



CAMERON SCHOOL *of* BUSINESS
STUDENT PROFESSIONAL DEVELOPMENT

Résumé Materials

TABLE OF CONTENTS

Topic	Page
Résumé Check List	2
Application Worksheet.....	4
Objectives/Summaries.....	5
Examples and Tips.....	6
Determining Language Proficiency	7
Action Verbs	8
Résumé Formatting	10
Résumé Examples	11

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Purpose of the Résumé

The strategy of your résumé is to effectively market yourself to potential employers and obtain an interview.

Your résumé should be a brief highlight of your experiences and education.

While there are many different ways to format your résumé, the strategy remains the same – market yourself and keep it relevant to the position!

PREPARATION

Research

- Read the job description and research the company
- Do you qualify?
 - List **relevant** current and past experiences including:
 - Internships and/or work experience
 - Class projects/research (A.K.A., assignments)
 - Club/organization experiences and responsibilities
- Match listed experiences to the job’s description and qualifications (See Application Worksheet)



COMPOSITION

Format – Single page! (10+ years of work experience can equal 2 pages)

- Avoid templates – start with a plain Word document
- Set margins to 0.5 - 1.0 inches; be consistent throughout
- Set font to size 10-12 Calibri, Ariel or similar sansseriffont



Potential Section Headings

- **NAME AND CONTACT INFORMATION**
 - Your name, size 14-16 (Your name should be the largest font on your résumé)
 - Use the city and state address that’s most local: either permanent or UNCW address-OPTIONAL
 - List your email address, phone number (pro tip: make sure your voicemail box is not full and your voicemail message is professional) and LinkedIn URL
- **OBJECTIVE-OPTIONAL**
- **SKILLS or SUMMARY OF QUALIFICATIONS-OPTIONAL**
 - “Hard skills” like technology and language(s)
 - Avoid overuse of soft skills (communication, leadership, etc.)
- **EDUCATION**
 - University of North Carolina Wilmington on the left, with month and year of graduation on the right side of the page (all dates should be flush right)
 - Your degree (i.e. Bachelor of Science in Business Administration, Concentration: Marketing)
 - Academic achievements (Honors, GPA if above a 3.0)
 - Study Abroad experiences (if applicable)
 - Courses - OPTIONAL
 - High school experience (for fall-semester sophomores ONLY)



➤ RELEVANT EXPERIENCE

- Internships
- Professional Work Experiences relevant to the job/internship posting
- Action verbs to start each bullet point (see: Action Verb handout)
- Use active verbs that showcase your “soft skills”
- Use present-tense for experiences you still are participating in (i.e. your current job)
- Use past-tense for finished experiences (i.e. former jobs)
- **No Relevant Applied Experience-NO PROBLEM**
- List Academic Experience (A.K.A., courses, research and assignments)



➤ LEADERSHIP AND AFFILIATIONS

- Office(s) held (President, Vice President, etc.)
- Student or community organizations memberships



➤ VOLUNTEER SERVICE

- Include any services you have completed on or off campus

- **Other things to consider** – Experiences that aren’t relevant to the job but are still important to you. Utilize bullet points to denote tasks, duties and accomplishments

APPEARANCE & REVIEW

Check your résumé for:

- Formatting: consistency, organization, alignment (after all, you said you are proficient!)
- Grammar, syntax, spelling, and accurate dates
- Avoid repetition of information
- Experiences listed in reverse chronological order (i.e., start with the most recent or present experience first)



CONSIDER A MASTER RÉSUMÉ (Utilized to create customized résumés)

- Brainstorm all of your experiences, write them down and keep it all in one place. When you apply to new opportunities, you can refer to your master document and pull off the experiences that make the most sense for that opportunity.
- Consider including: work or internship experiences, on and off-campus organizations, study abroad, language skills, shadowing experiences, volunteer opportunities, relevant courses, certificates and awards, research experience, presentations, leadership positions, or anything else that is relevant.

RÉSUMÉS DO NOT INCLUDE:

Photos: LinkedIn is a great way for you to highlight your appearance (see: LinkedIn resource)

References: These belong on a separate sheet of paper

High School Experiences: If you are a second semester sophomore or older, high school is removed unless it is directly relatable to the position you are applying to.

A second, blank page to your résumé: Many times, it is easy to forget to ensure that your résumé is only **ONE page**. Always double-check this before sending it out.



NEVER....

- LIE OR EXAGGERATE**
- USE A TEMPLATE**
- USE PERSONAL PRONOUNS**

Application Worksheet

Before you submit a résumé and/or cover letter, take a closer look at the position and the company.
This worksheet will assist you in developing a better understanding of the 'road map' supplied for you-
the position description!

Company: _____

Position: _____

Company's mission statement-three major concepts:

(If there is no mission statement, research the company to determine three major features)

1. _____

2. _____

3. _____

Position-Major Responsibilities (up to five/ use keywords):

I can...

1. _____

2. _____

3. _____

4. _____

5. _____

Position-Qualifications (up to five/ use keywords):

I have...

1. _____

2. _____

3. _____

4. _____

5. _____

Misc. _____

Now you are ready to create a corresponding résumé and cover letter!

Objective or Summary? JUST THE FACTS!

