



ECU<sup>®</sup>

CAREER SERVICES

# Resume & Cover Letters

By: Meredith Oakley

ECU Career Services

*What is a  
resume?*

*What is the  
purpose of a  
resume?*

- A summary of your experiences and skills relevant to a position
- A sales document that highlights accomplishments to show that you are qualified
- Customized to match the position

How long do you  
have to make an  
impression with  
your resume?

*Average of 150  
applicants per job*

*8-10 second  
scan*



# Resumes That Don't Make it Past the 8-10 Second Scan

- Spelling and grammar errors
- Formatting
  - Designs
  - Inconsistent formatting
  - Fru Fru fonts
  - Overuse of bold, italic, etc.
  - Dense blocks of copy
  - Margins overly large or overly small
- Multiple pages
- No key words

Our or Out

It's or Its

Affect or Effect



We all know that  
this looks **BAD**, right?

# Formatting Mishaps

<p>—○ MIRA KARLSSON ○— SOCIAL MEDIA MARKETING SPECIALIST</p>	
<p><b>CONTACT</b></p> <p>816-555-0146 mira_karlsson karlsson@example.com www.example.com</p>	<p><b>PROFILE</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.</p>
<p><b>SKILLS</b></p> <ul style="list-style-type: none"><li>LOREM IPSUM DOLOR</li><li>SIT AMET</li><li>CONSECTETUER</li><li>ADIPISCING</li><li>SED DIAM NONUMMY</li><li>NIBH EUISMOD TINCIDUNT</li></ul>	<p><b>EXPERIENCE</b></p> <p><b>Lorem Ipsum</b> 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p><b>Dolor Sit Amet</b> 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p><b>Consectetuer Adipiscing Elit</b> 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>
<p><b>EDUCATION</b></p> <p><b>Lorem Ipsum</b> 20XX-20YY</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p><b>Dolor Sit Amet</b> 20XX-20YY</p> <p>Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.</p>	

Colors and Art Work  
Logos or Symbols

Columns



Not prioritizing relevant experience/jobs

**SKILLS**

Communication	1
Sales Strategy	1
Social Media Marketing	1
Gathering And Interpreting Data	0.75
Webmaster Tools	1
Google Analytics	1
Adobe Creative Suite	0.75

**WORK EXPERIENCE**

**MARKETING CONSULTANT**  
**VANARDEL LTD, SNIPTOWN, MASSACHUSETTS**  
 SEPTEMBER 2016–PRESENT  
 Work with clients to craft the messaging and implement strategic positioning in their market. Assist clients with business plan, branding, advertising, remodeling, and marketing. Over a ten-month period, these efforts boosted monthly sales from \$8,000 to \$25,000. Devised and implemented social media campaign that increased brand awareness by 125% on average. Program resulted in a dramatic \$50,000 increase in internet sales. Create marketing campaigns including email, print, digital, outdoor, and social media. Based on market analysis, craft concept and content for journal ads, direct mail campaigns and blogs.

**MARKETING SPECIALIST**  
**LUCERNE PUBLISHING, BOSTON, MASSACHUSETTS**  
 JUNE 2013–AUGUST 2018  
 Co-managed the development and delivery of the design language for a companywide media kit for all company projects, increasing national sales by 8%. Coordinated and across multiple departments internally and collaborate with external IT and other professional consultants to design, build, and launch ten websites for ten company brands. Developed SEO optimized content for numerous in-house websites, blog posts and social media platforms. Several of my articles were picked up by major media outlets. Kept current with marketing strategies and developed social media campaigns to increase brand influence.

**EDUCATION**

**BACHELOR OF ARTS IN ART AND DESIGN**  
**SCHOOL OF FINE ART, MOPTON, MASSACHUSETTS**  
 2009–2013

**IGNACIO FRIED**

**PROFILE**  
 Well organized, creative, and proven marketing professional. Experience working with and across sales teams and well as external clients and agencies on creative, editorial, strategic, and tactical levels. Significant negotiation experience. Track record of delivering unique and effective content. Impressive history of planning and executing marketing campaigns.

