

# Developing a Career Marketing Toolkit

## PERSONAL MARKETING PLAN

Job searches often lack focus, resulting in wasted time and energy and producing lackluster results. Try approaching your job search as you would a class project, breaking it down into smaller, more manageable pieces. Developing a sound marketing plan is the first step and will serve as your blueprint in the execution phase. Know where you want to go and be able to specifically tell people in your network what you are looking for and how they can help. Components of a personal marketing plan include:

- ▶ *Elevator Speech* – use this to describe the type of work you would like to pursue. It reflects your interests, strengths, experiences and education and should be easily understood by anyone in your network – even those not in your profession.
- ▶ *Target Market* – narrow your target market: think about geographic location, industry, size of organization, culture, etc. Assessing your values can be a helpful exercise to help determine your target market.
- ▶ *Target List of Companies* – after narrowing your target market, identify and create a list of your top 50 companies or organizations. (Note: if you are struggling to come up with 50, you may have to expand your market). Use the resources at [www.business.uc.edu/career](http://www.business.uc.edu/career) for help in identifying companies for your list.

## RESUME

The purpose of a resume is to attract attention of the employer, in order to move to the next round of the recruitment process. This will then provide the opportunity for them to learn more about your education, experience, skills and qualifications for the job.

Overall, your resume should:

- ▶ Provide a summary of your skills, abilities and accomplishments
- ▶ Demonstrate how you will add value to the organization
- ▶ Include content that is relevant to the opportunity

## Writing Your Accomplishments List

Draw up a list of your accomplishments, going backward in time through your jobs and internships. List as many as you can under each position, drawing from your memory, past job descriptions, performance appraisals, or other available sources. Of note, don't forget about unpaid opportunities that also assisted with building your skillset and expertise, consider: academic projects and research, community or volunteer service, professional or student organizations, etc. At this stage, work on quantity. Later, you can prioritize your achievements and be selective.

Your accomplishments list should show the breadth and depth of your experience and your versatility as well. Try to jog your memory by reviewing this list and adding accomplishments that may be recalled by responding to the questions below:

1. Did I help to increase sales?
2. Did I save the organization money?
3. Did I institute a new system or procedure?
4. Did I identify a problem in the organization that had been overlooked?
5. Was I ever promoted?
6. Did I train anyone?
7. Did I suggest any products/programs that were utilized?
8. Did I help to establish any new goals or objectives for the organization?
9. Did I change, in any way, the nature of my job?
10. Did I have any important ideas that were put into effect?
11. Did I do anything on my job that I thought I couldn't do?
12. Did I ever undertake an assignment or project that wasn't part of my job just because I was intrigued with the problem?
13. Did I ever do anything to make my own job or others' easier?
14. Did I develop a new tool or new approach that improved efficiency or productivity?
15. Did I perform a task with fewer resources or lower costs than used in the past?
16. Did I contribute to a group project where my input was a key part of the process?

Precede each accomplishment with an “action” word and use a variety to showcase your diverse skills. All employers, regardless of their industry or your career focus, want to hire people with some key soft skills, so try to use these in your resume to demonstrate you have what all employers are looking for: Initiated, Implemented, Resolved, Collaborated, Wrote, Presented, Trained, Researched and Analyzed, Negotiated, Persuaded, Improved, Managed, among others. A list of action verbs can be found on page 28.

## Writing a Resume

Now that you have taken an inventory of your experiences and accomplishments, marry it all together in a manner that magnifies you are the applicant to consider. Of note, for undergraduate students, high school information should begin to fall off your resume after your freshmen year. Employers are most interested in how you have leveraged collegiate opportunities since it is more recent and perhaps more relevant.

A great resource that can assist you with strengthening descriptions of your experiences is O\*NET OnLine created for the U.S. Department of Labor, Employment & Training Administration, by the National Center for O\*NET Development.

