



**What Will You Offer?**

An objective communicates what you are seeking and what you will offer to an organization.

Marketing internship with particular interest in customer relationship management and market research. Skills include:

- MS Access Database experience
- Spanish language fluency
- Demonstrated leadership through campus activities

**Be Specific:** This student uses specific examples to prove his/her abilities.

Full-time marketing research position. Offering experience with survey development and evaluating sales data.

**Describe Skills:**

Skills and experiences can be communicated through bullets (above) or within the objective statement (here).

**Define Goals Clearly:**

This student did not include "offer" details about what s/he will bring to the position; however, s/he did provide detail about the type of internship s/he is most interested in pursuing. S/he will need to describe abilities clearly in an experience section.

Human resources internship, with interest in recruitment and training.

## OBJECTIVE STATEMENT TIPS

**Objective statements are optional.** Resumes should always be sent with a cover letter. By providing a cover letter, an objective statement could become repetitive. Some job seekers will choose to omit their objective statement. Others will include an objective to reinforce their goals.

**Avoid General or Overly-Confident Statements.** An employer will learn less about YOU from general statements such as: "seeking an internship utilizing my education" or overly-confident statements such as "seeking a full time position to lead your company." Specific examples make a resume more effective and persuasive.