

# A GUIDE TO RESUME WRITING



# EVERYTHING ABOUT A RESUME

A resume is an executive summary of your qualifications to perform a responsible role in the workplace. A resume is one page in length and contains your education, training, work, and life experience in relationship to your potential value to an employer or opportunity.

A resume is:

- **A professional handshake**
- **An introduction** to employers and evaluators. Be sure to check your grammar and spelling with many reviews
- **An advertisement** of your employability and career potential. Make your resume is attractive, easy to read, and market-savvy
- **A document of achievement.** Never misrepresent your qualifications, and always show learning, pursuit, and contributions
- **A road map** of your career growth and direction. Make it easy for employers to see chronology and patterns of development
- **An interview prompt** for recruiters. Highlight the achievements you want to talk about in an interview, and be prepared to discuss the achievements you highlight. For example, if you report that you are a member of the Finance Association, what will you say if the interviewer asks you to describe the association's benefits and activities?

## BEGIN WITH YOUR TARGET LIST

As your job search becomes more immediate and competitive, you will need to focus carefully on what employers are looking for and organize your resume around the keywords in the target job description. Make it easy for the employer to find your qualifications by using the buzzwords and keywords that the employer uses in the position posting. Evaluate your current resume to see whether it mirrors the job description. If not, you will want to reorganize, re-emphasize, and reconfigure your resume material. It is important to tailor your resume to authentically align with the job description.



*Tip: A good idea is to circle keywords in the target job listing that describe required and desired education, skills and experience.*

## First and Last Name

City, State  
(123) 456-7890

[Professional@EmailAddress.com](mailto:Professional@EmailAddress.com)

### Header

Name, address, phone number, professional email, and LinkedIn

*See page 5 for more details*

## EDUCATION

California State University, Fullerton

*Bachelor of Arts in Business Administration*

Expected May 2018

Concentration in Management

### Education

Institution, degree and major/concentration, graduation date, and GPA if above 3.0

*See page 6 for more details*

## RELATED COURSEWORK

- Advanced Business Communication
- Principles of Marketing
- Team Leadership Skills
- Human Resources Management
- Organizational Behavior
- Information Technology for Managers

### Relevant Coursework

3-6 courses, names only

\*Also consider "Course Projects" as a header

*See page 6 for more details*

## RELATED EXPERIENCE

spcaLA

Los Angeles, CA

*Development Assistant*

February 2016 - Present

- Coordinate with donors, vendors, celebrities and the community to increase the reputation of the organization
- Generate monthly reports by analyzing significant data for effortless comprehension
- Manage and create newsletters through Convio with the use of basic HTML5 to market upcoming company events
- Serve as a liaison between management of various departments and sites to ensure fluid communication

### Experience

Relevant work history.  
Can also include internships, volunteering, and leadership roles.

\*Listed in reverse-chronological order

*See page 7 for more details*

## ADDITIONAL EXPERIENCE

The Fake Organization

Buena Park, CA

*Event Planning Intern*

June 2015 - January 2016

- Supported a firm in the creation and execution of a large fundraising gala, resulting in raising over \$20,000 for charity.
- Coordinated with organization and third parties to ensure all requirements and requests were satisfied
- Designed and created materials used at event including, but not limited to: invitations, nametags and check-in forms.
- Performed research to ensure all event goods, materials and services were purchased below budget

### Skills

Include technical skills:  
Computer software/programs, languages, etc.

*See page 6 for more details*

## SKILLS

- Proficient in Microsoft Office, including but not limited to: Excel, Word, PowerPoint, and Outlook
- Confident in Internet Research and usage of Adobe Contributor
- Knowledge of Convio and Constant Contact
- Basic understanding of HTML and CSS
- Bilingual in American Sign Language

**Note for Accounting Majors:** Include both your Cumulative GPA and Accounting GPA under the education section of your resume.



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

**MIHAYLO CAREER SERVICES**

[business.fullerton.edu/careerservices](http://business.fullerton.edu/careerservices)

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657-278-8738



# KNOW YOUR INDUSTRY AND FIELD

Writing a competitive resume requires you to know about current issues and trends in your chosen profession. You will want to have a knowledge in the following:

- Company profiles and cultures
- Prevailing theories, methodologies, and tools of the trade
- Industry leader and competitors
- Challenges, structural shifts, and other trends creating change
- Industry terminology, verbiage and lingo

## KNOW YOURSELF

### *Identify and Market Transferable Skills*

Transferable skills are competencies that have value in more than one type of employment setting. For example, if you have learned to read financial statements, you can offer this skill to many kinds of employers – you can integrate this skill in your professional profile for a great range of opportunities.

