

# John Doe

526 N 625 W ■ Provo, UT 84601  
(555) 555-5555 ■ johndoe@gmail.com

## EDUCATION

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Brigham Young University Provo, UT  
Master of Science, Accounting; Bachelor of Science, Accounting Apr 2012

- GPA: 3.81/4.00 ACT: 28/36 (90<sup>th</sup> percentile)
- CFA Level 1 candidate
- Invited to the Golden Key International Honour Society (top 15% of class)
- Member: Collegiate Entrepreneurs Organization, Management Consulting Club, Triathlon Club
- Scholarships: CFA Institute (chosen by CFA faculty), Brigham Young (merit-based), Lewis Kingsley (merit-based)

BYU Jerusalem Center for Near Eastern Studies Jerusalem, Israel  
Studied politics, Arabic, Near Eastern history, and religion Apr 2009

- Four-month study abroad program in Israel, Jordan, and Egypt

## EXPERIENCE

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J.P. Morgan Provo, UT  
*Alternative Investments Analyst* Sept 2010-Present

- Selected as team lead for group of five in the most competitive on-campus finance internship at BYU
- Led and directed team meetings and liaised with Head of Alternative Investments in Asia on a weekly basis
- Presented 16-page PIB to JPM Singapore office on private equity and hedge fund opportunities in the Middle East
- Worked closely with team to create 60-page pitch book on PE and HF investing in the BRICs and the Middle East

The Capital Group Companies Los Angeles, CA  
*Private Equity Analyst* May 2010-Aug 2010

- Valued 14 investments using discounted cash flows, comparables, and multiples methods for quarterly report sent to LPs
- Determined value of \$79 million put option used to strategically exit from a previous investment
- Calculated fund performance metrics used in the Chairman's letter of the annual report
- Received offer to return to the Private Equity team full-time (first undergraduate to receive a full-time offer)

Engineering and Technology Startup Provo, UT  
*Vice President, Finance* Sept 2009-May 2010

- Led capital-raising initiative by pitching to venture capitalists, angel investors, and other organizations, raising \$38,000
- Developed detailed cost analysis system in Excel to forecast expenses and manage project costs (~\$100k budget)
- Implemented internal financial reporting procedures and approved \$10,000 of organizational expenses each month

The Crepe Escape Provo, UT  
*Co-Founder and Partner* Apr 2009-Sept 2009

- Established relationships with suppliers and lessors, negotiating product pricing and lease terms
- Exceeded revenue forecasts, allowing partners to realize 30% IRR
- Expanded business model to include catering and special events, increasing profit from \$29 p/ hour to \$46 p/hour

## SERVICE

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The Church of Jesus Christ of Latter-Day Saints Osorno, Chile  
*Volunteer Missionary* May 2005-May 2007

- Maintained 80+ hour work week for two years, teaching Christian principles to hundreds of families and individuals
- Supervised, motivated, and trained 160 other missionaries in communication, conflict-resolution, and leadership skills

Marriott Undergraduate Student Association Provo, UT  
*Internal Director* Apr 2010-Present

- Create standardized resume format and compile undergraduate resume book for consideration of school-wide application
- Collaborate with Dean to create on-campus recruiting feedback system to collect data from firms after student interviews

## PERSONAL

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- 5x triathlon finisher; 2x Ironman 70.3 finisher (5<sup>th</sup> place finish in age division in 2009 Utah Half Ironman)
- Fluent in Spanish (reading, writing and speaking)
- Earned Eagle Scout award
- 1<sup>st</sup> place finish with partner in 2010 BYU sales and trading competition (140 participants)

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## EDUCATION

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- Brigham Young University - Marriott School of Management Provo, UT  
(anticipated April 2011)  
*Bachelor of Science, Accounting; Minor, Sociology*
- 3.91 / 4.0 GPA
  - 750 GMAT; 33 ACT (1500 SAT equivalent)
  - *Heritage Scholarship* recipient: 4-Year, Full Tuition (merit based)
  - Phi Kappa Phi (top 7.5% of collegiate class), Beta Gamma Sigma (top 7% of business school), Capital Markets Club

## EXPERIENCE

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- WTAS, LLC San Francisco, CA  
June 2010 – Aug 2010  
*Valuation Intern*
- Valued corporations and LLCs for 409A, purchase price allocation, tax code, and fair value accounting purposes
  - Performed due diligence as well as workforce, brand name, and relief-from-royalty valuations for a Fortune 500 PPA
  - Wrote VBA programs to automate the online collection of economic data and implied volatilities for market comps leading to significant increases in staff productivity for all future market multiple valuations

- Beneficial Financial Group Provo, UT  
Jan 2010 – Apr 2010  
*Financial Analyst Intern*
- Analyzed financial stability and outlook of firm's bond issuers (e.g. Charles Schwab, Tyson Foods)
  - Created in-depth reports scrutinizing financials, debt ratios, industry performance, and pending litigation
  - Formulated buy, sell, or hold recommendations for \$2 to \$4 million dollar positions and presented analysis to the Chief Investment Officer and Credit Committee

