

UNDERGRADUATE CAREER SERVICES: RESUME QUICK GUIDE

GUIDELINES

- The purpose of a resume is to show skills, experiences and attributes that make you the best candidate for a particular position. A resume needs to concisely and efficiently convey all of your relevant information.
- Resumes should be no longer than one page. Margins should not be less than 0.5 inches.
- The purpose of formatting a resume is three-fold: (1) to make it easy to read; (2) to make specific items stand out (i.e. name, headers); and (3) to differentiate aspects of a resume (i.e. employer vs. title vs. accomplishments).
- If you are asked to submit your resume online, you should convert your Word document to a PDF (unless otherwise noted by the employer). A PDF ensures the formatting of a document remains intact, regardless of the type of software the employer is running.

AVOID

- Pronouns (I, you, they)
- Helping verbs (have, had, may, might) say “managed” instead of “have managed”
- Being verbs (am, is, are, was, were) – passive vs. active
- Exaggerations or lies
- Personal statistics (age, sex, race, etc.)
- Graphics, photos or logos
- Any salary information
- Relying on only one person to edit your resume and/or relying on only computer editing

MAGNIFY YOUR EXPERIENCE

When writing about your experience, whether it is through work, internship, volunteering, or a class project, be sure to focus on **accomplishments, skills gained/utilized** and **results** for each bullet point entry. Below are examples of ways to enhance a resume by adding details and data to show the extent of your experience.

Example 1

BEFORE: Led a team to revamp an internal customer satisfaction data website

AFTER: Led a 4 person IT contractor team in upgrading a \$200,000 internal customer satisfaction data website, affecting over 1,500 employees

Example 2

BEFORE: Answered phone calls at front desk

AFTER: Answered 50 -100 phone calls per shift, while maintaining hotel's new membership database

Example 3

BEFORE: Increased communication skills through leadership position

AFTER: Delivered bi-weekly presentations to groups of 10 - 30 students, which contributed to an increase in membership by 20%

Example 4

BEFORE: In charge of fundraising events throughout the year

AFTER: Organized and executed 4 fundraising events that raised over \$3,500 in additional donations, exceeding fundraising goals by 15%

RESUME SECTIONS

Contact Information

Name, Phone Number, E-mail, Address, LinkedIn address

Objective

Objectives are often used by professionals with decades of experience to help focus their search. Because of this, Foster Undergraduate Career Services usually does not recommend using an objective for a one page, undergraduate student resume.

Education

The name of the school is “The Michael G. Foster School of Business, not “Foster School of Business.”

- The concept of an “Option” is not widely understood, insert “Major” instead. if specifically requested by employer (more common in finance and consulting).
- GPA: Include if 3.0 or above, or if requested by the employer. You can report your Foster GPA/major GPA, cumulative GPA or both.
- High School: Leave off resume, unless you are a first/second year college student applying for an internship.
- You may want to include SAT/ACT scores if you are above the 75% percentile for UW students, otherwise, only include these scores
- You may list relevant coursework if applicable to the position.

Work or Internship Experience

Content entries are the most important part of a resume. Entries show what you can do and show employers the skills you could bring to their company. Focus on accomplishments and results. Typically, the listings should be in reverse chronological order, listing most recent activity first.

Leadership Experience, Co-Curricular Activities, or Volunteer Experience

This section should mirror your work experience (i.e. listed in reverse chronological order starting with your most recent activity). If your leadership and extracurricular activities are more substantial than your work experience, you'll want to include this section before “Work Experience.” Remember to focus on your current and relevant activities and accomplishments.

Honors & Awards

- Outstanding scholarship recognition or multiple academic awards can be moved under the “Education” section of a resume.
- If you have little work/internship experience, this section can be critical to show employers your past achievements, skills, knowledge and abilities gained through academic or extracurricular activities.

Additional (Languages, Computer Programs, Interests)

- Language Proficiency: Fluent implies written and oral language skills. You know exactly the right word to use in any situation. Conversant implies you could get along in conversation, but need to improve oral and/ or written skills.
- If listing interests, be specific. While these may not be pertinent to the job, they are a great opportunity to connect with your interviewer about shared interests.