### *Skills Employers are Looking For*

According to the National Association of Colleges and Employers (NACE) the following are attributes employers seek on a candidate's resume (NACE Job Outlook 2016).

Leadership*	Communication skills (written)*	Communication skills (verbal)*	Ability to work in a team*	Problem solving skills*	Interpersonal skills	Detail oriented
Initiative	Flexibility	Organizational ability	Analytical/quantitative skills	Technical skills	Computer skills	Strong work ethic
Outgoing personality	Strategic planning skills	Entrepreneurial skills	Tactfulness	Creativity	Risk taker	Adaptability

\*The skills with stars next to them are the ones employers ranked the highest (NACE Job Outlook 2016).

Not only think about the skills you have learned, but also the experiences you have had in college that have contributed to your success. According to NACE, the list below are some of the top attributes employers consider when screening applicants (NACE Job Outlook 2016).

Major	Involved in extracurricular activities	School attended	Fluent in a foreign language
Has held a leadership	High GPA (3.0 or above)	Has done volunteer work	Has studied abroad

# RESUME BUILDING BLOCKS

Resumes are built in logical categories that make it easy for a reader to scan and evaluate, identify, and contact the person presented. It is best to use standard categories and order them in a way that put your most compelling qualifications on the top half of your resume. Following are some strategies to consider in each category.

## The Format:

The key to formatting is to make adjustments according to how much information you have in order to make sure you are limiting the document to one page. Here are a few general guidelines:

- Font should be simple and easy to read—Times New Roman, Arial, and Garamond.
- Font standard size is 11 or 12 point.
- Margins can range from 1/2 an inch to 1 inch.

## The Header:

The header usually includes – name, address, e-mail address, and phone (where messages can be left) at the top of your resume. How the information is presented is your preference!

Present your **name** and **contact information** with some pride and style. Your name is the most important item on your resume, and should be the biggest thing on the page while still remaining a reasonable size (between 12 and 14 font). Selection of the font, layout, and style for your name and contact information permits you to individualize your resume in a style expressive of your professional taste and consistency within professional standards in your field.

Marketing, entrepreneurship, and entertainment and tourism management majors have greater creative latitude in resume layout. Their resume is a demonstration of their skills customized to the reader.

## Objective/Summary:

Objectives are slowly becoming a thing of the past. We suggest removing an objective and focus on your relevant experience or your transferable skills. However, if you are to include an objective, we recommend spending time crafting it and creating a summary statement. A summary statement is similar to an objective but more detailed and specific. Your summary should demonstrate to an employer that you are a match for the position.

Consider the questions below to help you brainstorm and solidify your objective:

- Is this a full-time, part-time, or internship opportunity?
- Doing what kind of work? Applying what skills and abilities? Working at what level of experience or responsibility?
- Leading to what career advancement, in what industry?

Look at page 14 for an example of how this can be done.



*Tip: One context where an objective/summary could be helpful is a career fair.*

# RESUME BUILDING BLOCKS

## Education

Generally, your education should be listed first on your resume (unless you have extensive experience in your desired field). Start with your most recent program of study, including your major/degree and institution. Consider including your GPA if it is 3.0 or above.

Previous colleges or educational programs should follow in reverse chronological order (newest to oldest). It is only necessary to list college(s) that will or have awarded you a degree or certificate. If you earned credits that transferred into your current degree program, it is generally better to omit other colleges attended.

## Relevant Coursework

Why add relevant coursework to your resume? Sometimes you find that you could use some more relevant pieces or have some extra space on your resume. This is when you can add relevant coursework, particularly class projects.

Discussing coursework on your resume gives potential employers an idea of the relevant knowledge and proficiency you have acquired and any knowledge you are working towards in your current studies. You should only include coursework on your resume that applies to the position you are applying for, as this will show the hiring manager that you understand the position and have the necessary skill to do the job successfully.



### *Tips on Making Coursework Stand Out:*

- Focus on what you learned within the project—research, teamwork, communication skills
- Any leadership roles you took on—organized communication, delegated tasks, created goals
- Any software you may have used—Excel, Quickbooks, Adobe Photoshop

(WikiHow to Mention Relevant Coursework in a Resume)

## Honors/Awards

An honors and awards section can be added for a variety of reasons. Below are some tips to keep in mind

- Make sure your awards section is formatted consistently with the rest of your resume
- If necessary give some background information with each award
- Do not go too deep into your past – pick only the most relevant awards or honors
- Do not use too much technical industry jargon in your awards section

(3 Dos & Don'ts for Your Awards Section in Your Resume , 2016)

## Memberships

Refer to organizations by their full name, followed by an acronym in parenthesis. Be sure to also include the years that you were a member, and any positions you have held. You can also briefly describe your accomplishments of the positions you have had. By expanding on your role within the organization, you can showcase your leadership, teamwork or management skills.