**CONTACT**  
 PHONE:  
 (716) 555-0100  
 LINKEDIN:  
 www.linkedin.com/in/i.fried  
 EMAIL:  
 i.fried@live.com

No Photos Needed

No Graphs/ Graphics

No Paragraphs

Don't waste space  
 \*Templates generally cause spacing issues that can't be changed\*

Make it easy to read

TEMPLATES

**YOUR NAME**  
 Street Address, City, ST ZIP Code | Telephone | Email

**OBJECTIVE**  
 Check out the quick tips below to help you get started. To replace tip text with your own, just click it and start typing.

**SKILLS & ABILITIES**  
 On the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries to get a custom look with just a click.

**EXPERIENCE**  
 Dates From-To Job Title, Company Name  
 - This is the place for a brief summary of your key responsibilities and most stellar accomplishments.

**EDUCATION**  
 Dates From-To Degree, Location, School Name

**COMMUNICATION**  
 You delivered that big presentation to rave reviews. Don't be shy about it now! This is the place to show how well you work and play with others.

**LEADERSHIP**  
 Are you president of your fraternity, head of the condo board, or a team lead for your favorite charity? You're a natural leader—tell it like it is!



# Accomplishments



# School Work

# Experience



Content

# *Characteristics of Strong Content*

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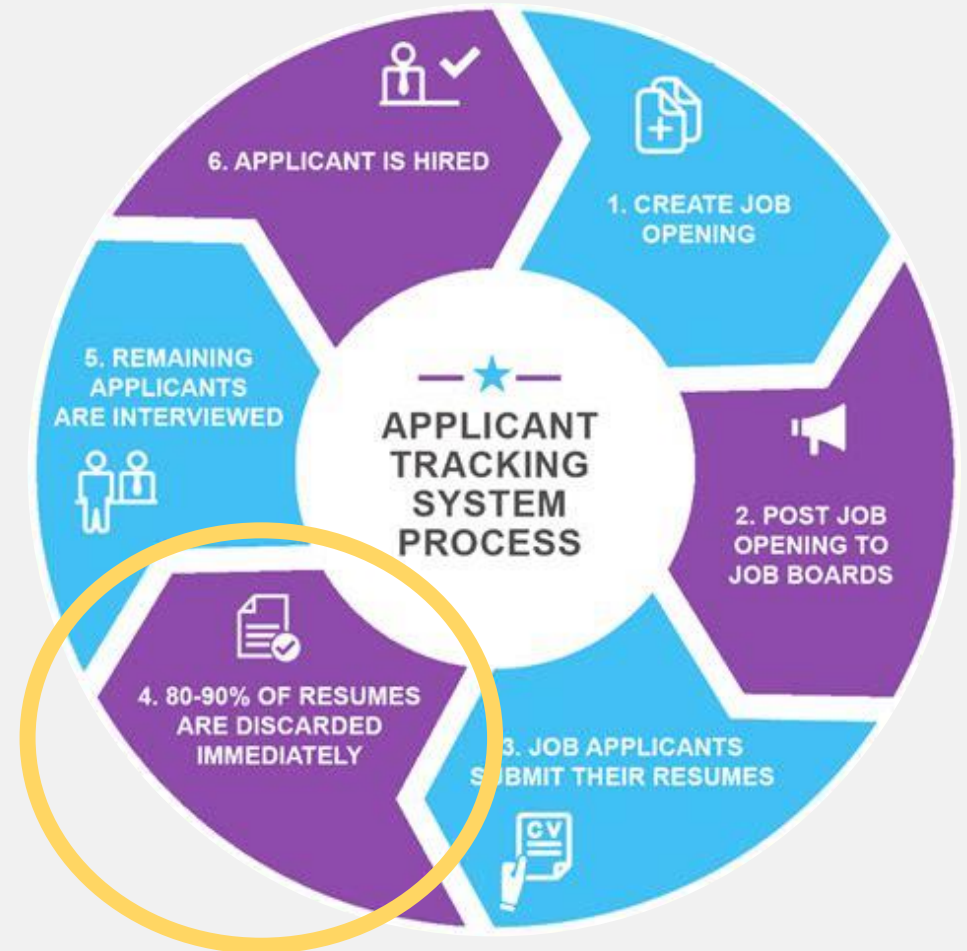
- Concise and vibrant language
- Never me, my, or I
- Highlights and/or achievements
- Customized summary of experiences and skills relevant to the position
- Key Words



# Why Key Words and Customized Content are Critical

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Resume might not be seen by a human until it has been pre-screened through an Applicant Tracking System.



