFESSIONAL EXPERIENCE**

**Marriott International** Fargo, ND  
*Accounting Intern* December 2015 - April 2016

- Helped manage payroll and the registration of employees to Jobs and Pensions service for our 150+ employee branch
- Reviewed, prepared, and issued bills and invoices from over 300+ clients
- Assisted with incoming earnings and outgoing payments
- Organized files, records, cash, and cash equivalents to comply with payroll

**Potter & Bukowski**  
*Finance Intern*

- Helped prepare company debit and credit
- Analyzed financial data to ensure it was re
- Conducted ad hoc financial analysis under
- Assisted in daily and weekly audits of acco

**ADDITIONAL INFORMATION**

- QuickBooks certified
- Experienced with Enterprise Resource Plan
- Familiar with GnuCash, Quicken, and ZipB
- Working proficiency in Spanish
- Native fluency in German

Date  
Name of Contact Person  
Title  
Organization/Business  
Street Address  
City, State, Zip  
Re: Jobtrak # (job number, if applicable)

Dear (contact person):

**Opening paragraph:** Hook the employer with something that catches his/her attention (for example: who referred you or their need for your special skills). Name the job you want (use a specific job title).

**Body paragraph:** This is your sales pitch. Match your qualifications to the specific job opening. Use the language in the job advertisement if possible (for example: "You are looking for a student who has experience with Excel and Access. I worked for one year as a student assistant in the National Center on Deafness at California State University, Northridge. While I was there, I created an Excel database for the Interpreter Training Program and later converted it to Access."). BE CONFIDENT and SPELL CHECK your letter.

**Closing paragraph:** Mention your resume is enclosed. Say you would like to arrange an interview and when you will contact the employer to schedule an appointment (NEVER wait for the employer to contact you - you take control).

Sincerely,  
Your name  
Your address

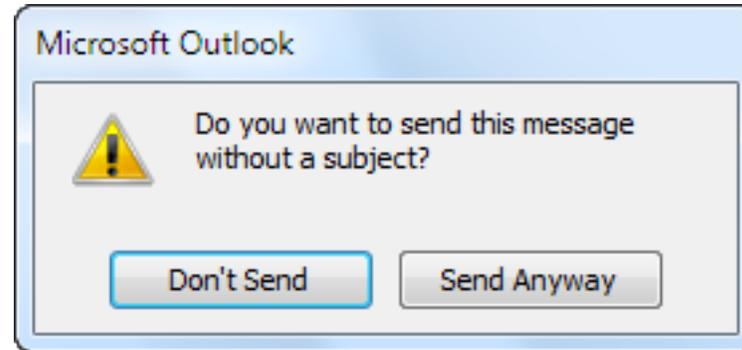


# Most professional writing uses:

- **Single-spacing**
- **12pt. standard serif font**
  - (ex. Times New)
- **Bulleted lists**
- **First person** point of view
- **Bold or italics** for emphasis



# E-mails



Writing a clear and concise e-mail can make a good impression and show professionalism



# The Subject Line

All e-mails should have a descriptive **subject**. It is the first thing that the recipient sees and can determine if the e-mail will even be opened

- The subject line should be **short** with the most important words in the beginning
- If needed, add whether or not a response is needed along with a **deadline**



# The Greeting

Always include a **greeting**, even in short e-mails

- Begin with a **salutation**, e.g., "Dear" or "Good afternoon" or "Hi"
- If the recipient's name is known, include it along with their **proper titles** (unless on a first name basis)



# The Body

After the greeting, introduce yourself by stating who you are, and **why you are sending the e-mail**

- **Grammar and spelling** should be closely edited before sending an e-mail
- Avoid using emoticons and slang



# The Closing

A brief “Thank you” or “Best” followed by **restating your name** is typically a good way to end an e-mail

- Some e-mail accounts will let you embed a **signature** within them along with **contact information**



# Example:

Cruzer Crusader  
Mascot  
Madonna University  
36600 Schoolcraft  
Livonia, MI 48150  
(734) 432-5300



# Resumes



Each section in a resume should be labeled and maintain consistent style



# Contact Information

Place your **contact information** at the top of your resume, centered or left justified

- **Your name should stand out**
- Include your permanent street **address**, city, state and zip code, **phone**/voicemail number and **email** address
- Leave a space or horizontal line below the contact information



# The Summary or Objective

In a brief paragraph highlight your skills and successes

A **summary** section discusses an experienced applicant's past

An **objective** section frames a new job seeker's potential



- Summarize experiences that fit specific **job requirements** or similar positions
- Describe skills with **keywords** from job descriptions
- Explain what you are looking for as an applicant



# Education Section

Place the **education** section before the experience section if you're an upcoming or recent graduate, are changing careers, or are in an academic or scientific profession

If listing multiple schools or degrees, always lead with the most recent information, with more detail for more recent entries and less detail for those that are older