(Simple Resume Writing Instructions, 2016)

# RESUME BUILDING BLOCKS

## Experience

Experience can take many forms and can fall under a variety of headings: Volunteer Experience, Internship Experience, Relevant Experience, Additional Experience, Leadership Experience, and On-Campus Involvement.

You want to present your most relevant experiences first. If your most relevant experience is not your most recent experience, you can create a category – such as “Related Experience.” This allows you to highlight a past job that you feel will help you qualify for the position you are applying for.

Drop down unrelated experience to a second category called “Additional Experience.” Make your descriptions of related experience detailed and minimize your descriptions of other unrelated experience.

**\*\*REMEMBER:** Quantify whenever possible. Use facts, numbers, and figures to show amounts and details in your work.

## Accomplishment Statements—AKA Bullets

Think of your work experience as a series of achievements rather than duties or responsibilities. You can do this by providing concrete details, expressing actions in terms of outcomes, providing quantities, and giving a sense of the work place.

A good strategy is to think of your accomplishments in terms of :

### **ACTION/HOW + PURPOSE/WHAT + RESULT/WHY**

**Action/How** – start each bullet point with an action verb (i.e. developed, created, produced, executed)

**Purpose/What** – what was the purpose of your action, your responsibility, your assignment, project, etc.?

**Result/Why** – what was the result of your action, what did you accomplish?

### Examples:

- Developed (action/how) an after school program for elementary school children focused on reading comprehension skills (purpose/what) which resulted in the participation of 20 students (results/why)
- Created and compiled investment portfolio worth \$50 - \$2M dollars for clients and senior financial advisors
- Scheduled, advertised, and hosted professional development workshops for approximately 200 students to prepare them to interview for various internship opportunities
- Assessed customer needs to match with appropriate products and services
- Serviced customers with product recovery techniques to satisfy customer needs
- Developed a “new member” packet for 30 newly recruited members
- Facilitated a focus group of six student leaders to plan strategies goals for the upcoming academic semester
- Managed advertising and client relations programs for 12 client accounts

# RESUME BUILDING BLOCKS

## Skills

There are only two items to include in a skills section: **technology** and **language**. Be sure to include your proficiency level to demonstrate to an employer how well you know a particular skill. Other skills such as communication or teamwork are stronger if they are included under a position or experience that gives the employer or recruiter context.

## Technologies:

**Coding and Programming** C#; C++; SQL/MySQL; SAS; Python; HTML; CSS; Java

**Languages:**

**Software:** Microsoft Office Suite; ASP.net;

**Analytical Programs:** Google Analytics; AdWords, SEO;

**Operation Systems :** Windows Vista; XP; 7; OS

**Excel Knowledge:** Pivot Tables; vLookup; Indirect; Index; Data Queries like: Data sorting and filtering; Regression Analysis;