# Customize your Resume

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- Analyze the job description
- Identify desired skills, qualifications, and experiences
- Align your skills, qualifications and experiences to the needs identified in the posting

*HIGHLIGHT*

*CIRCLE*

*UNDERLINE*

# What Experience Should I Use?

Jobs and internships

Research

Shadowing/Observation

Class projects and activities

Volunteer and Service Learning

Clubs, Organizations, Campus Involvement

We are looking for a committed **Teacher** to complement our qualified workforce of educators. You will be responsible for preparing and implementing a full educational teaching plan according to the school's requirements. It will be fundamental to provide knowledge and instruction to students while also helping them develop their personalities and skills.

The ideal candidate will be passionate for the job with an ability to reach out to students and create a relationship of mutual trust. They will know how to organize a class and make learning an easy and meaningful process.

The goal is to help cultivate the students' interest in education and be their dedicated ally in the entire process of learning and development.

- Presenting lessons in a comprehensive manner and use visual/audio means to facilitate learning
- Providing individualized instruction to each student by promoting interactive learning
- Creating and distributing educational content Present lessons in a comprehensive manner and use visual/audio means to facilitate learning
- Maintain a tidy and orderly classroom
- Collaborate with other teachers, parents and stakeholders and participate in regular meetings
- Plan and execute educational in-class and outdoor activities and events
- Observe and understand students' behavior and psyche and report suspicions of neglect, abuse etc.
- Develop and enrich professional skills and knowledge by attending seminars, conferences etc

We are looking for a committed **Teacher** to complement our qualified workforce of educators. You will be responsible for **preparing and implementing a full educational teaching plan according to the school's requirements**. It will be fundamental to provide knowledge and instruction to students while also helping them develop their personalities and skills.

The ideal candidate will be passionate for the job with an ability to reach out to students and **create a relationship of mutual trust**. They will **know how to organize a class and make learning an easy and meaningful process**. The goal is to help cultivate the students' interest in education and be their dedicated ally in the entire process of learning and development.

- **Presenting lessons** in a comprehensive manner and **use visual/audio** means to facilitate learning
- **Providing individualized instruction** to each student by **promoting interactive learning**
- **Creating and distributing educational content**
- **Assess and record students' progress and provide grades and feedback**
- Maintain a tidy and orderly classroom
- **Collaborate** with other teachers, parents and stakeholders and participate in regular meetings
- **Plan and execute educational in-class and outdoor activities and events**
- Observe and understand students' behavior and psyche and report suspicions of neglect, abuse etc.
- **Develop and enrich professional skills and knowledge** by attending seminars, conferences etc

# Resume Sections



## Gina J. Pirate

Gjprofessional@gmail.com | 252.111.1234  
720 Pirate Lane Unit 104 | Greenville, North Carolina 27858

### OBJECTIVE

To obtain a position as an Elementary Education Educator in a public or private school what will allow me to showcase my knowledge in classroom behavior management, creative lesson planning, and assessment of knowledge.

### EDUCATION

East Carolina University  
Bachelor of Science in Elementary Education

Greenville, North Carolina  
Expected May 2020

### RELEVANT EXPERIENCE

Riverwood Elementary School, Intern 4<sup>th</sup> Grade Clayton, NC January 2020 – Present

- Create original lesson plans and units in accordance with the North Carolina Common Core Standards for math including varied levels of math lessons
- Apply methods of instruction and assessment, creating clear objectives for each lesson and aligning assessments with learning objectives
- Implement classroom management procedures and maintain a productive classroom environment
- Work with students intentionally of all ability levels ranging from Academically Intellectually Gifted to Exceptional Children students
- Experience working with Individualized Education Plans and 504 accommodations and modifying lessons and/or assessments to adhere to such modifications.
- Attend parent-teacher meetings to ensure parents are kept abreast of their child's progress in the classroom
- Sit-in on Professional Learning Communities to gain experience on how the curriculum will be employed in the classroom
- Facilitate whole class and small group learning through activities and partner learning