Name

student@gmail.com (850) 322-2322
332 Union Lake Circle, Seattle, Washington 30033

EDUCATION

MICHAEL G. FOSTER SCHOOL OF BUSINESS—University of Washington Seattle, WA
Bachelor of Arts in Business Administration, GPA: 3.5/4.0 Dec 2011
Major in Finance, Marketing

CASS BUSINESS SCHOOL—City University London London, UK
Study Abroad: International Business Strategy, European Business Studies Fall 2010

EXPERIENCE

VOESTALPINE AG—Automotive Division Linz, Austria
Intern, Marketing & Sales and R&D Summer 2011

- Created a catalogue and organization system in German and English for over 100 products used in exhibitions
- Performed in-depth analysis of new industries for diversification. Created reports on industry environment, potential partners, suppliers, competitors and relevant exhibition opportunities
- Prepared year-end turnover reports for the CEO containing data from all divisions within the Voestalpine group
- Researched information and created reports for a new market entry joint venture project
- Mapped locations of specific competitors' manufacturing capabilities and their proximity to customers of interest
- Used Chinese language skills to translate and clarify data analysis from JV partner

NORTHWEST PRODUCTIONS Seattle, WA
Intern, Business Development & Marketing Spring 2010

- Created a database of 30+ internationally known entertainers and potential clients, 50+ local sponsors, 10+ corporate sponsors and several concert venues used to create business plans for current and future projects
- Prepared budget proposals, sales and profit projections for upcoming concerts
- Developed a marketing plan for a music concert with the executive producer which included determining the target consumer group, planning guerilla marketing and print advertising, and relevant consumer products

LEADERSHIP & PERSONAL DEVELOPMENT

HENRY ART GALLERY, University of Washington Seattle, WA
Student Manager, Programming and Art Gallery 2009 – present

- Supervise university center, events, services, and manage a 20 member associate staff
- Organized a university-wide event in 2011 including planning, managing a \$4500 budget, employing 20+ vendors and sponsors, campus-wide marketing and creative design
- Created and implemented a sponsorship and advertising program that increased the event's budget by 25% and more than doubled the previous year's prize donation amount
- Managed a \$1000 budget that created 7 exhibitions in 2009 for the Henry Art Gallery

YOUNG SCHOLARS PROGRAM, Florida State University Tallahassee, FL
Counselor Summer 2010

- Mentored 32 campers aged 15-17 in advanced math and science, organized and helped budget extracurricular trips
- Research Student* Summer 2007
- Conducted a biology experiment about population modeling on the aquatic community within *Sarracenia Purpurea*. Utilized calculus and statistics for field and lab work.
- Awarded full academic scholarship

AWARDS & ACTIVITIES

Associate of the Year 2008 Foster International Network 2011 – present
Manager of the Month October 2009 Club Tennis 2008 – 2010
Center of Pan Asian Community Volunteer Tutor 2011 Delta Phi Epsilon Sorority 2009 – present
Fugees Family Volunteer Tutor 2009 – 2010 Inter Sorority Council Representative 2010

SKILLS & INTERESTS

Language: Conversant in Mandarin Chinese, Intermediate French, Beginning German
Computer: Microsoft Word, Excel, PowerPoint, Outlook, Business Research Databases
Interests: Healthy Cooking & Nutrition, Greek Mythology, London, Traveling, Piano

Name

2343 Steven Lane, Redmond, WA | 123.456.7890 | student@uw.edu | http://www.linkedin.com/in/name

EDUCATION

Michael G. Foster School of Business, University of Washington June 2013

Bachelor of Arts in Business Administration: Human Resources and Marketing
GPA: 3.6 SAT: 2370/2400 (Math 800, Critical Reading 780, Writing 790)
National Merit Scholarship Recipient

Consulting Experience

- Global Business Brigades** – Traveled to Machuca Village, Panama to aid villagers in micro-financing their business using a \$2,900 Community Investment Fund (CIF). Used business strategies to consult the village on how to spend the CIF.
- MGMT 300** (Organizational Behavior) – Consulted the UW Ethnic Cultural Center staff on how to increase motivation and job satisfaction in the workplace. Developed recommendations by conducting surveys, interviews and observations.
- MKTG 445** (Multicultural Marketing) – Worked in partnership with the Business and Economic Development Center to consult a small business, Pawn Fathers, to improve their human resources (HR) strategy for recruiting, hiring, and training as well as HR standards and policies.