- Mindshare Technologies Salt Lake City, UT  
July 2008 – Aug 2008  
*Product and Vendor Analyst Intern*
- Tested and analyzed customer feedback strategies to increase completion rates for this Inc. 500 company
  - Performed industry research and customer profiling that helped generate incremental revenues

## LEADERSHIP

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- Marriott School Undergraduate Student Association Provo, UT  
May 2010 – Present  
*MUSA Student Council President*
- Founded the MUSA Student Council in order to groom future leaders and promote business school awareness
  - Created the curriculum, taught the class, and graded the 30 council members throughout my senior year
  - Leveraged campus-wide relationships to promote the MUSA opening social raising attendance by 200% (1,500 attendees)

- BYU International Development Team Chimaltenango, Guatemala  
Jan 2009 – July 2009  
*Consultant / Specialist*
- Consulted international NGOs on in-country financial accountability and post-project evaluation strategies
  - Provided unique solutions to a decade-old accountability problem increasing the utility of hundreds of adobe stoves
  - Worked alongside NGOs and grassroots organizations (e.g. CHOICE Int., Habitat for Humanity) on various projects including micro-financial ventures, orphanage operations, and home building

- The Church of Jesus Christ of Latter-day Saints Pittsburgh, PA  
July 2006 – July 2008  
*Volunteer Representative*
- Worked 12 hours a day, 7 days a week, teaching moral and ethical values to families for two years
  - Conducted regional conferences and one-on-one training sessions leading to increases in volunteer success rates
  - Lead and supervised 140 volunteers while serving as the Assistant to the President for 5 months

## PERSONAL

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- Achievements
- *Utah Sterling Scholar in Mathematics* (only a few dozen chosen from over 15,000 students); Eagle Scout
  - 1<sup>st</sup> place finish, BYU's Annual Equity Trading Competition (60 teams participating)
  - Voted *Best Presenter* in management communications class; BYU Competitive Presentation Team faculty nominee

### Skills / Interests

- Proficient in Excel/VBA programming language; Advanced writing and editing skills
- Poetry, song-writing, guitar, body surfing, college basketball, camping

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## EDUCATION

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Brigham Young University Apr 2011  
Bachelor of Science, Business Management, Emphasis in Entrepreneurship Provo, UT

- GPA 3.6/4.0
- Earned a 27 on the ACT
- Enrolled in the BYU Marriott School of Management
- Future MBA student
- Relevant Coursework: Managerial Economics and Strategy, Operations Management, Marketing, Business Management, Business Communications, Finance, Accounting, Information Systems (including PowerPoint, Excel, and Access)

## EXPERIENCE

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Huron Consulting Group June-Aug 2010  
Intern New York City, NY

- Worked on the Strategy Team analyzing legal spend and found ways to improve cost-management
- Received direction from Huron leadership and was able to perform and expound upon necessary tasks
- Analyzed and organized legal matters for a Fortune 5 company
- Helped implement document management system for a Fortune 10 company by generating and organizing necessary reports; performed work for other Fortune 500 companies

APX Alarm Security Solutions Nov 2008-Sep 2009  
Sales Representative St. Louis, MO

- Finished in the top 10% of 2,000 company employees for sales quality and production
- Earned sales awards from corporate leaders for leading the office in sales over 80% of the summer
- Developed leadership skills that positively motivated peer sales representatives
- Built successful referral system through customer relation skills

Lawn Care Business 2000-2004  
Mowing and Edging Service Company Founder and Owner Eagle, ID

- Maintained grounds and property
- Increased clientele through effective advertising and networking

## LEADERSHIP

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Marriott Undergraduate Student Association April 2009 – Present  
Director of Social Life Provo, UT

- Directed and planned the affairs of the Marriot School of Management's events
- Delegated responsibilities in order to involve other students and plan for school activities more efficiently
- Coordinated with other student associations to reach as many students as possible and raise awareness of future events

Jr. Jazz Association/Parks Sports Nov 2009 – Present  
Head Coach Provo, UT

- Led 7<sup>th</sup> and 8<sup>th</sup> grade boys basketball and football team to a winning season
- Implemented a variety of coaching techniques to help players gain important skills
- Instilled the enthusiasm for championship basketball and football while emphasizing the value of sportsmanship

The Church of Jesus Christ of Latter-day Saints Sep 2006 – Sep 2008  
Full-time Volunteer Representative & Leader Charlotte, NC

- Chosen to lead in seven of eight cities and regions where I served
- By special assignment from the President, traveled the mission to train all other missionaries in all aspects of missionary work
- Conducted weekly district meetings as well as regional skills training sessions

## PERSONAL

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- Lettered twice in high school Basketball and Football
- Contributed to high school basketball team's Idaho 5A top five ranking
- Achieved the rank of Eagle Scout
- Hit team winning homerun in university intramural softball championship
- Enjoy my Arabian horses for back-country riding and participation in all sports