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**Visit: [www.onetonline.org](http://www.onetonline.org)**

**Find Occupations -> Quick Search -> Type in Job Title -> Press Enter**

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## Sample Resume Writing

### BEFORE MAGNIFICATION

*Target, Cincinnati, OH*

*May 2011 – September 2012*

*Sales Associate*

- Checked out customers and rang items
- Balanced the cash drawer at the end of each shift
- Answered customer questions

### AFTER MAGNIFICATION

*Target, Cincinnati, OH*

*May 2011 – September 2012*

*Sales Associate*

- Managed customer checkout station independently, ringing up to 200+ customers per shift to ensure an efficient checkout flow
- Balanced the cash drawer in excess of \$1,500 on a daily basis with 100% accuracy by properly counting money and measuring against revenue records
- Displayed excellent customer service by answering questions and resolving product issues, resulting in repeat business

*Tailor each resume to the specific job you are applying for, so keep one “long” version of your resume that has all experiences, affiliations, awards, etc. This way you can copy, paste and tweak much faster than creating the information from scratch down the road.*



## Sample Accomplishment Statements for Common Jobs

*Everybody's doing it... you are not the only one who has worked as a server, cashier or sales associate... therefore, check out this list of sample accomplishment statements for the typical part-time job.*

### CASHIER

- ▶ Receive payments valued at nearly \$10,000 using attention to detail to ensure accuracy
- ▶ Greet all customers entering the store to foster rapport and enhance the shopping experience
- ▶ Address customer concerns in a fast and efficient manner to encourage repeat business
- ▶ Collaborate with 5 fellow associates to ensure proper service and frontend coverage
- ▶ Train new associates on corporate policies and procedures for register and frontend operations

### SALES ASSOCIATE

- ▶ Identify the needs of customers through proactive engagement and provide recommendations that meet their specifications, while leveraging suggestive selling techniques to increase sales
- ▶ Partner with fellow associates to counteract shoplifting to meet or exceed loss prevention goals
- ▶ Maintain knowledge of current sales and promotions to drive increased sales per transaction
- ▶ Meet monthly personal sales quotas; exceeded quota by 15%-20% for 6 consecutive months
- ▶ Assist with loading/unloading inventory and arranging merchandise on sales floor fixtures

### SERVER

- ▶ Participate in restaurant opening and closing procedures, and train new hires in serving techniques
- ▶ Reinforce communication skills through daily interaction with diverse clientele
- ▶ Solve problems by remaining calm and positive in stressful situations and focusing on the solution
- ▶ Collaborate with staff in a team based environment to achieve fast, efficient and accurate service
- ▶ Fulfill customer requests with a sense of urgency according to menu and special accommodations

### RECEPTIONIST

- ▶ Greet individuals and groups entering the establishment, determine nature and purpose of visit and direct or escort them to specific destinations
- ▶ Collect, sort, distribute, or prepare mail, messages or courier deliveries for 10 departments
- ▶ Manage phone operations including answering, screening and forwarding inbound calls, in addition to providing information about the organization, taking messages and scheduling appointments
- ▶ Perform administrative tasks such as filing and maintaining customer records for account managers

## Sample Accomplishment Statements for Professional Experience

### QUANTITY

- ▶ Developed a sales strategy that directly increased customer base by 20%
- ▶ Redesigned the production line, increasing daily output by 2,000 units
- ▶ Developed a training program that contributed to a 35% reduction in errors
- ▶ Entered 15 new markets, increasing market share
- ▶ Developed a safety program that reduced accident fines by 15%

### QUALITY

- ▶ Successfully conducted a presentation for key project stakeholders. Unsolicited feedback was overwhelmingly positive
- ▶ Designed a new training program that resulted in an improvement in evaluations from 3.2 to 4.8 on a 5-point scale
- ▶ Implemented a new employee benefit program. Over 90% of the employees identified the changes as improvements
- ▶ Hired a new printing firm that improved quality of the marketing materials
- ▶ Designed a user-friendly operations manual that is currently being used by employees
- ▶ Reorganized a tracking system that improved document retrieval
- ▶ Made product design changes resulting in fewer rejects

### PRODUCTIVITY

- ▶ Automated a claim processing system that reduced the turnaround time from two weeks to two days
- ▶ Implemented a new phone system that reduced average answering speed from eight minutes to less than one minute
- ▶ Completed the project ahead of schedule
- ▶ Developed and introduced a unique product that was the first in the marketplace

### COST / REVENUE

- ▶ Negotiated a contract that saved the department over \$500,000
- ▶ Reduced overhead by 30%
- ▶ Developed a new product that increased quarterly revenue by \$50,000
- ▶ Turned a troubled operation around from a negative \$238,000 to a positive \$1,570,000
- ▶ Increased sales by 40%

### Formatting a Resume

Your resume should be one page unless you have in-depth career related work experience. Most college students do not; therefore, consult with a member of the Lindner Career Services team if you find your resume spilling onto two pages.

