

MODULE 5: EMPLOYMENT PORTFOLIO

Final Portfolio Due by 11:59pm on Tuesday, 4/30 • 15% of final grade



OVERVIEW & OBJECTIVES

For your final module, you will design and produce a functional, visually pleasing set of professional documents to prepare for the next step(s) in your professional writing career. This may be searching for an internship, applying to graduate school, or finding a full-time job in the professional writing field of your choice. Regardless of your next steps, your portfolio to prepare will need to include a résumé, cover letter (or statement of purpose), elevator pitch, and five-year plan.

You cannot solely (re)produce an existing résumé or previously written cover letter for this project. Each company and position call for a different set of skills and accompanying ethos. **No one who is successful in the job market has written one, singular, perfect résumé or cover letter. There is no such thing.** Getting good at résumé design requires you to think iteratively, meaning, in multiple versions: revising and reflecting often on the specific goals of a document, rather than considering these documents as generalized or generic static documents that work in all settings. Nobody has just one résumé.

Each job application has a specific audience and therefore must address rhetorical questions of purpose, genre, and exigency. The purpose of this assignment is to create cohesive materials that can serve as your entry point into industry positions. Developing a cover letter, résumé, and elevator pitch also help you generate a professional ethos and helps you think about how you represent yourself both in person and on paper. Creating a five-year plan will help you to consider the next steps to prepare for your career.

WHAT WILL I TURN IN?

The deliverables and deadlines for Module 5 are...

Week 14	Weds 4/10	Bring three printed copies of three résumés to class for activity
Week 15	Weds 4/17	Skills inventory worksheet due by 11:59pm
Week 16	Mon 4/22	Printed copies of draft cover letters and résumés due by class time (10:30am) for peer review
	Weds 4/24	Elevator pitch practice in class
Finals Week	Tues 4/30	Final portfolio due to Blackboard by 11:59pm

We'll collaboratively generate grading criteria for this module in class, but you should expect to at least be graded on...

- **Cohesive** materials: job documents should be written for an actual audience and include contact information for the addressee
- Application information is **tailored** to the job description; summarize your experiences and yourself efficiently and professionally
- Content is **persuasive and convincing**; you use your limited space to relay your selling points to your audience
- **Organized** information: cover letter narrative is arranged coherently, and includes a brief introduction and conclusion (both cover letter and résumé do not exceed one page)
- Logical **visual hierarchy**: major points are accented or highlighted (underlining or bold type is acceptable, but don't overdo it), and short headings that distinguish and highlight critical information
- Appropriate **document formatting**: professional font and appropriate margins for the résumé, single-spaced and left-aligned paragraphs that fill the page for the cover letter
- Proper **formatting and proofreading** of your work to meet audience expectations (including division of information into sections)