**Social Media:** Facebook; Instagram; Twitter; Snapchat; Hootsuite

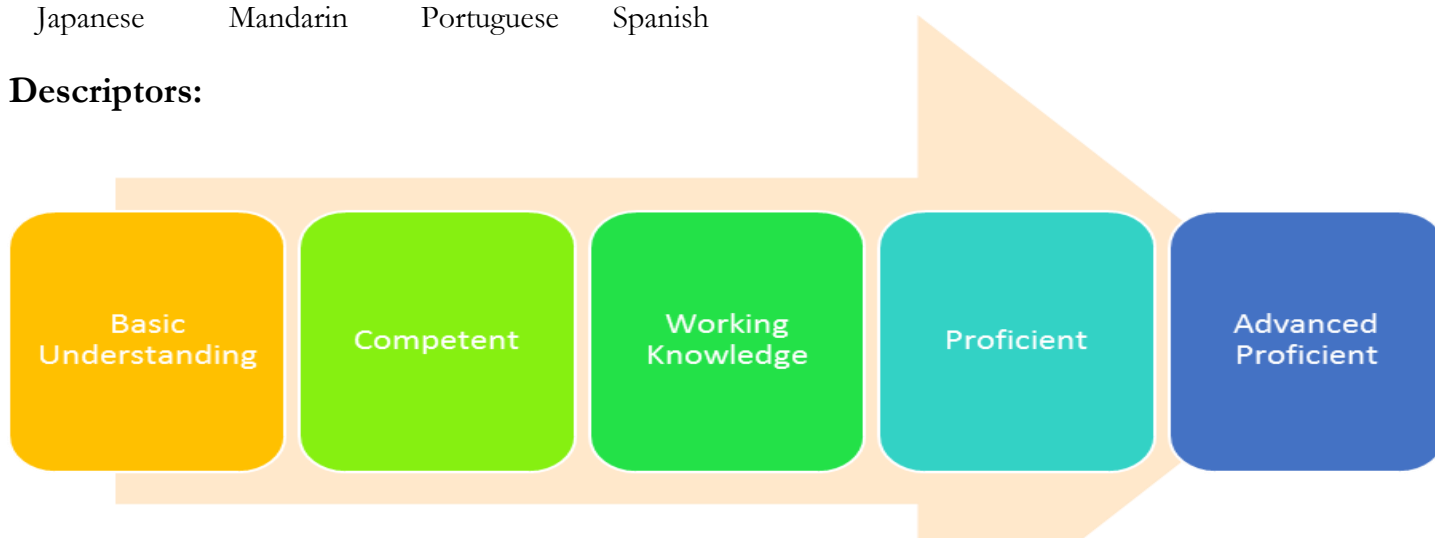
**Design Tools:** Photoshop; InDesign; Contribute; Dreamweaver

**Consumer Relationship Management:** Constant Contact; Convio; Blackbaud The Raiser's Edge

## Languages:

Chinese	Farsi	French	German
Japanese	Mandarin	Portuguese	Spanish

## Descriptors:





## List of Action Verbs for Resumes & Professional Profiles

### Management/ Leadership Skills

administered  
analyzed  
appointed  
approved  
assigned  
attained  
authorized  
chaired  
considered  
consolidated  
contracted  
controlled  
converted  
coordinated  
decided  
delegated  
developed  
directed  
eliminated  
emphasized  
enforced  
enhanced  
established  
executed  
generated  
handled  
headed  
hired  
hosted  
improved  
incorporated  
increased  
initiated  
inspected  
instituted  
led  
managed  
merged  
motivated  
organized  
originated  
overhauled  
oversaw  
planned  
presided  
prioritized  
produced  
recommended  
reorganized  
replaced  
restored  
reviewed  
scheduled streamlined  
strengthened

supervised  
terminated

### Communication/ People Skills

addressed  
advertised  
arbitrated  
arranged  
articulated  
authored  
clarified  
collaborated  
communicated  
composed  
condensed  
conferred  
consulted  
contacted  
conveyed  
convinced  
corresponded  
debated  
defined  
described  
developed  
directed  
discussed  
drafted  
edited  
elicited  
enlisted  
explained  
expressed  
formulated  
furnished  
incorporated  
influenced  
interacted  
interpreted  
interviewed  
involved  
joined  
judged  
lectured  
listened  
marketed  
mediated  
moderated  
negotiated  
observed  
outlined  
participated  
persuaded  
presented  
promoted

proposed  
publicized  
reconciled  
recruited  
referred  
reinforced  
reported  
resolved  
responded  
solicited  
specified  
spoke  
suggested  
summarized  
synthesized  
translated  
wrote

### Research Skills

analyzed  
clarified  
collected compared  
conducted  
critiqued  
detected  
determined  
diagnosed  
evaluated  
examined  
experimented  
explored  
extracted  
formulated  
gathered  
identified  
inspected  
interpreted  
interviewed  
invented  
investigated  
located  
measured  
organized  
researched  
searched  
solved  
summarized  
surveyed  
systematized  
tested

### Technical Skills

adapted  
assembled  
built  
calculated

computed  
conserved  
constructed  
converted  
debugged  
designed  
determined  
developed  
engineered  
fabricated  
fortified  
installed  
maintained  
operated  
overhauled  
printed  
programmed  
rectified  
regulated  
remodeled  
repaired  
replaced  
restored  
solved  
specialized  
standardized  
studied  
upgraded  
utilized

### Teaching Skills

adapted  
advised  
clarified  
coached  
communicated  
conducted  
coordinated  
critiqued  
developed  
enabled  
encouraged  
evaluated  
explained  
facilitated  
focused  
guided  
individualized  
informed  
instilled  
instructed  
motivated  
persuaded  
set goals  
simulated  
stimulated