Use bold, italics and underlining sparingly and consistently throughout your entire document. The resume should be organized and easy to read. Leverage formatting techniques such as adjusting your margins, spacing between lines, font type and size, etc. effectively to make your resume more appealing to readers.

In addition, before sending a final version of your resume, or uploading it electronically to apply for a job, always save it as a PDF with your name as the title (ex: Last Name, First Name\_Resume). When you are printing and distributing hard copies of your resume always use high quality resume paper to make a professional impression.

### Standard Resume Components

COMPONENT	BASICS	COMMENTS
Contact Information	Name, address, phone number and email address	Choose either your home or school address – not both. All email addresses and voicemail messages should be professional
Education	Name of university and college, degree, major, graduation date, GPA (if above a 3.0)	Can include relevant coursework, an expanded section on class projects, study abroad, scholarships and if you are financing your own education
Experience	Paid and unpaid work experience listed in reverse chronological order	Consider the questions: <ul style="list-style-type: none"><li>•What did you do?</li><li>•How did you do it?</li><li>•Why did you do it?</li><li>•What was the result/impact?</li></ul>

## RESUME DOS AND DON'TS

### Do

- ✓ Focus on results of your work, achievement and recognition earned
- ✓ Use action verbs to start each bullet
- ✓ Get feedback from several people before you send it to an employer
- ✓ Proofread, and have someone else proofread, to check for spelling mistakes and grammar errors
- ✓ Include both paid and unpaid positions and volunteer experiences
- ✓ Write only 3-4 bullets for each position
- ✓ Tailor your resume for each job description
- ✓ Use readable fonts and minimal bolding, italicizing and underlining
- ✓ Use bulleted descriptions versus sentences
- ✓ Use professional language and frame everything in a positive manner

### Don't

- ⊗ Round up your GPA to the next whole number (ex: do not round 2.9 to 3.0)
- ⊗ Falsify any information, including dates of employment, titles, and responsibilities
- ⊗ Use "responsibilities included" or "responsible for"
- ⊗ Use resume templates
- ⊗ Keep high school information (except work experience) on past mid-sophomore year
- ⊗ Copy a job description verbatim
- ⊗ Say "other duties as assigned" or routine duties, such as "making copies"
- ⊗ Minimize your experience
- ⊗ Use sentences or paragraphs
- ⊗ Use pronouns such as I, my, our, we, etc.
- ⊗ Submit the same resume for every job you apply for

## Optional Resume Components

<b>AFFILIATIONS</b>	List in reverse chronological order. This includes student groups, professional organizations and off-campus groups. List any offices held and the impact you had on the group.	Format the same as experience. Focus on results and the impact you had on the organization.
<b>SERVICE</b>	Can list separately from affiliations if desired. Must have at least two organizations to be a separate section.	Format and define in the same way as affiliations and experience.
<b>LEADERSHIP</b>	This can be separate as well to highlight your high level involvement. Must have at least 3 offices to make it an individual section.	Format and define in the same way as affiliations and experience. Focus on what was accomplished while you were in that role.
<b>SKILLS</b>	Language and/or computer. Must have more than Microsoft Office to make this a section.	List in bullet form and it's optional to qualify your skill level (basic, intermediate, proficient, advanced, conversational, fluent, etc.)
<b>HONORS</b>	This can be its own section if there are at least 3 different awards or scholarships mentioned.	List in bullet form or expand to give more detail if needed. List under Education if only Dean's List and scholarships.