# John Doe

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## Education

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Brigham Young University, Marriott School of Management Provo, UT  
B. S., Business Management: Finance Dec 2011

Minor in Chemistry

- Finance Core GPA: 4.00/4.00 ; Cumulative GPA: 3.75/4.00
- President of the Black Student Union; Member of the BYU Investment Banking Club
- Bloomberg Terminal Certified (Equities and Fixed Income)
- Relevant Coursework: Investments, Corporate Finance, Advanced Financial Management

## Awards & Recognitions

- National Gabonese Scholarship, BYU Merit-based Academic Scholarship (half-tuition)
- Received the International Baccalaureate at age 15

## Experience

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J.P. Morgan Provo, UT  
*Fall Analyst Extern* Sep – Dec 2010

- Extensive use of Bloomberg to analyze PE and Hedge Funds in Russia
- Prepared 15+ pages pitch books and made recommendations on possible investment strategies
- Performed a comparative analysis of Real Estate investments (incl. derivatives) in the US and Hong Kong
- Reported directly to the Head of Alternative Investments-Asia via conference call

Ecobank Gabon Libreville, Gabon  
*Summer Corporate Banking Analyst* Jul – Aug 2010

- Analyzed multinational corporations for 1 billion XAF (\$2M) revolving credit facilities
- Performed a profitability analysis for high-growth start-up that was presented to the MD
- Received an offer to go back on the team the following year

BYU Private Equity Case Competition Provo, UT  
*2<sup>nd</sup> place of 20 teams* Feb – Apr 2010

- Built complete \$1.2 billion LBO model with 5.5x Debt/EBITDA returning a 32.5% IRR over five years on base case; also, added an optional dividend recap in year 3
- Prepared a 35-page buyout pitch book and presented to a professional PE panel
- Cooperated on the model with Vice-presidents from Bain Capital and Sorenson Capital

The Church of Jesus Christ of Latter-day Saints Chicago, IL  
*Full-Time Volunteer Missionary* Jan 2008 – Jan 2010

- Taught welfare-improvement principles to more than 100 individuals
- Contacted more than 1000 people, working 80+ hours/week
- Led the efforts of 20 other missionaries for one year, analyzed their weekly reports, and trained them every 6 weeks to help them be more productive
- Provided service to the community, including cooperation with local charities

## Other Training and Interests

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Private Equity Prep L.C. Provo, UT  
*Advanced Financial Modeling Class* Apr 2010

- Built extensive Earnings model for \$16.4 billion EV corporation, comprehensive DCF model, and public & acquisition comps model
- Prepared extensive M&A model, \$29.1 billion LBO model, and Venture model with 5 financing rounds (including Founder's and Angel)

## Other

- CFA Level I Candidate, June 2011
- Bloomberg Terminal Certified (Equities and Fixed Income)
- Languages: French, native; English, fluent; Spanish, proficient
- Enjoy playing Jazz Piano, Manchester United, hiking, camping, and traveling

# John Doe

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## EDUCATION

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Brigham Young University, Marriott School of Management Provo, UT  
*Bachelor of Science, Finance Emphasis* Apr 2012

- Major GPA: 4.0/4.0; Cumulative GPA: 3.9/4.0
- Dean's List, International Honor Roll for academic excellence in all four semesters
- Full tuition scholarship from the Marigold N. Saunders Academic Scholarship (merit based)
- Vice President, Vietnamese Students Association; Member, Investment Banking Club
- Relevant Coursework: Investment Management Academy, Capital Markets Academy, Advance Financial Management; Investments; Corporate Financial Reporting; Money, Banking, & Business; Principles of Accounting; Introduction to Management Information Systems

Hope Christian Academy Shelby, NC  
*Exchange Program* 2007 - 2008

- GPA: 4.6/5.0
- Valedictorian

## EXPERIENCE

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J.P. Morgan – Alternative Investments Provo, UT  
*On-campus Intern* Jan 2011 - present

- Analyze hedge funds and private equity fund strategies using Bloomberg
- Research specific hedge fund strategies in order to construct a portfolio with optimal Sharpe ratio
- Receive direct training from Joseph Pacini, VP and head of JP Morgan's Alternative Investment in Asia

Marriot School of Management, Finance Department Provo, UT  
*Teaching Assistant for Advanced Finance* Jan 2011- present

- Assist the professor preparing teaching materials and managing students' records
- Dedicate 2 hours or more per week to help students with daily homework and assignments
- Instruct students during 5 computer labs and hold 2 exam review sessions in a semester

BYU Broadcasting Provo, UT  
*Production Reporting Assistant* Dec 2010 - present

- Launched a new accounting system that includes 500 head accounts and 202 projects
- Process receipts and salary payments; reconcile the differences between projections and real payment
- Maintain a solid record of employees' work orders and status of projects

## SERVICE

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Vietnamese Student Association Provo, UT  
*Vice President* 2009-present

- Design flyers and advertisements for the club's activities; raised \$1859 in club funds
- Attracted 50 new members to the club in one semester; organized opening social and monthly activities
- Prepare budget and update club information on Facebook