## List of Action Verbs for Resumes & Professional Profiles

taught  
tested  
trained  
transmitted  
tutored

### **Financial/ Data Skills**

administered  
adjusted  
allocated  
analyzed  
appraised  
assessed  
audited  
balanced  
calculated  
computed  
conserved  
corrected  
determined  
developed  
estimated  
forecasted  
managed  
marketed  
measured  
planned  
programmed  
projected  
reconciled  
reduced  
researched  
retrieved

creative skills  
acted  
adapted  
began  
combined  
conceptualized  
condensed  
created  
customized  
designed

developed  
directed  
displayed  
drew  
entertained  
established  
fashioned  
formulated  
founded  
illustrated  
initiated  
instituted  
integrated  
introduced  
invented  
modeled  
modified  
originated  
performed  
photographed  
planned  
revised  
revitalized  
shaped  
solved

### **Helping skills**

adapted  
advocated  
aided  
answered  
arranged  
assessed  
assisted  
cared for  
clarified  
coached  
collaborated  
contributed  
cooperated  
counseled  
demonstrated  
diagnosed  
educated  
encouraged

ensured  
expedited  
facilitated  
familiarize  
furthered  
guided  
helped  
insured  
intervened  
motivated  
provided  
referred  
rehabilitated  
presented  
resolved  
simplified  
supplied  
supported  
volunteered

### **Organization/ Detail Skills**

approved  
arranged  
cataloged  
categorized  
charted  
classified  
coded  
collected  
compiled  
corresponded  
distributed  
executed  
filed  
generated  
implemented  
incorporated  
inspected  
logged  
maintained  
monitored  
obtained  
operated  
ordered

organized  
prepared  
processed  
provided  
purchased  
recorded  
registered  
reserved  
responded  
reviewed  
routed  
scheduled  
screened  
set up  
submitted  
supplied  
standardized  
systematized  
updated  
validated  
verified

### **More verbs for Accomplishments**

achieved  
completed  
expanded  
exceeded  
improved  
pioneered  
reduced (losses)  
resolved (issues)  
restored  
spearheaded  
succeeded  
surpassed  
transformed  
won

# COMMON MISTAKES IN RESUME WRITING

## 1. Font is too small

Make sure that your document is legible. A recommended font size is 11 or 12.

## 2. Spelling mistakes

Use the spell-check tool, but remember that the best proofreading is another set of eyes. Be sure that there are no spelling errors, poor word choice, or misuse of language. These mistakes are not acceptable as it might appear that you are negligent with your work.

## 3. Repetitive words

Do not use the same verb to describe your experiences. Use a variety of action verbs to showcase your transferable and diverse skills. Utilizing different action verbs can highlight the wide range of skills and knowledge that you possess.

## 4. Leaving out dates

Include dates on your resume. Leaving them out might seem like you are trying to hide certain information.

## 5. Inconsistent layout of your resume

Present your resume in a consistent layout. Set your margins evenly. Have an even amount of space between each heading. Be consistent with your verbiage. For example, if you are describing current jobs, use all verbs in present tense.

## 6. Using someone else's words

It can be obvious that what is written is not in your own words when you do not speak like you write. It is important to prepare your resume in your own words.

## 7. Just having one version

Resumes need to be “fluid.” The critical part is to tailor your resume content to the job for which you are applying. You may have several different versions depending on the jobs you are targeting.

## 8. No cover letter

A cover letter should be sent out with every resume. The cover letter is your sales document. It will augment your resume.

## 9. Unprofessional e-mail address

Use an e-mail address that is professional. Your professionalism has to come through in your resume.

## 10. Cluttered information

Filter out information that might seem irrelevant to the position. Be wise in choosing certain facts to be included on your final resume.

## 11. Including personal information

Personal information, such as age, gender, and headshot should not be included on your resume—unless you are applying abroad. If you are applying abroad, check out Going Global (through CSUF Career Center) for tips and samples.

## 12. Using abbreviations or contractions

Remember your resume is a formal document, be sure to omit abbreviations or contractions in your text.

# For Graduate Students

## Things to Consider

### THE CAREER SUMMARY

**What is it?** A section at the top of your resume that conveys a summary of your skills and experience as they relate to the position you are applying for.

**When to use it?** As objectives become less necessary in the digital age, the career summary serves as a replacement section that allows you to include key words from the job description and provide the reader with a summary of your resume, saving the employer time while giving them a snapshot of your skills and experience.