## Sample Action Verbs

### Clerical/Office Skills

Approved	Compiled	Implemented	Prepared	Screened
Authorized	Dispatched	Inspected	Processed	Specified
Catalogued	Documented	Monitored	Purchased	Systemized
Classified	Finalized	Operated	Recorded	Tabulated
Collected	Generated	Organized	Retrieved	Validated

### Collaboration Skills

Advised	Clarified	Empowered	Expedited	Motivated
Assessed	Contributed	Enabled	Facilitated	Referred
Assisted	Demonstrated	Enhanced	Familiarized	Rehabilitated
Championed	Diagnosed	Ensured	Guided	Represented

### Communication Skills

Addressed	Corresponded	Formulated	Negotiated	Recruited
Arbitrated	Developed	Influenced	Persuaded	Spoke
Arranged	Directed	Interpreted	Promoted	Translated
Authored	Drafted	Lectured	Publicized	Wrote

### Creative Skills

Acted	Customized	Fashioned	Instituted	Originated
Composed	Designed	Founded	Integrated	Planned
Conceived	Developed	Illustrated	Introduced	Revitalized
Conceptualized	Directed	Initiated	Invented	Shaped

### Financial Skills

Administered	Audited	Computed	Forecasted	Planned
Allocated	Balanced	Decreased	Managed	Projected
Analyzed	Budgeted	Developed	Marketed	Researched

### Management/Leadership Skills

Administered	Budgeted	Evaluated	Oversaw	Recommended
Allocated	Consolidated	Executed	Planned	Scheduled
Analyzed	Coordinated	Headed	Prioritized	Spearheaded
Assigned	Delegated	Improved	Produced	Supervised

### Research Skills

Clarified	Eliminated	Identified	Investigated	Surveyed
Collected	Evaluated	Inspected	Organized	Systematized
Critiqued	Examined	Interpreted	Reviewed	Translated
Diagnosed	Extracted	Interviewed	Summarized	Wrote

### Teaching Skills

Adapted	Communicated	Enabled	Facilitated	Led
Advised	Conducted	Encouraged	Guided	Persuaded
Clarified	Coordinated	Evaluated	Informed	Stimulated
Coached	Developed	Explained	Instructed	Trained

### Technical Skills

Assembled	Computed	Engineered	Installed	Overhauled
Built	Converted	Expanded	Maintained	Programmed
Calculated	Drafted	Fabricated	Operated	Remodeled

## Resume Checklist Before Sending

- ☐ Is your name, address, phone number and email on the resume?  
Are they professional?
- ☐ Is the resume concise and well-organized, so it is easy to read?
- ☐ Did you use consistent formatting (bolds, italics, etc.) throughout your resume?
- ☐ Did you tailor your resume based on the job requirements and responsibilities?
- ☐ Did you add results and specific tasks for each bullet?
- ☐ Do all of your bullets begin with an action verb?
- ☐ Have you been honest when writing your content?
- ☐ Did you check, and double-check, your grammar and spelling?
- ☐ Have you had someone else read your resume?





# Freshman Bearcat

1819 Bearcat Lane  
Cincinnati, OH 45221  
(513) 556-5555  
professional@mail.uc.edu

## EDUCATION

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**University of Cincinnati, Carl H. Lindner College of Business**  
**Bachelor of Business Administration, Marketing**

**Cincinnati, OH**

**Expected Graduation Date: April 20XX**

- GPA: 3.5/4.0, Dean's List Recipient
- Finance 70% of education through part-time employment

### Essentials of Business

**August 20XX – April 20XX**

- *Project Strategy* – Studied P&G's business practices and conducted a S.W.O.T analysis, while focusing on internal and external strengths and weaknesses of the Pampers brand
- *Project Innovation* – Devised a mock startup business with a group of X students to explore the components of entrepreneurship
- *Project Impact* – Partnered with a local United Way Agency, ABC Community Organization, and developed a social media campaign that would drive awareness of programs and services

## WORK EXPERIENCE

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**Business to Consumer Company**, Assistant Manager, Cincinnati, OH