SOS Village for Orphans Hanoi, VN  
*Youth Leader* Summer 2008

- Supervised 30 pupils in an education program
- Helped 4 pupils pass secondary school entrance exam
- Initiated a collection of more than 200 books for the orphans

## ADDITIONAL INFORMATION

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- Computer Skills: Microsoft Office (Excel, PowerPoint, Word, Access), VBA
- Fluent in Vietnamese, English, and Chinese (Mandarin)
- Bloomberg Essentials Certified Candidate, April 2011; CFA Level I Candidate, June 2011
- Interests: languages, travelling, soccer, basketball, playing chess, swimming, and cooking

# John Doe

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## EDUCATION

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Bachelor of Science, Information Systems 04/2012  
Brigham Young University Provo, UT

- 3.35 GPA
- SAT Reading/Math/Writing: 800/700/660
- Member of Association for Systems Management, Marriott Undergraduate Student Association, Investment Banking Club

## EXPERIENCE

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Leadership Council, Marriott Undergraduate Student Association 01/2011 - present  
Brigham Young University, Provo, UT

- Expand scope of MUSA website from a single purpose webpage to a one-stop internship & networking resource for 2,000 undergraduates at the Marriott School
- Work with a team of 7 to promote the website, raising viewership from 150 to 330 weekly views in a month
- Organized and promoted 5 events, each with over 90% turnout, to raise undergraduates students' awareness of summer internships and their necessity

Web Manager, Global Career Services 01/2011 - present  
Brigham Young University, Provo, UT

- Perform complete overhaul of current GCS website, broadening website from a static link page to a resource for students who otherwise have little tools available for starting a career outside the U.S.
- Implement vision of Global Career director to increase resources for for >2,300 international students at BYU
- Coordinate weekly with Career Services web team of 4 others to provide a more efficient and streamlined experience in college users' web search for career help

Volunteer Representative 04/2009 - 10/2010  
The Church of Jesus Christ of Latter Day Saints, Salt Lake City, UT

- Conducted multiple large group trainings of 60+ representatives in setting and achieving higher goals of measured performance, resulting in increased goal reaching attitudes of 200 representatives
- Trained 23 female counterparts in individual sessions to increase time efficiency and improve teaching skills
- Maintained a 90+ hour work-week schedule for 18 months while motivating others to do the same

Investment Research Analyst 01/2009 – 04/2009  
Global Real Estate Capital, Provo, UT

- Headed a team of 5 and aided G.R.E. fund proprietor, who was away from Provo, by delegating project assignments, conducting weekly follow-up and scanning reports before return
- Researched current analyst reports in global real estate and construction supply chain industry, compiling analysis and evaluating the outlook of individual companies
- Picked up analyst research skills from weeks of complete immersion in research without any prior financial background

Loan Operations Assistant 01/2007 – 03/2007  
Deutsche Bank Singapore, Loan Operations, Singapore

- Assisted Section Head in day-to-day admin tasks as well as month-end reports, considerably reducing supervisor's personal work load
- After 2 months of experience, trained 2 new permanent staff that took over position on responsibilities including due diligence and correspondence on offer letters
- Good work ethic, attention to detail and quick learning skills caused recommendation by supervisor to continue with another assignment as Executive Admin within Deutsche Bank

## SKILLS & ACHIEVEMENTS

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- Proficient in: MS Windows XP/Vista/7, HTML
- Experienced with: Java, SQL, Access 2007, MySQL
- Fluent Mandarin
- Enjoy swimming, playing tennis, dancing, surfing the internet, catching up with friends, reading a good book

# John Doe

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## EDUCATION

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Master of Information Systems Management Apr 2011  
Brigham Young University, Provo, UT

- GPA 3.71
- GMAT 680

Associate of Science, Computer Science Dec 2002  
Pikes Peak Community College Colorado Springs, CO

- National Dean's List

## EXPERIENCE

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Automated Testing Coordinator – Intern May 2006 – present  
Novell, Inc. Provo, UT

- Raised developer quality expectations by designing and implementing a web-based tool to organize deployment and dependency details for over 180 custom web applications
- Expanded the value of position from a proof-of-concept to an enterprise-wide process, justifying and leading a team of six additional interns
- Plan and execute end-to-end stress and regression testing of ERP systems, fully exercising over \$1.5 million in server hardware
- Coordinate daily with project managers and international teams to test over 20 web applications and integrated projects with an average scope of \$12 million
- Improve performance of applications leveraging an SOA architecture, resulting in uptime of 99.99%, while saving over 420 man-hours of maintenance per year

Computer and Network Technician Aug 2005 – Apr 2006  
Department of Information Technology, Brigham Young University Provo, UT

- Provided technical support for local area networks in over 4100 locations in 70 countries
- Created and proved new troubleshooting methods that reduced customer down-time by 40%
- Trained network support team on customer service and expectations