Cary Family YMCA, Swim Coach, Instructor, and Lifeguard Cary, NC May 2018-August 2018

- Coached Mini-Competitor swimmers (ages 5-8) and Summer Swim Team (ages 7-8) working to build both physical endurance and strength of character to prepare swimmers for competitive environments
- Instructed swimming lessons for children of all ages and ability levels, and adults, to build their confidence in water, solidifying techniques, and learning water safety
- Ensured the YMCA's values were taught and implemented including caring, honesty, respect, and responsibility
- Lifeguarded to ensure the safety and enjoyment of all those who visited the YMCA pool as well as was responsible for water chemical levels

Youth Guidance, Volunteer Intern Atlanta, GA May 2019-August 2019

- Assisted with day camp activities for 15 children ages 8-10 including crafts, games, fieldtrips, and daily activities

### SKILLS

Detailed Lesson Planning  
Behavior Management

SMART Board Teaching  
Blackboard and Canvas

Teaching with Ipads and Macbooks  
Online teaching resources

### OTHER EMPLOYMENT

Walgreens, Cashier  
Kids Club, Assistant in 2-year-old class

Greenville, NC  
Chapel Hill, NC

August 2017-May 2018  
May 2016-August 2016

### OTHER EXPERIENCES

ECU Apple Ambassadors, Member

Greenville, NC

August 2016- Present

## SECTION 1

## SECTION 2

## SECTION 3

# Introduction

## Section 1

Top ¼ of your  
resume

- Contact Information – include websites, Linked In URL, phone number, email address; street address optional
- Objective – optional
- Skills – cite specific skills or competencies that are important; technical as well as soft skills
- Notable Accomplishments/Awards/Honors/Study Abroad
- Education – will move lower on resume as you gain professional experience
  - Degree, not major; include minor and concentration
  - Spell out– Bachelor of Science in.... Education- NOT BS
  - Date and month of expected graduation date
  - No high school information (unless freshman)
  - GPA, Dean’s List, Chancellor’s List
  - Highest degree first (Ph.D., Masters, Bachelors, Associates)
- Relevant Coursework – if applying for an internship

# **Gina J. Pirate**

Gjprofessional@gmail.com | 252.111.1234

720 Pirate Lane Unit 104 | Greenville, North Carolina 27858

## **OBJECTIVE**

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## **EDUCATION**

**East Carolina University**

Bachelor of Science in Elementary Education

Greenville, North Carolina

Expected May 2020

# *Experience*

## *Section 2*

Middle 1/2 of  
your resume

- Relevant Experience
- Information that demonstrates your experience or skill sets from jobs, internships, volunteering, class projects, etc.
- REPEAT: Jobs, internships, volunteering, class projects, etc.
- Group under categories or headers that point out what you want to emphasize
- Can be listed in chronological or relevance order
- 2-3 entries
- 3-5 bullet points

## RELEVANT EXPERIENCE

**Riverwood Elementary School**, Intern 4<sup>th</sup> Grade Clayton, NC January 2020 – Present

- Create original lesson plans and units in accordance with the North Carolina Common Core Standards for math including varied levels of math lessons
- Apply methods of instruction and assessment, creating clear objectives for each lesson and aligning assessments with learning objectives
- Implement classroom management procedures and maintain a productive classroom environment
- Work with students intentionally of all ability levels ranging from Academically Intellectually Gifted to Exceptional Children students
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**Youth Guidance**, Volunteer Intern Atlanta, GA May 2019-August 2019

- Assisted with day camp activities for 15 children ages 8-10 including crafts, games, fieldtrips, and daily activities

# Additional Information

## Section 3

Last 1/4 of  
your resume

- Shadowing/Observation
- Campus or Community Engagement
- Leadership
- Professional Affiliations
- Work Experience (unrelated jobs) - see below

### Work Experience

Server, Down East Wine and Diner

Purpleville, NC

August 2015-Present

Lead Tutor, Pirate Tutoring Center

XYZ University, Purpleville, NC

August 2016-2018

~~Pictures? Height, Weight, Gender, Age, Marital Status~~



## SKILLS

Detailed Lesson Planning  
Behavior Management

SMART Board Teaching  
Blackboard and Canvas

Teaching with Ipads and Macbooks  
Online teaching resources

## OTHER EMPLOYMENT

Walgreens, Cashier  
Kids Club, Assistant in 2-year-old class

Greenville, NC  
Chapel Hill, NC

August 2017-May 2018  
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## OTHER EXPERIENCES