**July 20XX – Present**

- Provide service to over 300 customers daily with quick and efficient service, always acknowledging any specific customer needs while handling conflicts between employees or customers in a friendly, prompt manner
- Manage the cleaning, stocking, and inventory to ensure efficiency for each employee, leading to customer satisfaction while conducting administrative duties, which include timekeeping and monitoring daily revenue

**Clothing Store**, Sales Associate, Cincinnati, OH

**November 20XX – June 20XX**

- Managed a cash register, checking out up to 150 customers per day, and resolved customer concerns
- Partnered with other associates to counteract shoplifting to meet the loss prevention goal of less than 1%
- Strengthened interpersonal skills by helping up to 50 customers per shift on the sales floor to drive repeat business

**Local Restaurant**, Server, Cincinnati, OH

**August 20XX – November 20XX**

- Created a family friendly dining experience through attentive service in a timely and efficient manner
- Minimized the wait for customers during high volume hours by strategically placing guests
- Enhanced consumer knowledge of product offerings by reviewing the menu and suggestive selling

## LEADERSHIP, AFFILIATIONS AND SERVICE

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**Junior Achievement**, Teaching Business Consultant

**March 20XX – Present**

- Educate and inspire 3<sup>rd</sup> and 4<sup>th</sup> grade students on a weekly basis to explore the principle characteristics of the U.S. economic system

**Delta Sigma Pi Professional Business Fraternity**, Member

**December 20XX – Present**

- Engage in professional development opportunities by fostering relationships with like-minded college of business students, gaining guidance from industry professionals and investing in the civic welfare of the community

**American Marketing Association**, Member

**August 20XX – Present**

- Participate in a professional student organization that empowers students through information, education and networking that will enrich professional development and career opportunities

## SKILLS

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- **Language:** Conversational in Spanish
- **Computer:** Microsoft Office (Word, Excel PowerPoint), Adobe (Illustrator, Photoshop, Reader), Prezi
- **Social Media:** Pinterest, Facebook, Twitter, Yelp, Google+

## PRE-JUNIOR BEARCAT

111 UC Pride St. • Cincinnati, OH 45220 • 513.555.6666 • professional@gmail.com

### EDUCATION

University of Cincinnati, Carl H. Lindner College of Business

Cincinnati, OH

**Bachelor of Business Administration, Marketing and Information Systems**

**Expected: April 20XX**

**Minor: German**

- Name of Prestigious Scholarship
- GPA 3.7/4.0- Dean's List Recipient

### STUDY ABROAD

- London (March 20XX), Paris and Belgium (March 20XX), Montreal (May 20XX)

### TECHNICAL SKILLS

- HTML, PHP, CSS, ASP, Visual Basic for Applications (VBA)
- Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- Microsoft Windows Server 2003, Windows 2000, XP, Vista, 7

### WORK EXPERIENCE

**Information Management Leadership Co-op** | Fortune500 Co., Cincinnati, OH

May 20XX to August 20XX

- Drove conversion to Office 2010 productivity suite for 20,000+ enterprise users
- Participated in SAS FM platform implementation to increase productivity
- Collaborated in global professional environment and effectively managed intricacies of engine pricing and risk modeling

**Marketing Co-op** | Ipsos, Berlin, Germany

January 20XX to April 20XX

- Created and planned several large events for 37 international interns to promote company culture and satisfaction
- Designed 200+ informational packets for company use, benefiting incoming interns with information about their transition into German culture
- Developed a Web 2.0 case study which increased company perspective of how to market and recruit online

**IT Help Desk Associate** | IT Solutions, Cincinnati, OH

May 20XX to August 20XX

- Managed Help Desk, utilizing problem-solving skills to provide support to end-users
- Processed security trades, ensuring accuracy and eliminating settlement problems by working with brokers and custodians
- Overhauled the corporate tax reporting process which resulted in improved quality and accuracy of tax documentation provided to clients, but also in a reduction in the volume of tax related questions received by managers during tax season
- Improved numerous processes within proprietary systems, including the delivery of outside sources of information
- Appointed to a corporate-wide strategic planning committee due to strategic thinking skills and engagement

### LEADERSHIP AND AFFILIATIONS

**Senator and Marketing Committee Chair** | University of Cincinnati Student Government

January 20XX to Present

- Serve as a liaison between the college of business and the university, representing nearly 3,000 students
- Increased awareness and attendance at events by over 30% through the creation of a student government activities and registration page

