

RESUME WRITING GUIDELINES

Resumes

A resume is a marketing tool designed to get you an interview. It highlights your skills and competencies and is formatted in a clear and concise manner. It should demonstrate your ability to communicate professionally. Information included in your resume should stimulate questions and interest at the interview. A resume is not a narrative of your life story. It is a snapshot of your qualifications and experiences aimed at a specific audience. Employers typically spend 15 seconds scanning your resume before they decide if it gets a thorough reading. A resume is an employer's first impression of you; therefore, it must be accurate, attractive and thought-provoking.

A CMC/FreemanLink Approved Resume

To market you best to employers, the CMC has a few guidelines to follow to ensure an approved resume:

1. Unless you have extensive work experience, keep your resume to one page.
2. List Tulane University and the A. B. Freeman School of Business first in your EDUCATION section of your resume. See sample resume.
3. When listing your Freeman and/or major GPA, you must include the number of courses that have been calculated for that GPA and list your cumulative GPA. You must have completed at least 3 courses to list your Freeman and/or major GPA. Example: Finance GPA: 3.5 (5 courses), Cumulative GPA: 3.4

Resume Tips

- Be sure to highlight the following information: schools attended, degrees received, employer names, and your job titles
- Target your resume to specific jobs, industries, or audiences
- Begin accomplishment statements with action verbs
- Quantify results (numbers, percentages, dollars) e.g., created efficiencies which resulted in a savings of over \$3000, increased revenues by 26%, decreased expenditures by 30 %
- Make sure you use a professional email; don't include your PartyGirl@aol email address
- List all awards, honors, and other recognition received for your achievements
- Be sure the look of the resume is aesthetically pleasing (centered on the page, easy-to-read font, appropriate spacing, use of bullets in job descriptions)
- Proofread! Proofread! Proofread! –then have someone else proofread it again!

Resume Don'ts

- Use first person - it is YOUR resume, so the "I" is understood
- Exaggerate, you will be asked about your accomplishments in an interview
- Use unusual/colored paper, photographs or hard to read fonts.
- Include personal data such as age, height, marital status.

Preparing Your Resume for the Internet or Email

Because e-mail is the way most people send letters and documents, you must be prepared to send your materials in a way that employers can access easily and without fear of viruses. Many employers can only accept resumes in certain formats. The most commonly accepted formats are MS Word or Adobe. If you submit your resume via e-mail, or post it directly to a resume database via an e-form, ASCII Plain Text is the most common and widely used method.

Name (14 pt. font)

Current Address
Street Address
City, State Zip
Telephone Number

Email address

Permanent Address
Street Address
City, State, Zip
Telephone Number

OBJECTIVE: (optional)

One or two concise, easy-to-read statements focusing on the position you are seeking, Tell the company what you are looking to do for them, not what you want them to do for you.

Stay away from objectives such as: “Growth-oriented position in an innovative, friendly environment utilizing my skills and abilities while contributing to the organization...”

EDUCATION:

List degrees or universities attended in reverse chronological order, with the highest level degree listed first; high school is not typically included. For students with extended experience, student organization involvement will also be in this section.

Most employers expect to see at least a cumulative GPA. If your GPA is not listed on your resume, it is assumed to be below a 3.0. If you list your major and/or Freeman GPA, you must include your cumulative GPA. **Your major and/or Freeman GPA may only be listed once you have completed at least three courses in either your major or in the business school.**

You might include a RELEVANT COURSEWORK section here to highlight special courses taken used to identify skills and interest areas not traditionally reflected in a given major or minor. Examples of coursework to include are Burkenroad Reports, Darwin Fenner Student Managed Fund, and projects completed in marketing courses

HONORS: Include any honors, awards, scholarships, etc. Examples include Dean’s List, Eagle Scout, athletic awards

EXPERIENCE:

- Reverse chronological order is what readers expect, but if you have a mixture of experiences, you can break this into two major categories, such as RELATED EXPERIENCE and OTHER EXPERIENCE.
- Give details of your **accomplishments and responsibilities** rather than a general list of duties. Specific results make stronger statements; think of these 2 questions: how did the company benefit from having you as an employee? and what did you learn/experience/accomplish that will be useful in the position you are seeking?
- Start each phrase with an action verb. See action verb list.
- Consolidate information when possible; avoid repetitive words and phrases, and use bullet points.