WORK EXPERIENCE

ChemPoint.com | Human Resources and Communications Intern 01/12-04/12
Online chemical distribution company

- TASKS and RESPONSIBILITIES**
 - Assisted HR manager in candidate recruiting, screening, and hiring and created analyses to measure success of recruitment efforts
 - Maintained, updated and created job descriptions and job postings for various positions as well as communication resources
 - Researched methods to use social media for marketing and recruiting
- ACCOMPLISHMENTS and CONTRIBUTIONS**
 - Learned Microsoft SharePoint when building and maintaining sites
 - Streamlined the hiring process by:
 - building a candidate pipeline on SharePoint
 - analyzing and constantly updating the site for efficiency
 - moving all hiring-related activity to SharePoint

TEDxUofW | Co-curator 06/11-02/12

Internet and software corporation invested in internet search, cloud computing, and advertising technologies

- Helped plan and execute a 6 hour long conference and 2 hour long reception
- Managed all logistics of the event (venue, volunteers, etc.)
- Worked with 2 executive members to coordinate the event
- Obtained vital event-planning skills in securing funding, sponsorships, partnerships, finding a venue, and managing volunteers
- Managed 12 speakers, 30+ volunteers, and 150 attendees

Associated Students of University of Washington (ASUW) | Administrative Assistant 09/10-06/11

UW student government

- Documented minutes for the ASUW Board of Directors and the Judicial Committee weekly meetings
- Maintained and updated all versions of board documents such as Board Bills and Board Reports
- Performed front desk duties – greet visitors, answer phone calls, etc.
- Implemented system using Google Apps to collect, maintain and update ASUW documents
- Obtained skills by observing UW's most influential student body interact and make decisions on sensitive university topics
- Awarded Employee of the Month—November '10

Google | Student Ambassador 09/10-06/11

Internet and software corporation invested in internet search, cloud computing, and advertising technologies

- Promoted Google Apps for Education on UW campus
- Gave presentations and workshops to student groups, faculty and departments
- Planned events to market Google Apps and Google products
- Successfully convinced many student groups to switch over to Google Apps: UW Dream Project, and Sigma Beta Rho fraternity
- Hosted an event, Google TV Study Break, to introduce students to the new Google TV with over 50 students in attendance

LEADERSHIP & ACTIVITIES

Natya | President 12/09-Present

UW's premiere Indian classical dance team

- Founded the group with other UW freshman and apply 13 years of Bharatanatyam (Indian classical dance) training
- Aid in the choreography and artistic direction of various performances and planning of major events

UW Leaders | Mentor 09/10-Present

Program designed to foster leadership development and community in UW students

- Collaborate with a team of 5 to improve application & interview process for admitting new leaders (mentors)
- Mentor three UW undergraduates and facilitate two leadership workshops (topics: resumes and cover letters, networking)

Name

PO Box 121899 • 605 Husky Circle • Seattle, WA 30322 • (217)617-2000 • student@uw.edu

EDUCATION

University of Washington, Michael G. Foster School of Business, Seattle, WA Expected June 2012

Bachelor of Arts in Business Administration. Major: Marketing and Operations Management
GPA: 3.91/4.0; Cumulative GPA: 3.97/4.0

Awards: Pinnacle Promotions Scholarship recipient

Shoreline Community College, Shoreline, WA June 2010

Associate of Arts: Business

Cumulative GPA: 3.9/4.0

RELEVANT EXPERIENCE

Digitas, Seattle, WA Summer 2011

Intern, Marketing/Strategy & Analysis

- Managed all aspects of multiple SunTrust Bank ad hoc digital marketing campaigns, with primary duties including the creation of creative briefs, procurement of client feedback, and assessment and delivery of final assets.
- Performed market research and competitor analysis via Mintel to aid in brainstorming and program development.
- Created multiple client presentation decks, including a comprehensive overview deck of all in-market business banking programs and a review deck assessing mobile banking program strategies.
- Generated weekly email report using Excel to aid in analysis and review of business banking e-mail programs.
- Collaborated with intern team to pitch Delta Airlines breast cancer awareness campaign to management.
- Assisted with the management and maintenance of all SunTrust business banking direct marketing programs.

Charter Media, Seattle, WA Summer 2010

Intern

- Accompanied Account Executives on sales calls and participated in the sales process through interaction with new and existing clients across various industries.
- Synthesized network schedules in order to create promotional sales packages to be presented to clients.
- Created a comprehensive schedule of sports programming to optimize sales during key events throughout the year.
- Assembled sales kits and designed sales package information sheets used by Account Executives.
- Drafted scripts for television and radio advertisements purchased by clients.

RDR, Rainy Dawg Radio, Seattle, WA Spring 2009 – Spring 2011

Business Manager

- Created and implemented system for obtaining promotional concert tickets to be used to increase station listenership.
- Communicate and establish relationships with local concert venues to procure promotional tickets for giveaways.
- Secured outside sponsorship for annual RDR Localsfest concert.