**Director of Information Technology** | IT Leadershape Institute

August 20XX to Present

- Spearheaded 200+ person conference with students and employers to talk about current IT trends
- Coordinate guest speakers, programs and topics for the events to ensure relevant material is being presented
- Update website and social media to promote and increase attendance at events

**Campus Tour Guide** | ROAR

August 20XX to April 20XX

- Administered 10 weekly student and parent tours around the university to promote UC and increase enrollments
- Served as an ambassador for the university and Lindner College of Business by exemplifying involvement, academic success and professional development

### **MBA Student**

3333 Vine Street, Apt. #2 • Cincinnati, OH 45222  
513-333-4444; studensu@mail.uc.edu

**Education** University of Cincinnati, Lindner College of Business - Cincinnati, OH

**Master of Business Administration - GPA 3.8**

**Expected April 20xx**

*Class Highlights* – Financial Accounting, Financial Analysis Tools, Financial Economics, Optimization Modeling, Corporate Strategy, Statistics and Decision Models for Managers, and Global Economic Context for Business

*President*, MBA Association

*Finalist*, Association for Corporate Growth Case Competition

**Bachelor of Arts, Communication – GPA 3.7**

**August 20xx**

Financed over 40% of college tuition working 25-30 hours a week

### **Work Experience**

Learning Assistance Center, Cincinnati, OH

**September 20xx-Present**

#### **Graduate Assistant**

- Write, edit and produce all new marketing material used within the department to increase knowledge of services
- Implemented social media marketing for department resulting in 132 new customers over a 3 month period
- Assisted in generating 1,025 new patrons in 6 months. This was a 100% increase in patrons from the last full academic year

University of Cincinnati Libraries, Cincinnati, OH

**September 20xx-Present**

#### **Peer Mentor, Image and Information Consultant, and Undergraduate Assistant (3 positions)**

- Initiate and implement a new student orientation program that increased awareness and understanding of library resources and services
- Write and implement tutorials that generate over 1,000 page visits monthly to increase library resource knowledge
- Lead workshops for faculty and students regarding specialized technology to enhance skill sets and job performance
- Perform in depth research for faculty and students resulting in development of strong research skills

Loth Experts & Optivia, Sharonville, OH

**June 20xx-September 20xx**

#### **Web Design, Marketing, and Business Development Internship**

- Expanded a social media site that networked the brand and products at no cost and reached 66 new customers
- Wrote a marketing strategy for the third fiscal quarter to promote commercial furniture sales

Cincinnati Children's Hospital Medical Center, Avondale, OH

**June 20xx- September 20xx**

#### **Creative Services Web Internship**

- Edited, reviewed and managed over 100 web pages for the research, clinical, and training areas of Cincinnati Children's
- Led and managed the *find a physician by zip code* project scheduled for release in 2010
- Researched and analyzed numerous data sets to develop and recommend content changes for departmental websites

### **Technical Skills**

- **Microsoft Office**- Word, Publisher, Access, Excel, PowerPoint, and Outlook Express
- **Multimedia**- Adobe Products, Photoshop, iMovie, Final Cut Express, Dreamweaver, Jing, Camtasia, Windows Media
- **Other Software** –Survey Monkey, Report Builder, Web Trends, Stat Tools, SPSS, Research Databases, DeLorme Maps, Constant Contact, both Mac and PC Operating Systems, and Content Management Systems

## MBA Student with Projects

Address • Phone: (513) 555-5555 • Email: [MBAstudent@uc.edu](mailto:MBAstudent@uc.edu)  
Linked In Profile (Optional)

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### EDUCATION

**University of Cincinnati**, Lindner College of Business, Cincinnati, OH  
Master of Business Administration

**Expected April 20xx**

- 4.0 Cumulative GPA
- Selected among 80 students for Paxton Leader Fellowship in charge of leading a student study abroad trip to Chile

