

# Employment Project

## Overview of Project

By this stage in your academic career, you probably have already developed a resume. You may not, however, had the chance to go beyond a “one-size-fits-all” resume to craft a tailored resumes geared to a specific position at a particular company.

For this assignment, you will:

- locate an ad for a real job, internship, or co-op for which you are qualified.
- apply for it using a targeted resume, cover letter and whatever other deliverables you choose and the job ad calls for.

The overarching objectives of the Employment Project are:

- To target documents for particular audiences
- To examine and (re)construct ethos as it appears online and in print
- To deploy social media to broaden and deepen the story your written credentials tell about you

## Deliverables: Overview

For this project, you will submit the following four deliverables:

**1. Print resume**

**2. Cover letter**

**3. Online presence—Choose one of two options:**

**A. Career community profile**—Create a professional presence in ONE of the following online places:

- LinkedIn
- Twitter
- Facebook
- Beyond.com
- Branchout (on Facebook)
- USF Career Connections

**B. Resume Visualization** – Choose ONE of the following:

- Visualize.me
- Re.vu
- Zerpby
- About.me
- Flavors.me
- Video resume. <http://mashable.com/2011/01/17/tips-video-resumes/>

**4. Reflection memo**

## **Deliverables: Specifications**

### ***Deliverable: Print resume***

For this part of the employment project, we'll develop 1 page resumes (for an advanced applicant or an applicant with extensive relevant experience, the resume might be two pages). The content you include should reflect a close reading of the job ad and your knowledge of the company to which you are applying.

### ***Deliverable: Cover letter***

For an entry-level applicant (still in or just out of college), a cover letter should be one page long. Again, the key is to match your credentials to this particular job.

Your cover letter has 4 main parts:

- Introductory paragraph that expresses your interest in being considered for a particular job
- Middle paragraph(s) that highlight your best credentials for the job in more detail than your resume
- Concluding paragraph that indicates your interest in being contacted for an interview
- Sign off with formal closing and signature

### ***Deliverable: Online presence***

For this deliverable, you will create an online presence for your professional self. Using social media or visualization software of your choosing, you will create a space online that you can point to in your resume and that presents your work in a new medium. You must be able to point me to a URL (or a printout of a profile) that exists and that you can update periodically. While this should be tailored to your job ad, you may find that, unlike a one-page resume or cover letter, this new medium allows you to include additional relevant experience, which allows companies or organizations outside of that ad to come knocking at your door.

### ***Deliverable: Reflective memo***

As you near the end of your work on the Employment Project prepare a one to two-page analysis in memo format of your deliverables and the process you used to complete them. Consider answering some or all of the following:

- How are your deliverables targeted for the position to which you're applying

(address each major deliverable)?

- Which was the most challenging document to produce and why? Briefly describe and explain one of the significant revisions you made to this document after your initial draft.
- Was your research beneficial? How so?
- How are you deploying social media to support your desired online ethos?
- Did peer feedback help you improve your work? Did responding to the work of others help you improve your own work?
- How well did you plan your work on this project? What might you have done differently?
- Which career communities did you join? Why those? How do you represent yourself in those communities?
- Which resume visualization Website service did you set up? What that one?