Volunteer Representative 2003 – 2005  
The Church of Jesus Christ of Latter-day Saints Ribeirão Preto, São Paulo, Brazil

- Trained groups of 15 or more representatives in dynamic communication, teaching, and organizational skills
- Conducted life skills training sessions and cultural events in five major cities
- Labored, as part of teams, to construct five homes for families in the community

## SKILLS AND ACHIEVEMENTS

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- Languages: Java, J2EE, JavaScript, HTML, SQL, C++, Visual Basic
- Platforms: SuSE Linux, Unix, MS Windows XP/Server 2003/Vista
- Databases: MS SQL Server 2005/Access 2007, MySQL
- HP-Mercury testing tools: Quicktest, Loadrunner, Business Availability Center
- Certifications: MS Office Certified – Excel 2003 and PowerPoint 2003
- Fluent Portuguese
- Eagle Scout

# Jane Doe

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## EDUCATION

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### Brigham Young University

Bachelor of Science, Information Systems

Provo, UT  
*Apr 2012*

- 3.23 GPA
- INTEX Project: Created system solution enabling business to forecast needs and solve communication problems
- Class Project: Assembled dynamic, detailed report and resolution for on-campus recycling; presented to class and to the off-campus recycling manager who implemented changes

## PROFESSIONAL EXPERIENCE

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### Brigham Young University Press Building

*Assistant Computer Operator & Variable Data Design*

Provo, UT  
*May 2010 – Present*

- Increased proficiency in the variable data printing process allowing completion of six additional projects weekly
- Processed and readied thousands of documents which were printed each week
- Maintain and improve the system used for printing insuring fast and timely service to customers
- Designed variable data projects using Planet Press and InDesign achieving 100% customer approval

### Brigham Young University, Harold B. Lee Library

*Custodian*

Provo, UT  
*Feb 2008 - Aug 2009*

- Led team of five in cleaning carpets on six floors of the library creating a clean atmosphere for all patrons that was continuously recognized by students and faculty

### Deseret Generation and Transmission

*Class Consulting Project Member*

Provo, UT  
*May 2008 – Aug 2008*

- Safely operated the water truck ensuring viable work conditions keeping ground and fly ash damp
- Performed numerous tasks needed to keep four key power plant systems running around the clock

### The Church of Jesus Christ of Latter-day Saints

*Voluntary Representative*

Hamburg, Germany  
*Sept 2009 – Dec 2009*

- Selected as one of two assistant to the President; engaged in leading, supervising, and training of 130 representatives
- Reorganized area boundaries to enhance opportunities for service in diverse communities
- Taught English to culturally diverse groups of six people on a weekly basis

## SKILLS AND ACHIEVEMENTS

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- Proficient in Java, Adobe InDesign, Acrobat, PlanetPress Design, Microsoft Excel, Access, Word, PowerPoint
- Experience with Photoshop, SQL
- Member of ASM
- Part-time Trigonometry tutor for high school
- Uintah High School National Honor Society
- Enjoy sports, family, computers, learning, being happy and having fun
- Fluent in the German Language
- Eagle Scout

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## EDUCATION

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Brigham Young University Provo, UT  
Bachelor of Science in Business Management 2008- Dec 2011

- Emphasis: Marketing
- Member of MUSA and BYUMA
- GPA: 3.72
- Recipient of BYU academic scholarship

Utah State University Logan, UT  
2007-2008

- GPA: 4.0
- Recipient of full academic scholarship

## EXPERIENCE

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Rossignol Mountain Center Park City, UT  
Marketing Intern Summer 2010

- Developed vector product brochure for employee education
- Directed crisis management project and facilitated correspondence with hundreds of customers
- Created, integrated, and edited spreadsheets from different departments using Microsoft Excel
- Placed orders and shipped product in an organized and timely manner
- Learned basics with InDesign

Soleil LifeSciences Provo, UT  
Marketing Intern Summer 2009

- Learned internet marketing tactics
- Worked on projects using SEO, link building, and web analytics
- Researched and implemented Google Ad copy and analyzed Google Ad words account
- Landed debut by CEG as result of Google ads and link building
- Collaborated with designers to create product labels

Stone Family Denver, CO  
Full-time Nanny Summer 2008

- Cared full-time for five children ages two through fifteen
- Provided transportation, coordinated schedules, and planned daily recreational and educational activities to entertain children
- Acted as a mentor and tutor for children's schooling and personal needs

## PERSONAL

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- Director of Marketing in the Marriott Undergraduate Student Association
- Member of Marriott Undergraduate Student Association Service Committee
- Member of the Utah State Volleyball team 2007-2008
- Part of a national championship volleyball team 2006
- Enjoys anything active or athletic
- Hard-working and people-oriented
- Basic skills in Microsoft Office 2007

# Jane Doe

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## EDUCATION

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BRIGHAM YOUNG UNIVERSITY Provo, UT  
*B.S. Business Management Marketing, Minor in Family Life* 2008 – Present