**Length?** A professional summary section should be at least two lines long and no longer than 4 lines on your resume. Any longer and there is less of a chance of it being read.

#### Composing the Summary Statement:

**Step 1:** Before composing your summary, you need to think about how to position your resume for the future. Where are you going, and how do you intend to use your skills and experiences to leverage you in your pursuits?

**Step 2:** Keeping this mind, analyze and summarize your past positions, education, and community activities.

**Step 3:** Next, conduct a careful analysis of your strengths, interests, experience, and personal characteristics.

*Not sure where to start? Consider brainstorming around some of the words below.*

#### Values Words:

Teamwork	Integrity	Productivity
Security	Results	Achievement
Structure	Innovation	Diversity
Efficiency	Cooperation	Creativity
Communication	Variety	Growth

#### Personal Adjectives Words:

Dedicated	Driven	Intuitive
Conscientious	Industrious	Detailed
Vivacious	Energetic	Efficient
Innovative	Dynamic	Analytical
Creative	Organized	Attentive

#### Orientation/Motivation Words:

Creating an impact	Social justice	Positive organizational
Results-oriented	Sustainability	Future-oriented



# For Graduate Students

## Things to Consider

### THE CAREER SUMMARY

**Step 4:** Now, write as many activity and accomplishment statements as you can, and summarize what they say about your strengths. Then cluster these statements into the categories below.

**Experience:** How long? What types? What kind of environments? What kind of industries?

Examples:

- *A results-oriented manager and administrator of commercial real estate with extensive corporate, trust and full-service management experience.*
- *Account manager with 6+ years of experience in customer service, sales and accounting in two major corporations.*

**Strengths:** Greatest skills and strengths – which are most frequently found in your accomplishment statements? Clusters of technical skills?

Examples:

- *Proficient in both engineering and management, with particular skill in quality improvement, cost control and staff development.*
- *Experienced in plant start-ups, shut-downs and mergers.*
- *Significant expertise in developing the potentials of organizations/ staffs and improving cost effectiveness of business processes.*

**Character/Motivation/Uniqueness:** Traits and drive that set you apart and make you a desirable candidate to the employer. What is different about you and how can you sell this quality to the employer?

Examples:

- *A creative, dynamic self-starter who values excellence, has high standards and effectively meets tight production deadlines.*
- *Committed to excellent customer service and to creating and leading effective teams.*

**Step 5:** Compose your statement by picking and choosing the best skills and experience to emphasize when applying to a specific job. Consider the qualities and skills the company is looking for in a candidate. If you are changing industries, consider focusing on transferable skills acquired in your previous positions.

Example:

- *Strategic leader with demonstrated ability to motivate others in both academic and professional business settings. Motivated to create a positive and lasting impact in the realm of business processes. Adaptive and dynamic with a passion for technology.*

## JANN CHO

2345 Rocky Place, Fullerton, CA 92831  
714-404-1212 | jcho@fullerton.edu

### OBJECTIVE:

A bookkeeper opportunity where I can contribute my internship experience, leadership, communication and leadership skills to Nike

### EDUCATION:

**California State University, Fullerton**

*Bachelor of Arts in Business Administration, Accounting Concentration*

Overall GPA: 3.4, Accounting GPA 3.5

Expected May 2017  
CPA Eligibility: May 2017

### INTERNSHIP EXPERIENCE:

**KPMG, Irvine, CA**

June 2015 - August 2015

*Auditing Intern*

- Worked collaboratively with managers and two service teams to identify accounting and auditing issues
- Performed analytical review of audit documents using KPMG's methodology and tools
- Prepared accurate financial reports and documentation supporting audit opinions
- Assisted in assessing operational risk factors for clients and responding with a process focused approach

### ADDITIONAL EXPERIENCE:

**Wells Fargo Bank, Placentia, CA**

November 2014 - Present

*Customer Service Representative/Teller*

- Process 25+ banking transactions per hour in compliance with bank guidelines and procedures
- Coordinate sales referrals to appropriate personnel and cross-sell bank services and products
- Respond to customer problems or issues and resolve them in a timely manner
- Utilize auditing skills to identify fraudulent activities resulting in reduced losses and exposures

**Admissions and Records, CSUF, Fullerton, CA**

February 2013 - September 2014

*Administrative Student Assistant*

- Provided technical assistance and information to students and the public in a courteous manner
- Reviewed 100+ confidential applications and forms for accuracy and completeness on a weekly basis
- Assisted with implementation of a document tracking system which improved office efficiency