OTHER EXPERIENCE

Zara, Seattle, WA January 2011 – June 2011

Sales Associate

- Assisted customers in the buying process through suggestion selling and handling concerns and questions.
- Observed sales patterns and communicated emerging trends to management to aid in inventory decisions.
- Maintained awareness of product inventory related to current fashion trends across varying product lines.

Booher Automotive & Alignment Service, Seattle, WA Summer 2008, 2009, and 2010

Secretary

- Paid monthly bills for inventory purchases with payments in excess of \$3,000 each month.
- Reconciled company checkbook with balance ranging from \$25,000 - \$40,000.
- Scheduled customer appointments and provided general customer service.

ADDITIONAL

RDR, Rainy Dawg Radio, Seattle, WA Spring 2009 – Spring 2010

Disc Jockey

- Co-hosted weekly celebrity gossip-themed radio show.

Computer Skills: Proficient in use of Microsoft Office and Adobe Photoshop. **Languages:** Spanish (conversational).

NAME

1234 MADISON DRIVE SEATTLE, WA 98102 206.111.2222 name@uw.edu

EDUCATION

UNIVERSITY OF WASHINGTON, MICHAEL G. FOSTER SCHOOL OF BUSINESS SEATTLE, WA

Bachelor of Arts Business Administration, Marketing Graduation: 2013

Major GPA: 3.7/4.0 Overall GPA: 3.5/4.0 Dean List: 9 quarters

*Work 20 hours a week, financing 50% of college expenses

MARKETING PROJECTS

Marketing Research Project (Pepsi)-MKTG 460 Spring 2012

- Implemented and conducted focus group of 10 consumers to better understand customer perception of company marketing strategy
- Evaluated marketing metrics to identify effect of marketing activities on financial results
- Employed SWOT inquiry of major competitors to design competitive marketing strategy

Consumer Marketing & Brand Management Project (Nordstrom)-MKTG 412 Winter 2011

- Analyzed consumer in-store data to expand brand awareness and increase store profits
- Developed consumer research focus group to gain feedback and generate innovative branding ideas
- Led a group of 4 team members to present consumer behavior findings

Strategic Market Management Project (Proctor & Gamble)-MKTG 485 Winter 2011

- Utilized ROI analysis for newly implemented marketing campaigns
- Conducted analysis of competition's promotion strategy in order to generate ideas for increased market penetration

MARKETING EXPERIENCE

CHI ALPHA PSI (CAP) SEATTLE, WA

Vice President of Public Relations

09/2011-06/2012

- Publicized CAP philanthropic events by leveraging social media, creating fliers using Microsoft Publisher and distributing fliers in community
- Created marketing plan which helped increase attendance for the annual CAP Dance by 20%
- Developed and edited monthly CAP Alumni newsletter, distributed to over 200 alumni per month

WORK EXPERIENCE

AVENUE STEAKHOUSE SEATTLE, WA

Lead Server

09/2010-Present

- Train, manage and support a team of 5 servers
- Establish repeat customers through cultivating strong customer relationships
- Collaborate in a team of 9 to ensure seamless customer service from food order to customer payment
- Promoted to Lead Server 10/2011, named Employee of the Month 09/2011

YMCA SAN LUIS OBISPO, CA

Swim Instructor

Summer 2007, 2008, 2009

- Instructed and led a group of 8-10 swim students ages 7-10
- Provided overview of safety requirements to swim students to ensure safe swim environment
- Consistently received "above average" scores on parent feedback questionnaire

SKILLS

Microsoft Office (Word, Excel, PowerPoint), Publisher, Access, Prezi

NAME

12345 67th Ave NE | Seattle WA 98105 | name@uw.edu | (206) 555-1212

SUMMARY OF QUALIFICATIONS

- Leadership and organizational skills strengthened through officer position in Beta Alpha Psi (accounting fraternity)
- Obtained accounting experience, ability to manage multiple tasks and communicate with all levels of employees, from business analyst to senior management, through internship at Amazon
- Strong oral communication skills gained through participation in Toastmasters and presenting reports during internship at Pacific Science Center
- Problem solving experience demonstrated through placing 1st in Basket Case Competition, 2011