- Cumulative GPA: 3.82
- President, Undergraduate Marketing Association
- Marketing Faculty Scholarship Recipient
- Institute of Marketing Assistant, Marriott School of Management

SOUTHERN UTAH UNIVERSITY Cedar City, UT  
*Associate Degree of Science* 2007 – 2008

- Cumulative GPA: 3.93 GPA
- Division I Women's Varsity Tennis Team
- Presidential Ambassador and Presidential Scholarship
- All-Conference Academic Achievement

## WORK EXPERIENCE

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O.C. TANNER Salt Lake City, UT  
*Intern, Market Research and Sales Training* May 2010 – July 2010

- Developed research template and created proposal for company-wide CRM implementation
- Created and designed training manual to familiarize sales representatives on new service offering
- Facilitated secondary research and constructed the project plan for intellectual property development

BRIGHAM YOUNG UNIVERSITY Provo, UT  
*President, Undergraduate Marketing Association* May 2009 – Present

- Host school-wide case competitions sponsored by Kraft Foods for over 200 participants
- Develop relations with Marketing Advisory Board comprised of Fortune 500 executives
- Produce recruitment and administrative plans for 16 school-wide events and over 650 students
- Manage team of 16 student leaders to create sustainability plan for club growth

*Research Assistant, David S. Alcorn, PhD* Dec 2009 – Nov 2010

- Collected, synthesized and aggregated data on implications of followership
- Cultivate relationships and coordinate board meeting logistics for 45 Fortune 500 marketing executives

*Marketing Director, Center for Service and Learning* Jan 2010 – May 2010

- Restructured volunteer database to streamline communication for students, leaders, and organizations
- Increased volunteer retention for 100 program directors and entire student body
- Generated promotional materials for service opportunities distributed to over 10,000 students

*Shift Supervisor, Open Access Computer Labs* Dec 2008 – Present

- Direct computer lab administration system for 300 stations across campus
- Lead team of 15 coworkers in quality customer service initiative
- Provide technical support for 200-250 patrons weekly in Microsoft Office, Adobe Suite, etc.

## VOLUNTEER SERVICE

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- Boys & Girls Club: Mentored elementary aged students in reading, writing, and math
- Marketing Director for Grassroots Soccer: Raised funds for African youth AIDS prevention
- Coach USTA Team Tennis: Led 8 players to regional tournament championship titles
- Relief Society: Counselor in church women's service organization presidency

## ADDITIONAL INFORMATION

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- Proficient in Microsoft Office and familiar with Adobe Creative Suite
- Interested in Pilates, creative baking, piano accompaniment, tennis instruction, and backpacking

# Jane Doe

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## EDUCATION

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Brigham Young University Marriott School of Management Provo, UT  
Apr 2011  
Bachelor of Science, Business Management – Marketing emphasis

- 3.9 GPA, Dean's List, Beta Gamma Sigma, Golden Key International Society, Phi Kappa Phi, BYU Marketing Association
- Participant: Global Marketing Study Abroad 2010, visited top companies such as Nestlé, Johnson and Johnson, and American Express, in five countries around the world.
- Selected for a four-student team to represent BYU at the CUIBE Case Competition at Northeastern University.

Salt Lake Community College Salt Lake City, UT  
Aug 2008  
Associate of Science, General Education

- 4.0 GPA
- New Century Scholar: Concurrently completed during sophomore, junior, and senior years of high school.

## PROFESSIONAL EXPERIENCE

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Marriott School Marketing Faculty Provo, UT  
May 2010 – Present  
*Research Assistant*

- Recruited over 650 people to a college-wide research subject pool.
- Created two proposals that were delivered to the Marriott School Dean's office.
  - Results: Received approval and praise from marketing faculty and administrators.
- Conducted and coded data from seven research experiments.
- Completed literature review consisting of over 15 academic research articles.

Doba Orem, UT  
Jan 2010 – Apr 2010  
*Marketing and Sales Intern*

Drop shipping technology provider for online suppliers and retailers.

- Cold-called 575 companies in five days about joining our drop ship directory.
  - Results: Received a 38% response rate (216 new prospects).
- Developed a lead generation system consisting of a qualification protocol, participated in SEO and website enhancements.
  - Results: Qualified 35 leads resulting in \$8,000 in new revenue.
- Compiled a competitive analysis to support strategic positioning of company offerings.

Oh, So Sassy Provo, UT  
Jan 2010 – Apr 2010  
*Class Consulting Project Member*

Retailer of do-it-yourself little girl dress kits.

- Conducted a research survey sent to 200 women and used the BDM pricing method to find optimal price.
- Developed a marketing campaign that created exposure in the Utah market through a spot on the television show Good Things Utah and trade shows.
  - Results: Doubled total sales from previous year in Q1 alone. Tripled March sales from previous year.

ParentLink Provo, UT  
Sept 2009 – Dec 2009  
*Marketing Intern*

School-to-home notification system, automated messaging, pioneer in the industry.