### AFFILIATIONS:

Beta Alpha Psi, Membership Chair, CSUF

August 2015 - May 2016

Accounting Society, Member, CSUF

September 2014 - May 2015

### HONORS & AWARDS:

Dean's List, CSUF

December 2015

Tax Executives Institute Scholarship, CSUF

May 2014

### SKILLS:

Technology: Proficient in Microsoft Suite, Advanced in Excel and Intuit QuickBooks

Language: Intermediate in Korean

## Lucy Castille

(562) 234-1567 | lcastille@hotmail.com | Long Beach, CA 90804

### EDUCATION

California State University, Fullerton

May 2016

*Bachelor of Arts in Business Administration*

Concentration: Marketing      Minor: Spanish

### Class Projects

*Analysis of PacSun Marketing Patterns*

Spring 2015

Retail Marketing Strategies

- Led team of 4 students which evaluated the effectiveness of PacSun's marketing patterns
- Delegated individual assignments and set deadlines for completion of research and data coding of various company marketing materials
- Collaborated on drafting of 50 page business plan for class presentation and client consultation

### RELEVANT EXPERIENCE

Advanstar Communications Inc., Santa Ana, CA

September 2014-Present

#### **Promotions Coordinator**

- Oversee implementation of social media campaigns to increase acquisition of new customers
- Build and maintain long term relationships with customers which foster successful contract negotiations
- Partner with five local radio stations to advertise company trade shows and expand reach of services
- Develop training activities to improve effectiveness of staff based on performance and opportunities

Enterprise, Anaheim, CA

June 2013-August 2014

#### **Intern**

- Assisted with inventory and deployment of a fleet of 200+ vehicles to retail and commercial customers
- Delivered excellent customer service which contributed to a consistently high ESQI score for the branch
- Marketed services to local businesses through cold calling and client visits to create new business
- Cultivated fact finding procedures to ensure the best solutions that meet customer requirements

Disneyland Anaheim Resorts, Anaheim, CA

October 2012-May 2013

#### **Server**

- Provided a high level of service utilizing the "Disney Way" for hundreds of guests on a daily basis
- Addressed guest concerns and resolved conflicts according to Disney's policies and practices
- Trained over 20 servers and cashiers in basic service operations set by company protocol manuals

### MEMBERSHIPS

American Marketing Association, Member

September 2013-May 2016

Finance Association, Treasurer

January 2013-May 2013

### SKILLS

Technology: Facebook, Instagram, Twitter, and Adobe Systems Photoshop

Language: Fluent in Spanish both written and oral



## John F. Smith

Fullerton, CA 92831 · (657) 278-7943 · mbacareers@fullerton.edu

### EDUCATION

<b>California State University, Fullerton - Mihaylo College of Business and Economics</b> <i>Master of Business Administration</i>	2016
<b>University of California, Irvine</b> <i>Bachelors in Science - Management Science, International Relations</i>	2010
<b>London Business School - London</b> <i>International Studies</i>	2009

### CORE COMPETENCIES

Microsoft Office Suite	Consumer Relations Management	Project Management
Consumer Behavior	Interpersonal Relationships	Qualitative Research
Market Intelligence	Data Mining	

### EXPERIENCE

<i>Strategic Management Analysis - Confidential Client (Electronic Manufacturing Services)</i>	2016
Analyzed company's business strategy with emphasis on marketing and presented comprehensive strategic analysis and recommendations to the company's executive team	
<i>Business Intelligence Solution - Confidential Client (Private Health Services)</i>	2016
Identified and evaluated the company's BI needs and custom-designed an ERM/CRM solution and implementation package	
<i>Ben &amp; Jerry's - Marketing Plan</i>	2015
Conducted quantitative market research for Ben & Jerry's Snack-Size Ice Cream line; assessed current product portfolio to identify unmet consumer needs to optimize current positioning; resented marketing plan and consumer behavior projections	
<i>The Walt Disney Company</i>	2015
Performed in-depth financial and governance analysis to determine Disney's intrinsic value and market landscape; presented executive-level equity increasing suggestions	

**University of California, Irvine** 2011 - Present  
*Executive Assistant to Dean*

- Report directly to the Dean and a team of five Central Administration employees; serve as liaison between the five branches of Med Ed and Central Administration
- Manage the Dean's day-to-day personal schedule and infectious disease clinic
- Plan, execute, and host Division meetings, conferences, seminars for CME credits for MDs and PhDs, and campus events
- Train new employees; welcome and host foreign academic dignitaries; manage purchasing/receiving and maintain inventory records; supervise the NIH Grant programs
- Implement the department's Account Reconciliation by incorporating the budget, invoices, and projections in coordination with the Finance Department