Bachelor of Science Degree in Marketing, Minor in Advertising

**April 20xx**

- Top 5 in the Business College
- 3.95 Cumulative GPA
- Phi Eta Sigma and Beta Gamma Sigma Member National Honor Society Member

### ACADEMIC PROJECTS

**Project/Case Competition Name**

**January 20xx-Current**

- Selected as a finalist to represent the University of Cincinnati in the final case competition stage among 3 other teams
- Developing new smart phone application and smart thermostat within context of market and regulatory feasibility

**Project/Case Competition Name**

**January 20xx-Current**

- Creating patient passport to reach goal throughput time of 60 minutes for 95% of chemotherapy patients, currently at 79%
- Evaluating efficiencies from launch of Barrett Satellite Laboratory in January 2013

### EXPERIENCE

**Company Name**, City, OH  
*Field Marketing Manager*

**08/20xx-Current**

- Create brand presence through promotions and events in over 30 stores in Southern Ohio region
- Successfully negotiate with Giant Eagle and other chain stores about shelf spacing and signage
- Achieved new marketing initiatives including website redesign, launch of a social media plan, e-newsletter, and POP displays for 65% of consenting vendors all contributing to a 50% increase in sales over 2 years
- Managed social media marketing through Facebook which grew over 650% in activity
- Created and implemented 3 year strategic growth plan focusing on new regions projecting 20% annual growth

### LEADERSHIP EXPERIENCE

**Organization Name**, University of Cincinnati Student Chapter Co-President

**08/20xx-Current**

- Sustainability focus on the triple bottom line: profit, people, & planet
- Raised over \$400 in prizes given at MBA Thanksgiving feast

**Organization Name**, Creston, OH

**07/20xx-08/20xx**

- Camp leader of 8 middle school girls July 25<sup>th</sup>-29<sup>th</sup> at Timber Wolf Lake Camp in Michigan
- Interacted with over 60 children per week by planning activities and discussions

**MS-IS Student  
address**

■ Phone: 513-555-5555

■ Email: [msisstudent@mail.uc.edu](mailto:msisstudent@mail.uc.edu)

■ Linked In Profile Optional

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**Education**

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University of Cincinnati, Carl H. Linder College of Business, Cincinnati, OH, USA

Exp: Dec 20xx

***MS-Information Systems***

- Recipient of University Graduate Scholarship
- GPA:3.6

Undergraduate Institute of Technology, Mumbai University, Mumbai, India

June 20xx

***Bachelor of Engineering***, Electronics and Telecommunications

- Graduated with First Class distinction
- Active Member: Institution of Electronics and Telecommunication Engineers (IETE)

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**Technical Skills**

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- Programming Languages and tools – C, C++, C#, Linux Shell Scripting, SQL, Java
- Web Technologies – HTML, CSS, PHP, JavaScript, ASP.NET
- Operating Systems – Windows, Linux, Solaris
- Content Management Systems – Drupal, WordPress

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**Professional Experience**

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**Technology Firm**, Delhi NCR, India

November 20xx – March 20xx

*Engineer* – Software Configuration Management

- Upgraded software and link speed of over 100 servers throughout India
- Collected system information of servers with older configurations and advised client on appropriate configuration changes
- Liaised between front-office and back-office teams to provide configuration related support
- Developed and executed training and technical presentations for graduate trainees and other teams handling related projects

**Telecommunications Firm**, Mumbai, MH, India

July 20xx - November 20xx

*Engineer* – Value Added Services

- Managed a team of five in the operation and management of various value added services across all national circles and certain Mumbai-specific services
- Conceptualized and designed mainstream prepaid products, one of which attracted 33% of the existing customer base
- Leveraged shell scripting techniques to reduce the downtime of systems by 33% to provide uninterrupted service thereby increasing revenue.
- Designed an in-house Inventory Management Web Application (using PHP and MySQL) to notify team about AMC deadlines and provide instant information on systems for use in network expansions

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**Extracurricular & Voluntary participation**

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- Awarded 1<sup>st</sup> place in a technical paper presentation on “XXXXX” conducted by “XXX”
- Received Award of Merit in a web designing contest conducted by Yahoo! India
- Organized and let “Live Wire” Event at College Festival, attracting over 5,000 students