

# SAMPLE RESUME

BBA JUNIOR 1

Street Address • City, STATE, Zip  
uniqname@umich.edu • 999.999.9999 2

15 - 25%

## EDUCATION

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

3 Bachelor of Business Administration, April 2017

- Emphases in Marketing and Strategy 4
- GPA: 3.64/4.00
- Recipient of Ross School of Business Smith Family Scholarship
- Selected to study Global Strategy in Beijing, China, May 2015
- Brother, Alpha Kappa Psi Professional Business Fraternity
- Marketing Chair, Michigan Business Women and Member, Marketing Club

6 College of Literature, Science, and the Arts

- GPA: 3.75/4.00
- Awarded William J. Branstrom Freshman Prize for ranking in top 5% of class, 2013-14

60 - 70%

## EXPERIENCE

Summer 2015

7

### ONLINEJOBS.COM

8

Chicago, IL

#### Consumer Marketing Intern

- Wrote 40 articles using internet research and search engine optimization techniques to drive traffic to website, receiving 27,000 page views in 4 months
- Positioned articles toward targeted audiences by utilizing psychographic segmentation techniques, generating 50% increase in average time spent on-site 9
- 10 • Partnered with team launching Facebook application to raise awareness and strengthen brand relevancy through consumer outreach and reader-focused content, landing 5,000 daily viewers
- Analyzed Facebook advertising effort and content by assessing effectiveness of media mix and generating consumer interest report, leading to accurate consumer preference model used by Marketing Manager to create future media plan

2014-2015

Part-time

11

### AIESEC MICHIGAN

Ann Arbor, MI

#### Vice President, Talent Management

- Created local team focused on member development for world's largest student international internship exchange organization; team strategy was adopted nationwide as model for member development
- Implemented mentor program and standardized training for new members, resulting in 10% increase in retention and error-free transition of materials and best practices to new leaders
- Led strategic planning discussions and initiatives for 5-member executive committee, improving collaboration among teams and increasing opportunities for member involvement 12

2013-2014

Part-time

### MICHIGAN COMMUNITY SCHOLARS PROGRAM

13

Ann Arbor, MI

#### Peer Advisor for Community Service

- Collaborated with team of 11 peers to create and deliver 15 community service events to strengthen local ties and encourage social responsibility, solidifying 5 new partnerships
- Summarized and distributed meeting minutes through social media venues to increase student involvement, growing participation by 20% and obtaining feedback on programming initiatives

2013-2014

Summers

14

### EDDIE BAUER

Chicago, IL

#### Sales Associate

- Interacted with up to 25 customers daily, sharing product knowledge and personal advice to maintain top sales figures, selling \$5,000 of merchandise in one day and breaking merchandise day-sale record 8 times
- Managed complaints and customer discrepancies and conferred with sales managers to resolve problems, leading to increased customer satisfaction
- Prepared seasonal displays, designing store layout and item placement, driving sales for fall and winter seasons and receiving recognition from Regional Manager

10 - 15%

## ADDITIONAL

16

- Self-finance 25% of University of Michigan out-of-state tuition 15
- Conversant in Spanish
- Enjoy cross-country skiing, music festivals, and giving impromptu salsa lessons
- Math tutor for Ann Arbor middle school student, 2013-present

## RESUME FLASH POINTS

1. If you are called by a name that is not a derivative of your formal name, include it in parentheses after your first name.
2. Include your phone number (or Skype, if out of country).
3. Spell out degree and include graduation date.
4. Differentiate Emphases (plural) vs. Emphasis (singular).
5. Include cumulative GPA if 3.0 or higher.
6. It's fine to 'round' your GPA to one or two decimal points (usually two).
7. Put experiences in reverse chronological order. Allocate more bullet points to your more significant roles.
8. Use numerals for numbers (except for zero and one), but be consistent within a phrase; e.g., one to five people.
9. Use ACR (Action, Context, Result) for Experience bullets.
10. Choose strong action verbs to convey transferable skills.
11. Indicate Summer or Part-time.
12. Use the context (ACR) to describe how you were able to carry out the action, the circumstances under which you did the action, and/or why you did the action.
13. Each Experience bullet is 2-3 lines and the final line fills at least 50% of the space.
14. Quantify results where possible; otherwise qualitative is okay. Identify the value you created.
15. Include specific, unique skills, interests, and experiences to make yourself memorable.
16. Resume fills at least two-thirds of page.