ECU Apple Ambassadors, Member

Greenville, NC

August 2016- Present

# FORMATTING TIPS



## NO TEMPLATES

Use tables to organize titles, locations, and dates

City of Greenville	Greenville, NC	September 2019
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*Volunteer: Habitat for Humanity*

- Met weekly with 2 families who were expected to receive homes from the Habitat program, teaching them personal financial literacy, home finance planning, and explaining how they can pay off debts they may have
- Organized bi-weekly meetings with children who were a part of the Habitat program to discuss healthy living habits within their homes
- Documented conversations, goals, outcomes, and general notes for all meetings with families and children



*Make sure your Bullet Points Sell your Story!*

Bullet Points

# *Tell your Story in Bullet Points*

Start with an action verb

- What you did
  - How you did it
  - Why you did it
  - Quantified (How many, how much)
  - Value or benefit it provided
- 
- When Possible: Frame as an accomplishment (First, Best, Only, Top...)

## *Dull Bullet*

---

- Worked with children on math skills

## *Shiny Bullet*

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- Worked with 10 second grade students in a low-level math group in a one-on-one setting to observe students' math skills, ensuring common core standards are being met or exceeded

# Summary

- 1-Before a resume crosses the desk of a hiring manager may need to make it through an ATS which will screen for key words and relevant information
- 2-Resumes must be visually appealing, and free of grammar or spelling errors to make it past the initial scan of 8-10 seconds
- 3-Resumes should be targeted and customized
- 4-Experience should be denoted in bullet points that start with an action verb and explain what was accomplished, how it was accomplished, and describe its value or benefit



# Cover Letters

## Cover Letters

### Header and Address

Consider using your header from your resume or use basic letter format by adding your return address at the top.

Address your letter to a direct person in the company. This information can be found through research. However, if you research does not uncover a direct person, use a title such as "Recruiter" or "Hiring Manager" rather than "To Whom It May Concern".

### Introductory Paragraph

Indicate your interest, and reveal your source of information.

### Middle Paragraph(s)

Outline your strongest qualifications—focus on broader occupational and/or organizational dimensions to describe how your qualifications match the work environment.

Convince the employer you have the personal qualities and motivation to contribute to the organization. Focus on you, not the employer. Do not repeat the resume but highlight how your skills relate.

### Closing Paragraph

Express appreciation to the reader for his or her time and consideration and include contact information.

### Signature and Enclosure

Don't forget to sign your letter. (This is not necessary if you are uploading to a website or emailing.)

Enclosure is used to indicate that there is another document (or multiple documents) that accompany your cover letter such as your resume and references.

Ima Pirate

701 East 5th St. • Greenville, NC 27858

Imapirate17@students.ecu.edu • 252-328-6050

January 30, 2019

Mr. Brett Newkirk  
Director of College Recruiting  
William Morris Endeavor  
1400 W. 14th Street, 2nd Floor  
New York, NY 10003

Dear Mr. Newkirk:

I am writing to express my interest in completing the emerging media internship as advertised on the William Morris Endeavor website. As a Communications major with a Media Studies concentration and a minor in Business Administration at East Carolina University my foundation is in place to exceed as an active member of the internship program. Additionally, my direct experience in sales and marketing make me strong candidate for this program. I am ready to apply my education, business savvy, and enthusiasm for new media to contribute to the success of William Morris Endeavor.

Pursing a Bachelor of Science in Communication, I have taken several course that will help me excel in this internship. I have had the opportunity to receive advanced education in subjects that include Media Effects, Persuasion Theories, Audio and Video Production, Post Production Techniques, and Web Design. These courses have enhanced my knowledge of emerging media and provide the most recent training in these technologies.

As a former employee of Kaplan Test Prep and Paradigm Books I developed strong marketing and sales skills. Both positions required personal and professional initiative and my success was due to my ability to form relationships, sell services, and prospect new business. Currently, I am employed with the university newspaper, The East Carolinian as a Student Advertising Manager where I not only exceed monthly sales goals, but am also responsible for supervision and training of five team members. An internship with WME will allow me to maximize my skills in sales, marketing, and advertising and to explore the use of social media.