- List the **name of schools and their locations**, left justified
- List the **years you attended**, graduated, or intend to graduate, right justified
- List the **degrees you obtained** (if applicable) and your field of study
- Showcase academic **achievements**, extracurricular activities, organizations, and special projects or courses



# Example:

**Madonna University, Livonia, MI**  
**Bachelor's of Arts, English**

1937 – Present



# Experience Section

If you already have several years of relevant **work experience**, place this section before your education section

Always lead with the most recent information, with more detail for more recent entries and less detail for those that are older

Use **past tense** for previous positions and **present tense** for current positions



- List your specific **job title, the employer, and its location**, left justified
- List your **years of employment** or the timeframe in which you held the role, right justified
- For every entry, describing three or four of your **responsibilities or achievements** in that position
- Use a **parallel structure**, starting each example with a verb or adjective and omitting the subject



**Experienced applicants** should list all relevant, paid work, include freelance jobs, temporary work and internships

**New job seekers** should include both paid and unpaid work, such as volunteering, student organizations and internships



# Example:

**Madonna University, Livonia, MI**

1937 – Present

Mascot

- UNV 1020: Transitions to Higher Education
  - Address transition issues that First-Year Students face when entering the University. Introduce students to thought-provoking, challenging, and interesting ideas to enhance their critical thinking, research, writing, and presentation skills. Engage students in a community of learners. Incorporate a service-learning experience that fulfills the University's mission of service



# Skills Section

This section emphasizes the **skills** you have acquired from your various jobs or activities, rather than the responsibilities

It is important to emphasize skills pertaining to a specific job

Consider what you are a beginner, intermediate or expert at



- List **soft skills**, such as communicating, teaching, coaching, and supervising skills
- List **hard skills**, such as record keeping, researching, translating, and compiling
- List **material skills**, such as operating, assembling, and repairing
- Group **transferable skills**, such as technology proficiencies, or specialized skill, such as language proficiencies



# Awards and Activities Section

This section highlights the relevant **awards and activities** you have been involved with.

(If you graduated with honors, you should include that detail in the education section of your resume)

- List academic awards, scholarships, work-related honors, membership organizations, leadership positions and community service



# Cover Letters



A cover letter is a one-page document submitted along with a resume, elaborating on information in a more detailed, memorable and personal way



# The Heading

For a printed cover letter, place your **contact information** at the top of the page

This section should visually match your resume and use a consistent format and layout

- Include your **name, permanent address, phone number** and a personal **email address**



- If you have them, include a LinkedIn page or a personal website URL
- Skip a line and include the **date** of application
- Skip another line and include the recipient's contact information



# Example:

Cruzer Crusader  
36600 Schoolcraft  
Livonia, MI 48150  
(734) 432-5300

31 August 2021

Paws  
2100 Woodward Ave.  
Detroit, MI 48201  
(313) 471-2255



# The Greeting

Include a **formal salutation** and address your letter to the proper person or position title

- Use a common business greeting, such as:
  - “Dear (First name Last name),”
  - “Hello (Position title)” or
  - “Greetings,”
- Leave a space below the greeting



# The Introduction

Begin with a one or two sentence **personal introduction** explaining why you are a good candidate for a position

- Mention the **position title** you are applying for
- Describe how you discovered the position or company



- Explain why you are **enthusiastic** about and **interested** in the position or company
- Briefly describe your years of **related experience** or **qualifications** for the position
- Leave a space below the introduction



# The Body

In a brief paragraph highlight your **skills and successes** as they relate to the position

- Summarize **experiences** that fit **specific requirements** or similar positions
- Emphasize skills with **keywords** from the job descriptions



- Offer **precise facts** about your accomplishments, including **quantifiable outcomes** if available
- Include professional **achievements**, praise or awards
- Include academic **achievements**, extracurricular activities or personal goals
- Leave a space below the body



# The Conclusion

Concisely **reiterate your excitement** and gratitude about the opportunity

- Thank the recipient for their time and consideration
- Politely explain that you eagerly await their decision
- Specify your preferred contact information and availability



# The Signature

Include a valediction and your name. Use a common **complementary closing**, such as:

- “Sincerely,”
- “Best,”
- “Regards,”
- “Thank you,”
- “Respectfully,”
- “Kind regards,”



Sometimes a cover letter will be an **uploaded document** as part of an **online application**

Other times, a cover letter will be an **e-mail to the employer** with the **resume attached**

- For printed cover letters, skip two to four lines to create room to sign your name
- Type your full name and include any appropriate suffixes



# Getting help with professional writing:

**Madonna University Writing Center,**

Online Writing Lab, Types of Academic and Professional Writing

<https://www.madonna.edu/resources/writing-center/>

**The Office of Career Development,**

MUPortal, Students

[myportal.madonna.edu](http://myportal.madonna.edu)