**Office of Dentistry, Jonathan F. Smith, D.D.S., Inc.** 2007 - 2011  
*Dental Assistant/Office Manager*

- Effectively coordinated duties of six co-workers and three dentists
- Generated and maintained financial reports, patient and insurance billing records and account reconciliation
- Modernized the office through updating processes and protocols in addition to managing logistics for efficient daily operations
- Eliminated staff turnover rates by promptly addressing HR problems and increasing office training in effective communication, teamwork and cultural sensitivity

### AFFILIATIONS

<b>2000-Present</b>	<i>Second Harvest Food Bank of Orange County</i> Public Relations, Events Coordinator, Events Promoter, Newsletter Editor, Photographer, Social Media Specialist
<b>2014-2016</b>	<i>MBA Association</i> Vice President, Recording Secretary, Treasure, Commemorative Events Chairman

### AWARDS

**2014-2016 Graduate Business Scholarships:** Anna B. Sprangler Memorial, Dr. Alma Adams  
**2005-2010 Business Management Scholarship:** CWIT, Franklin G. Adams, American Management Society (AMS), Future Business



# Erika Explorer

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## EDUCATION

La Salle University, Philadelphia, PA

**Bachelor of Arts**

Expected May 20XX

Major: **Communication**; Concentration: **Public Relations**

- GPA: **3.74** (Major); 3.65 (Overall)
- Awards: Founder's Scholarship, Dean's List Fall 20XX – Spring 20XX

## RELEVANT EXPERIENCE

**Media Company, Inc.**, Philadelphia, PA

*Public Relations Intern*

Sept. 20XX – May 20XX

- Assisted in event preparation, registration and 'day-of' logistics for four signature events, each drawing close to 2,000 attendees
- Updated company Twitter handle (5-10 tweets per week), using Google Analytics to monitor performance
- Increased Twitter followers by 40% in 1 year

**La Salle University Students' Government Association**, Philadelphia, PA

*Vice President of Publicity*

Sept. 20XX – Sept. 20XX

- Increased membership of SGA by 25% through new media and recruitment campaign
- Created and publicized first ever Student Appreciation Day for student body of 7,000

## WORK EXPERIENCE

**La Salle University Office of Financial Aid**, Philadelphia, PA

*Office Assistant*

Sept. 20XX – Present

- Organize office documents; process checks into Banner Software System
- Provide a high level of confidentiality due to services offered in Financial Aid

## LEADERSHIP & ACTIVITIES

Student Volunteer Association, *Membership Chair*

Fall 20XX – Present

- Promote involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members
- Increased membership by 20% in 1 year

African American Student Alliance, *President* (Spring 20XX-Present), *Member*

Fall 20XX – Present

- Preside over meetings and liaise with the La Salle community in order to promote diversity and unity among peers
- Coordinate annual MLK Day Event with an approximate attendance of 150+ patrons, which includes securing lecturers, hiring vendors, and overseeing event set-up and break-down

Christmas Wrapping for Kids, *Volunteer*

Winter 20XX & 20XX (Seasonal)

Susan G. Komen Race for the Cure, *Volunteer*

Fall & Spring 20XX

## SKILLS

**Computer:** Microsoft Office (Word, Excel, PowerPoint, Publisher), Google Analytics, Google AdWords

**Language:** Bilingual in English and Spanish

(La Salle University, 2015)

## References

*3 Dos & Don'ts for Your Awards Section in Your Resume* (2016). *Live Career*. Retrieved from: <https://www.livecareer.com/resume-tips/resume-components/honors-awards>

*Career Guide* (Seventh Edition) (2014). Cal State Fullerton Career Center. California State University, Fullerton.

*Job Outlook 2016: Attributes employers want to see on new college graduates' resumes*. National Association of Colleges and Employers. Retrieved from: <http://www.nacweb.org/s11182015/employers-look-for-in-new-hires.aspx>

La Salle University (2015) Career and Employment Services. Retrieved from: <http://studentaffairs.lasalle.edu/career/students/job-search-guides/>

*Simple Resume Writing Instructions* (2016) Retrieved from: <http://www.simple-resume-writing-instructions.com/optional-resume-sections.html> I

*WikiHow to Mention Relevant Coursework in a Resume*. WikiHow. Retrieved from: <http://www.wikihow.com/Mention-Relevant-Coursework-in-a-Resume>