Optimal Resume Instructions- Cover Letter

Career Services recommends the use of this platform, as described below, to support your professional development and job search preparation. There are a variety of features available, and walking through the steps outlined here will get you started with the basics. If you have any questions about this process, please contact your Career Services Advisor.

Instructions for Registration

1. Go to https://rasmussen.optimalresume.com/
2. “Get Started”
3. Follow the directions to validate your account using your student email address
4. Check your student email for code
5. Enter code in the appropriate box on the website and click submit
6. Create your “User Profile” (input your information as you want it on your resume)
7. Then complete the “Education” portion; click save & continue button at bottom of page
8. Indicate which campus you are enrolled in; click save & continue
9. Once your account is started…

Once your account is created, and every time you log in, the first page you will be viewing is the Document Center. This is where you can create a new resume, cover letter, or practice answering interview questions. You will have the option of submitting your resume, cover letter, or mock interview to the Review Center for feedback. Items submitted to the Review Center will receive feedback via email from your Career Services Advisor within 72 hours.

Cover Letter Creation

1. Click “Create New Letter”.
2. Name your letter and click on START LETTER.
3. Click CONTINUE under the “Browse Samples” option.
4. Select “Cover letter” under the Categories section.
5. Review available samples by clicking on them. Once you find a sample that you would like to use to create your letter, click USE THIS SAMPLE (green button at the top of your selected document).
6. Be sure to EDIT each section to professionally represent your skills set and work experience.
7. Submit your letter to the Review Center (3rd button on blue tool bar above your document). Select the Review Group (your campus) and the Reviewer (your Career Services Advisor).

7 Helpful Cover Letter Tips

1. A cover letter’s purpose is to connect and motivate the reader with your interest for the position in which you are applying. Your letter should complement your resume, not duplicate.
2. A cover letter is a good place to explain why you are a good fit, list a few soft skills that relate to the job description, and provide the name of a personal referral (if applicable) to the company.
4. Change your cover letter and customize with every application submission. Carefully check the details within your letter and have someone proofread it for you. The last thing you want to do is address the wrong hiring manager or list the wrong company name to ruin any chances for an interview.
5. In your last paragraph, leave out “I hope” or “please consider” statements. Rather, be assertive and say “I look forward to meeting you”.
6. Make sure to focus on what the employer wants and not what you want from the employer.
7. If you don’t know the name of the individual you are addressing DO NOT use “To Whom It May Concern”. Instead use “Dear Hiring Manager”.

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