ACTIVITIES:

List the most relevant activities and offices held. These are not limited to on-campus activities. If you have more activities experience than work experience, give descriptions of the responsibilities and accomplishments within the groups. This is particularly effective for students without work or internship experience.

SKILLS or ADDITIONAL INFORMATION

These typically include languages and computer programs. Be sure to specify at what level you can speak each language (working knowledge, fluent or proficient). List each computer program individually; E-mail and Internet usage knowledge is assumed. You should also group CERTIFICATIONS in this section.

REFERENCES:

Do not list references on your resume. Include a separate sheet for references. Do not write “References Available Upon Request” on your resume; simply include them with your resume.

Always seek prior approval from individuals you plan to list as references.

Three to five professional references will suffice.

MORGAN SULLIVAN

Current Address
7 McAlister Drive, Apt #1
New Orleans, LA 70118
(504) 555-5555

msulli3@college.edu

Permanent Address
456 Main Street
Hastings, MN 55555
(651) 555-1111

EDUCATION

Tulane University, A. B. Freeman School of Business
Bachelor of Science in Management

New Orleans, LA
May 2009

Major: Finance

Overall GPA: 3.6; Freeman GPA: 3.8 (4 courses)

HONORS: Dean's List, 4 semesters; Alpha Beta Psi Honors Fraternity, August 2007- Present

Coursework includes:

Burkenroad Reports, Research Equity Analyst (*currently enrolled*)

- Participating in a nationally recognized securities research program.
- Interview management, conduct industry and business analyses, and produce cash flow and earning models as a member of three-student team.
- Publish an investment research report on Company XYZ (Stock Index / Market-Nasdaq, NYSE, AMEX), based on our findings, which will be presented at the annual conference in April.

Darwin Fenner Student Managed Fund, Stock Analyst, Spring 2008

- One of 18 BSM students selected by the faculty to participate in this honors seminar.
- Required critical examination of recent top academic research on equity investing, portfolio performance evaluation, and investing \$250,000 in S&P 500 stocks that will be held for four years.
- Three-student teams each analyze one sector to identify potential stock investments.

ICADE, Universidad Pontificia Comillas, Abroad Program

Madrid, Spain

Coursework: International Finance and International Management

June - July 2007

LEADERSHIP EXPERIENCE

Freeman Student Government

Fall 2007 – Present

Vice President, 2008-2009

- Elected by fellow students to provide leadership to the entire Freeman student body
- Ensure the FSG participates in community service and volunteer opportunities in the community

Junior Class Representative, 2007-2008

- Elected to serve as liaison between the BSM Juniors and the executive board of student government
- Created, organized, and managed a fund raising event that raised over \$2500

Kappa Kappa Sigma Sorority

January 2006-Present

Social Committee Chairperson, Spring 2007

- Developed and organized four events, each attended by over one hundred people
- Created marketing campaigns that increased event attendance by 32%
- Delegated tasks to a committee of twelve sorority members

Service Committee Member, Fall 2006

- Promoted participation in several community service projects, including Habitat for Humanity, Learn to Read, Project Hope, and Neighborhood Renaissance
- Assisted in updating the committee's marketing plan to increase member participation

SKILLS

Proficient with Microsoft Word, PowerPoint, Excel, PageMaker, Quark Express, PhotoShop
Conversational Spanish, Basic French

Robert J. Hernandez
1254 Oak Street
New Orleans, LA 70118
Home: 504-888-8888, Cell: 504-222-2222
Email: ghernandez2@university.net

OBJECTIVE

To apply skills gained through coursework and experience to the field of sports marketing.