- Conducted one-on-one phone interviews to discover potential target segments, interviewed school district officials, and created an online market research survey that was distributed to 2,000 school officials nationwide.
  - Results: Generated a response rate that exceeded expectations by 8 times.

## SERVICE

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Volunteered 102 hours with children ages five to six at the local Boys and Girls Club in Murray, Utah.

## HOBBIES

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Singing, dancing, musical theater, piano, college football, tennis, water skiing, cooking

# John Doe

526 N 625 W ▪ Provo, UT 84601  
(555) 555-5555 ▪ johndoe@gmail.com

## EDUCATION

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Brigham Young University Provo, UT  
Bachelor of Science, Business Management, Strategy & Finance; Minor: Economics *Apr 2012*

- GPA: 3.91/4.0 ACT: 31/36
- BYU Full Tuition Scholarship, BYU Dean's List Award (Top 5%), BYU Phi Kappa Phi Honor Society (Top 7.5%), Rotary Club RYLA International Scholarship, Golden Key International Honor Society
- MUSA Student Director over Marriott School Undergrad Internship Networking Archive
- Active Management Consulting, Strategy, and Economics Club member
- Bain & Co. and L.E.K. Case Competition 2010 – Microsoft case

## EXPERIENCE

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Partner Fusion Inc. West Jordan, UT  
*Accounting & Finance Intern* *Sep 2010 – Present*

- Currently working with international associates on a strategic analysis for [www.reservationcounter.com](http://www.reservationcounter.com)
- Reconciled all operating accounts from 2009 to present covering SEM and affiliate marketing branches as well as new startup [www.reservationcounter.com](http://www.reservationcounter.com)
- Create BI information and records for over one million dollars of annual revenue and transactions

Brigham Young University Provo, UT  
*Teaching Assistant for Information Systems 100 & 101(Excel & PowerPoint)* *Apr 2009 – Present*

- Recognized inefficiency in the grading process and created macros which save 8 hours of work every semester
- Teach detailed lectures on the use of Microsoft PowerPoint and Excel to over 1,000 students every semester on the “BYU Provo” and “BYU Salt Lake City Center” campuses
- Help write the text books, create quizzes and exams, and resolve difficult issues for Independent Study program

U.S. Department of Energy - Pacific Northwest National Labs Richland, WA  
*Operations Development Intern* *Jun 2010 – Aug 2010*

- Used SQL queries and sprocs to analyze and maintain database information for over 4,500 employees
- Mapped a source to target conversion from Microsoft SQL to Oracle SQL involving over 60 servers
- Presented findings and recommendations to top management using Excel charts, macros, and pivot tables

Energy Northwest Richland, WA  
*Operations Analyst Intern* *Jun 2009 – Aug 2009*

- Participated in staff meetings where I was able to rub shoulders with the CEO, CIO, and Nuclear Reactor Operator
- Created a massive employee training supervisory program for nuclear, solar, and wind energy projects
- Developed a contract action request validation program using VB.net and ASP.net in less than ½ of expected time

## SERVICE

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Habitat for Humanity Provo, UT  
*Volunteer Crew Leader* *Jan 2010 – Present*

- Went through training and currently manage home build project shifts with 10-20 volunteers every month

Musungu HIV/AIDS Support Organization Provo, UT  
*Strategic Planning & Advertising* *Oct 2010 – Dec 2010*

- Created business plan and advertised to raise funds in order to construct a school and health center in Kenya

The Church of Jesus Christ of Latter-day Saints Lansing, MI  
*Full-Time Volunteer Representative, Trainer, District Leader, Zone Leader* *Jan 2007 – Dec 2008*

- Worked 90+ hours a week for two years and trained 70-80 other representatives
- Specialized in serving the Spanish speaking population, provided humanitarian aid, taught life principles, translated in court and for foreign consulates, taught ESL classes etc.

## PERSONAL

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- Foreign Language: Can speak fluently, read, write, and perform live translation in Spanish
- Computer Skills: Java, VB.net, Microsoft SQL, Excel, Access, PowerPoint, FrontPage, VBA, Dreamweaver, Photoshop, QuickBooks, Basecamp, and general PC troubleshooting
- Eagle Scout, *Boy Scouts of America* – At 16 years old raised funds, directed over 40 volunteers, and managed more than 140 man-hours to purchase materials, plant trees, and perform landscaping for a local park
- Piano Performance: Washington State WSMATA Sonata and Concerto competition winner
- Interests: snowboarding, kite boarding, cooking, non-fiction books, organized sports, music, and sushi

# John Doe

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## EDUCATION

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Brigham Young University Provo, UT  
*Bachelor of Science, Business Management, Strategy* Apr 2011

- GPA: 3.68
- BYU Academic Scholarship
- Golden Key International Honour Society
- Business Strategy Club, Team Leader
- CUIBE Case Competition, Northeastern University, BYU Team Member

BYU Asia Business Study Abroad May 2010-Jun 2010

- Taught about China's unique international and domestic business practices by Deloitte company executives in Beijing
- Attended exclusive lecture by US Intellectual Property ambassador & lawyer about the value of IP and major mistakes most global companies make involving filing for and protecting their IP
- Developed an appreciation and love for international culture and the impact it has on the global business economy, including a desire to work abroad