I believe that my education and experience make me a great candidate for this position. I would appreciate an opportunity to meet with you and discuss this internship further. I am also available to interview via phone (252-555-5555) or Skype (Ima.Pirate). Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,

*Ima Pirate*

Ima Pirate

Enclosure

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Imapirate17@students.ecu.edu • 252-328-6050

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Sincerely,

*Ima Pirate*

Ima Pirate

Enclosure

- Show them your WHY
- Match it to the job description
- TELL about your experiences and education through specific examples
- Make the match of why you're a good candidate

Questions?





# EDUCATION JOB FAIR

**MARCH 30, 2022 • 9:30 A.M. – NOON**  
**GREENVILLE CONVENTION CENTER**

**Professional business  
attire is required**

For more information  
visit: [career.ecu.edu](https://career.ecu.edu)

View employers attending on  **handshake**



**ECU**

**CAREER SERVICES**

ADA Accommodation: 252-737-1018 • [ada-coordinator@ecu.edu](mailto:ada-coordinator@ecu.edu)



# MEET YOUR CAREER ADVISOR

## Career Advising Areas:

### College of Education

Business & Marketing Education  
English Secondary Education  
Mathematics Education  
Special Education  
Business Education  
History Education  
Middle Grades Education  
Elementary Education  
Information Technologies  
Science Education

### College of Health & Human Performance

Birth- Kindergarten Education  
Family & Consumer Science  
Social work  
Child Life  
Fashion Merchandising & Consumer Studies  
Family & Community Services  
Interior Designs

## Meredith Oakley



Office Location:  
Rivers 143

Sign up for an  
appointment and  
also hunt for jobs  
by using

 handshake

Scan   
or Visit



<https://ecu.joinhandshake.com/login>

## How to contact me:

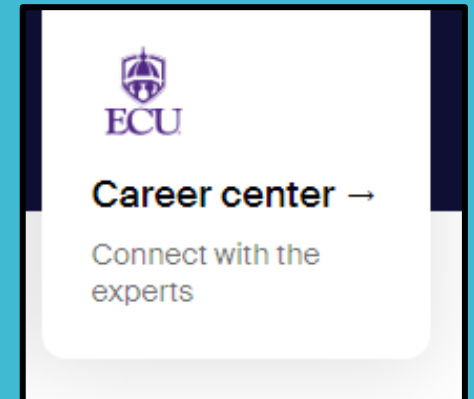
E-Mail: [oakleyme19@ecu.edu](mailto:oakleyme19@ecu.edu)

SCHEDULE TO MEET ON HANDSHAKE

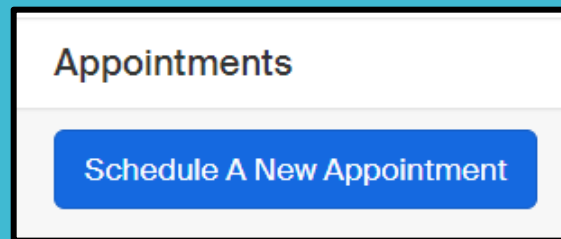
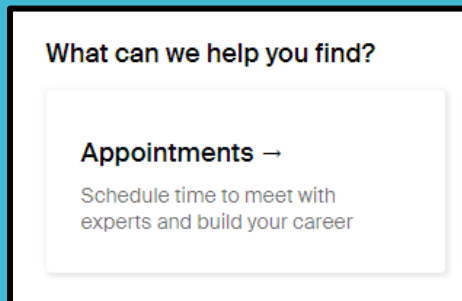
# How to Schedule to meet with a Career Liaison (Meredith Oakley)

Step 1: Visit <https://ecu.joinhandshake.com/> and log in/ sign up for account

Step 2: Find "Career Center" at the top from the options on the website (far right)



Step 3 & 4: Click on Appointments and Click on Schedule A New Appointment



Step 5: Select what you would like to meet about/ Select Virtual Resume Review

Step 6:

Choose an appointment based off a specific staff member and see what times I have available  
**OR** Choose an appointment with any counselor based off what times they have available that work with your schedule