EDUCATION

Tulane University, A. B. Freeman School of Business New Orleans, LA
Bachelor of Science in Management May 2010
Majors: Marketing and Management
Overall GPA: 3.2
Independently financing 60% of college tuition

EXPERIENCE

National Football League New York, NY
NFL International Department Intern July 2008

- Researched South American business landscape for development of sponsorship strategy
- Developed a PowerPoint presentation for Tecate Beer/NFL International marketing campaign
- Assisted four professionals with office tasks

Ruth's Chris Steakhouse New Orleans, LA
Service Host August 2007 - Present

- Maintain an upscale dining experience for guests by providing superior customer service
- Effectively organize service station to ensure guest requests are satisfied in a timely manner
- Selected to train new service team members; Awarded Trainer of the Quarter, March 2008
- Awarded for marketing new menu item, with 27% of individual sales receipts including the item during the first month of availability

English Turn Golf Course New Orleans, LA
Service Attendant June 2006 - July 2007

- Sold beverages and snacks along the course by driving a vendor cart wherever players were located
- Maintained a well-stocked cart to ensure highest possible sales levels

ACTIVITIES

Sugar Bowl Host Committee New Orleans, LA
Volunteer January 2008

- Assisted Marketing Department in promoting special events the weekend of the game
- Provided effective crowd control during player autograph signing sessions
- Served as a translator (Spanish/English) for V.I.P. guests

SKILLS and INTERESTS

Proficient with Microsoft Word, PowerPoint, Excel, PageMaker, Quark Express, PhotoShop
Ability to speak Spanish fluently
Participant in Hospitality Flag Football League and school-sponsored golf tournaments

KAMERON O'CONNOR

Local Address

123 College Street
New Orleans, LA 70118
(504) 000-0000

EMills@com.net

Permanent Address

123 Home Street
Houston, TX 77071
(713) 000-0000

EDUCATION

Tulane University, A. B. Freeman School of Business

New Orleans, LA

Master of Finance

May 2009

COURSEWORK: Financial Modeling, Corporate Financial Policy, Financial Markets

GPA: 3.8 (4 courses)

Graduate Finance Club Member, Toastmasters International Group Member

Bachelor of Science in Management, *Summa Cum Laude*

May 2008

Majors: Finance and Accounting

Freeman GPA: 3.9 (10 courses); Cumulative GPA: 3.4

COURSEWORK INCLUDED:

Darwin Fenner Student Managed Fund, Spring 2008

One of 18 students selected by the faculty to participate in an honors seminar consisting of a critical examination of recent top academic research on equity investing, portfolio performance evaluation, and the investment of \$250,000 in S&P 500 stocks that will be held for four years. Three-student teams each analyze one sector to identify potential stock investments.

WORK EXPERIENCE

Beltway Financial Management Services

Houston, TX

Finance Intern

Summer 2007

- Assisted a team of six consultants in evaluating existing finance programs used by clients
- Prepared detailed reports containing financial ratios and financial statements' analysis for each client
- Devised final program proposals and interacted with financial institutions to determine loan values

Merrill Lynch

Houston, TX

Intern

Summer 2006

- Assisted with the preparation and filing of federal, state, and local tax returns for over 300 legal entities
- Reviewed information document requests with local and federal auditors
- Created and analyzed proofs and compiled annual projections of tax liabilities

Tulane University, Office of Admissions

New Orleans, LA

Student Worker

September 2006 – May 2007

- Greeted prospective students and answered questions about both the school and the application process
- Lead campus tours for applicants and their parents

LEADERSHIP EXPERIENCE

Freeman Student Government Association

September 2006 – May 2008

Treasurer, 2007 - 2008

- Elected by business school students to manage the annual budget of the association
- Appropriated funds for six student events from a budget of \$35,000

SKILLS and CERTIFICATIONS

Microsoft Certified in PowerPoint, Excel, and Word; Knowledge of Paradox, QuatroPro, Visual Basic
Bloomberg Certified

TAYLOR SHULTZ

Current Address
7 McAlister Drive, Apt #1
New Orleans, LA 70118
(504) 555-5555

msulli3@college.edu

Permanent Address
456 Main Street
Hastings, MN 55555
(651) 555-1111

EDUCATION

Tulane University, A. B. Freeman School of Business
Master of Accounting

New Orleans, LA
May 2010

Upon graduation eligible to sit for the CPA exam in the state of ???