## EXPERIENCE

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Internal Consultant, Intern July-Sept 2010  
*Alpine Aesthetics & Wellness Clinic* Alpine, UT

- Constructed a 12-month marketing and growth development plan, using tools such as a Pareto Analysis, designed to increase new customers by about 400% and increase retention by 200%
- Created new venture with business to business partnerships to provide a national laser training course, projecting to increase profits 1200% for Alpine Aesthetics by December 2011
- Collaborated daily with the owners to ensure needs were met and the work was on schedule

Management Intern Aug 2009  
*Phase II General Contractors, Inc.* Seattle, WA

- Managed 15% of the work force in completing a 2 month project in only 3 weeks by working 80 hour weeks and through developing better operational effectiveness to optimize vital time

Customer Service Team Leader Sep 2008-Jul 2009  
*DirectPointe, Inc.* Lindon, UT

- Assisted in training and motivating employees to increase the volume of customers being helped per day, resulting in nearly an 80% increase of completed tickets, including breaking the company record in June 2009 of 2500 tickets completed in one month
- Instructed employees weekly in customer service skills and product knowledge to consistently improve the production of higher quality orientations with customers

## PERSONAL

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The Church of Jesus Christ of Latter-day Saints 2005-2007  
Volunteer Representative Louisville, KY

- Supervised the work accomplishments of up to 22 volunteers
- Trained volunteers weekly on work skills pertaining to their volunteer position

Eagle Scout Oct 2004

# John Doe

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## EDUCATION

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### Brigham Young University

Bachelor of Science, Business Management, Emphasis in Strategy  
Bachelor of Science, Molecular Biology  
Minor in Economics

Apr 2012  
Provo, UT

- GPA 4.0, ACT 33 (99<sup>th</sup> percentile)
- Vice President of MUSA (Marriott School of Management student government)
  - Participated in planning and execution of school-wide events and initiatives
  - Lectured at events with 450+ students in attendance
- Managerial economics research assistant for Dr. Nile Hatch
  - Awarded 2 separate grants totaling \$3,000 for excellence in undergraduate research
- Full tuition scholarship from Brigham Young University, 2008-2011
- Member of Phi Kappa Phi, nation's most selective, all-discipline honor society, top 10% of seniors, by invitation only
- Member of Beta Gamma Sigma, top 10% of business students in graduating class, by invitation only
- Dean's List Honors, Top 5% of Marriott School Students, 2008-2010

### Brigham Young University – Idaho

Associate of General Studies

Apr 2006  
Rexburg, ID

- GPA 4.0
- Graduated Summa Cum Laude

## EXPERIENCE

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### ParkSmart.com

*Founder and Managing Partner*

Sep 2010 – Present  
Provo, UT

- Raised \$100k in funding for launch of online parking reservation website
- Formed strategic alliances with online parking industry leaders
- Placed among finalists in Idea Pitch competition held by Rollins Center for Entrepreneurship, BYU

### US Senator Mike Crapo

*Legislative Intern*

Jun 2010 – Aug 2010  
Washington, DC

- Updated information on Senator Crapo's official social media accounts, including YouTube and Facebook, and generated new ideas and improvements for the Senator's official website
- Compiled and summarized news clips from local and national sources for daily updates and conference briefs
- Assisted with speechwriting and archiving of official materials
- Led Capitol tours and responded to constituent inquiries

### Dr. Riley J. Hicks, D.D.S.

*Strategy Consultant*

Jun 2009 – Aug 2009  
Idaho Falls, ID

- Increased revenue by \$1,000,000+ over five years
- Calculated cost of procedures using Activity Based Costing and created metrics for profitability of each procedure
- Determined profitability of all referring dentists, used analysis to direct marketing efforts; estimated annual revenue increase of at least \$75,000

### Prometheus Inc

*President & CEO*

Jun 2009 – Present  
Idaho Falls, ID

- Generated \$8,000 in profit during first summer of operation as strategy consulting firm
- Incorporated and registered business with all federal/state agencies
- Filed tax returns and managed accounting and payroll

### LDS Church

*Voluntary Representative and Regional Supervisor*

Jun 2006 – Jun 2008  
Province of Buenos Aires, Argentina

- Engaged in leadership, training, logistics, reporting and shared administrative oversight of 150+ full-time volunteers in geographic area over 120,000 square miles
- Developed and organized presentations, conferences, seminars, and programs focused on effective instruction, education, and service; traveled for over three consecutive months to implement new programs
- Appointed to leadership positions of increasing scope and responsibility including Assistant to President

## PERSONAL

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- Fluent in Spanish
- Enjoy racing sport motorcycles, downhill skiing, playing and writing music, playing soccer, and travelling
- Traveled to Canada, Argentina, Germany, France, Spain, Switzerland, Italy, Austria, Czech Republic, and Costa Rica