EDUCATION

University of Washington, Michael G. Foster School of Business

Master of Public Accounting, Audit & Assurance Track

CPA Eligibility Date: September 2013

Anticipated Graduation: June 2013

University of Washington, Michael G. Foster School of Business

Bachelor of Arts in Business Administration, Accounting Concentration

GPA: 3.5/4.0 Business GPA: 3.7/4.0

Graduated: June 2012

EXPERIENCE

Amazon

Finance and Accounting Intern

4/11 - 9/11

- Analyzed account balances and generated performance measurements for three functional areas
- Performed ad hoc analysis to provide financial data used to drive business strategies
- Produced operational metrics for functional areas to address yearly budget considerations
- Utilized project management techniques to organize and communicate with functional areas on seasonal initiatives
- Collaborated with a team of 6 to compile daily, weekly and monthly status reports

Pacific Science Center

Accounting Intern

Summer 2010

- Prepared documentation for auditing purposes, tracing transactions through various business systems
- Assisted accounts payable by tracking purchasing data and receipts
- Compiled monthly summary of expenses for specific exhibits, including the identification of appropriate documentation
- Utilized Excel to create systems and documents to improve an accounts payable intake process

ASSOCIATIONS

Beta Alpha Psi (BAP)

10/10 - Present

Vice President of Service Activities (9/11-6/12)

- Elected to lead and coordinate 10 community service events for groups of 10-30 BAP members
- Market community service opportunities by creating fliers, e-mail messages and using social media
- Manage logistics for community service activities including transportation and communication with stakeholders

Toastmasters, University of Washington

3/10 - 3/11

Member

ADDITIONAL SKILLS

Microsoft Excel (Word, Publisher, PowerPoint, Access), Quicken

Language: Conversational Japanese

ACTION VERBS

Clerical or Detailed Skills

Approved
Catalogued
Collected
Executed
Generated
Implemented
Monitored
Operated
Organized
Prepared
Processed
Screened
Specified
Tabulated

Communication/ People Skills

Advertised
Arranged
Articulated
Authored
Collaborated
Communicated
Composed
Condensed
Consulted
Contacted
Debated
Developed
Directed
Discussed
Drafted
Expressed
Formulated
Incorporated
Interviewed
Involved
Joined
Lectured
Marketed
Mediated
Motivated
Negotiated
Participated
Presented
Promoted
Publicized
Recruited
Reported

Responded
Suggested
Summarized
Translated
Wrote

Creative Skills

Acted
Adapted
Combined
Composed
Conceptualized
Created
Customized
Designed
Developed
Directed

Entertained
Established
Formulated
Founded
Initiated
Integrated
Introduced
Invented
Modified
Originated
Performed
Planned
Revised
Solved

Data/ Financial Skills

Administered
Allocated
Analyzed
Audited
Balanced
Budgeted
Calculated
Computed
Determined
Developed
Forecasted
Managed
Marketed
Measured
Planned
Prepared
Programmed

Projected
Qualified
Reduced
Set goals
Stimulated

Helping Skills

Advocated
Aided
Answered
Arranged
Assisted
Clarified
Collaborated
Counseled
Devised
Diagnosed
Educated

Encouraged
Facilitated
Furthered
Guided
Motivated
Prevented
Provided
Represented
Resolved
Simplified
Supplied
Volunteered

Management/ Leadership Skills

Administered
Advised
Appointed
Chaired
Communicated
Consolidated
Converted
Coordinated
Delegated
Developed
Eliminated
Emphasized
Enabled
Encouraged
Enhanced
Executed
Facilitated
Generated

Handled
Headed
Incorporated
Increased
Initiated
Instituted
Led
Managed
Overhauled
Planned
Prioritized
Reorganized
Restored
Scheduled
Streamlined
Supervised

Organizational Skills

Arranged
Catalogued
Categorized
Coded
Devised
Executed
Generated
Incorporated
Maintained
Operated
Processed
Provided
Responded
Reviewed
Screened
Supplied
Standardized
Systematized
Validated

Research Skills

Analyzed
Collected
Compared
Critiqued
Diagnosed
Evaluated
Examined
Formulated
Identified
Investigated

Researched
Reviewed
Solved
Surveyed
Systematized

Teaching Skills

Adapted
Advised
Communicated
Coordinated
Critiqued
Enabled
Encouraged
Facilitated
Guided
Individualized
Informed
Instructed
Motivated
Stimulated
Taught
Tested

Technical Skills

Adapted
Applied
Assembled
Calculated
Constructed
Converted
Developed
Engineered
Fortified
Installed
Overhauled
Regulated
Remodeled
Replaced
Solved
Specialized
Standardized