Bachelor of Science in Management

May 2010

Major: Finance

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HONORS: Dean's List, 4 semesters; Alpha Beta Psi Honors Fraternity, August 2007- Present

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Proficient with Microsoft Word, PowerPoint, Excel, PageMaker, Quark Express, PhotoShop
Conversational Spanish, Basic French

ACTION VERBS

Management Skills

administered
analyzed
assigned
attained
chaired
consolidated
contracted
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication Skills

addressed
arbitrated
arranged
authored
collaborated
convinced
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced
interpreted
lectured
mediated
moderated
negotiated
persuaded

Communication

articulated
promoted
publicized
reconciled
recruited
spoke
translated
wrote

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired
solved
upgraded

Teaching Skills

adapted
advised
clarified
coached
communicated
coordinated
demystified
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
instructed
persuaded
set goals
stimulated
trained

Financial Skills

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
planned
projected
researched

Creative Skills

acted
conceptualized
created
customized
designed
developed
directed
established

Creative Skills

facilitated
fashioned
founded
illustrated
initiated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Helping Skills

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized
guided
motivated
referred
rehabilitated
represented

Clerical or Detail Skills

approved
arranged
catalogued
classified
collected
compiled
dispatched
executed
generated
implemented
inspected
monitored
operated

Clerical or Detail Skills

reviewed
organized
prepared
processed
purchased
recorded
retrieved
screened
specified
systematized
tabulated
validated

More Verbs for Accomplishments

achieved
expanded
improved
pioneered
reduced (losses)
resolved (problems)
restored
spearheaded
transformed

SYNONYMS

Ability

Aptitude
capability
competence
knowledge
proficiency
qualifications
skillfulness

Assist

expedite
maintain
promote
cooperate
dispatch

Authority

charter
command
control
domain
field
in charge of
jurisdiction
scope

Authorize

delegate
empower
endow
entitle
invest
qualify

Business

affair
concern
interest
matter
negotiations
pursuit
transactions
undertaking
venture

Achieve

accomplish
effect
execute
fulfill
produce
realize
resolve

Continue

adhere to
keep up
persevere
persist
remain
resume

Cooperate

collaborate
contribute to
maintain
support
sustain

Carry Out

accomplish
achieve
assume
attain
discharge
execute
exercise
fulfill
perform
pursue
undertake

Company

concern
cooperation
enterprise
establishment
firm
institution
organization

Develop

bring about
build
cause
construct
create
derive
design
devise
effect
form
generate
give rise to
make
organize
originate
prepare
promote
result in
sponsor
synthesize

Earn

advance
better
exceed
excel
merit
progress
surpass

Effective

dynamic
forceful
influential
potent
productive
strong
valid
vigorous

Action

method
operation
procedure

Emphasis

accentuate
feature
stress

Get As A Result

obtain
secure

Implement

administer
enforce
execute
perform
put into effect

Importance

distinction
essential
salience
significant

Job

appointment
calling
capacity
career
footing
occupation
position
post
profession
situation
status

Manage

administer
check
conduct
deal with
designate
direct
engage in
execute
handle
operate
oversee
take charge of

Participate

collaborate
combine
contribute
coordinate

INDUSTRY RELATED WORD LIST

Investment Banking

private equity
venture capital
Corporate finance
project finance
valuation
financial analysis
forecasting
competition analysis
country and risk analysis
CFA

Commercial Banking

lending
banking
credit analysis
financial services
leasing
financial statement analysis
sales
cash flow analysis
risk analysis

Financial Analysis

pro forma analysis
profit and loss statement
accounting
NPV
IRR
income statement
cash and fluid analysis
variance analysis

Accounting

accounting
audit
tax
finance
accounting software
CPA

Strategic Planning

strategic planning
business plan
multi-tasking
regression analysis
statistical analysis
risk analysis
pro forma analysis

Consultant

Leadership
Re-engineering techniques
systems professional
strategic planning
case research methods
SAP
BAAN
Peoplesoft

MIS

data modeling
relational databases
names of technology
Internet
documentation

Marketing

market analysis
product placement
data analysis
strategic planning
multi-tasking
promotions
marketing research
database marketing
statistical skills
communication skills

Brand Management

brand manager
product manager
consumer goods
packaged goods
sales promotion
marketing
advertising
type of industry (i.e. placement)
multi-tasking

General Management Skills

leadership
budget
quality
corporate strategy
development
skill pool planning
enterprise resource planning
project management
regression analysis
root cause analysis
risk analysis
communication skills