1. The **Objective** or **Summary** (your résumé statement) helps *describe the value* you can bring to a future employer through your education, skills and experience.
 - These statements are optional.
 - *However, a strong, concise, well-written **Objective** or **Summary** that's tailored to the position you're targeting can prompt the hiring manager to read more of your résumé.*
2. Too many job seekers write **Objectives and Summaries** that focus on what they want their next jobs to do for them.
 - Honestly, most employers don't care to hear about what you want.
 - It's all about the employer and what you can do for them!
 - Your statement **must focus outward**, highlighting to hiring managers why they should hire you.
3. In general, a **summary** is the better choice if you have at least one to three years of relevant experience, while **objectives** are better for entry-level candidates to describe their short-term career goals.
 - However, there are no hard rules on which to use.
 - If you are an entry-level candidate, you can still use a résumé summary, especially if you have one or more of the following:
 - **Experience from internships**
 - **Past work experience from relevant fields**
 - **Extracurricular/club activities**
 - **Leadership roles**
 - **Volunteer work**
4. Regardless of which statement you choose, refer to the most relevant highlights of your academic career (see above) and **present them in a brief, high-impact statement**.
 - Avoid personal pronouns (I, me, my) and remove unnecessary words.
 - Writing in *complete sentences is not required*.

Objectives

An objective is a description of you and your career goals in one to two sentences. An objective is good for job seekers with little to no experience or job seekers changing careers who may not have much experience in a certain field.

WRONG: Job Seeker-Focused

OBJECTIVE: To obtain an entry-level position in marketing in the healthcare industry to further develop research and analytical skills

RIGHT: Employer-Focused

OBJECTIVE: To obtain an entry-level position in marketing in the healthcare industry to apply skills in research and data analytics gained through internship experience and academics, adding value to the organization.

Summaries

Some employers prefer a summary (profile) over an objective because they'll typically learn more about the candidate's background. The résumé profile is also commonly referred to as a career summary, personal profile, résumé summary or summary of qualifications. Here's an example of a well-written Summary that says a lot about the value the candidate brings to the table (3-5 bullets).

- Business Administration, Finance major with significant internship experience
- Proficient in Advanced Excel; Basic applications of SAS
- Leadership and time management skills developed through campus involvement
- Fluent in English and Spanish, with experience in Hispanic cultures

RÉSUMÉ: EXAMPLES AND TIPS

Skills Summary (IT/IS Variation)

Security: Proficient in securing Windows and Linux-based networks, hardening Windows-based desktops against physical and remote tasks

Systems: Deploying Windows and Linux-based desktops with heightened security requirements

Coursework: Systems development, data communication, telecommunications-focused programming with J2EE, three-tier server programming, backend program design, Java-based graphic user interface design and programming

Communication: Communicate clearly on technology-based problems and solutions to a broad audience

Coursework and Projects (Research)

- **Investment Portfolio Management:** Equity analyst for the industrial sector, \$1.7 million student –managed investment fund.
- **Introduction to Speculative Markets:** *(List any assignments/research/projects completed)*
- **Intermediate Corporate Finance:** *(List any assignments/research/projects completed)*
- **Principles of Investments:** *(List any assignments/research/projects completed)*

OR

Coursework: Intermediate Corporate Finance, Investment Portfolio Management, Financial Markets & Institutions, Introduction to Speculative Markets

Leadership, Service, and Research (Examples)

LEADERSHIP EXPERIENCE

Pi Sigma Epsilon – Professional Sales and Marketing Fraternity

August 20XX-Present

VP of Market Research

- Researched Carolina Beach business owners to determine perceptions of our main event in their community
- Surveyed all members of the chapter for satisfaction rates and future event suggestions

RESEARCH/STUDY ABROAD

UNCW/Adwise Consulting

Prague, Czech Republic

Czech Railways – Maintenance Consultant

January 20XX – March 20XX

- Under DPOV Consulting Team, acted as Financial Analyst during university sponsored program of 18 students to research and provide consultation for Prague based company, 'Ceske Drahy'
- Developed a thorough competitive and industry analysis based on the research and translation of all financial and accounting statement information

LEADERSHIP AND SERVICE EXPERIENCE

Financial Management Association

August 20XX-Present

Treasurer

- Managed club's budget of \$1,100
- Attend weekly FMA meetings providing advice on résumé building, interview skills, jobs in finance, and general interest in finance-related topics

Hospice Palliative Care of New Hanover, NC

September 20XX-September 20XX

Volunteer

- Participated in 18 hours of training to become a Hospice Volunteer
- Visited terminally ill patients and provided support for family members

Determining Language Proficiency

Determining language proficiency for job applications or résumés, in the United States, can be difficult because there are no universal standards of measurement.

Education.com states that “Language proficiency is a measurement of how well an individual has mastered a language. Proficiency is measured in terms of receptive and expressive language skills, syntax, vocabulary, semantics, and other areas that demonstrate language abilities. There are four domains to language proficiency: reading, writing, speaking, and listening. Language proficiency is measured for an individual by each language, such that the individual may be proficient in English and not proficient in another language.”

The following information should help you to assess your language proficiency level so that you can more accurately represent it on your résumé and job application. This overview of common language terms and possible definitions was compiled from numerous sources.

- **Basic Knowledge** – This is an elementary level equivalent to 101 or 102 college courses. Knowledge of vocabulary words, ability to speak simple phrases or sentences, have some difficulty understanding native speakers, elementary reading and writing skills.
- **Conversant** - An intermediate level where the speaker is able to handle a variety of uncomplicated, basic, and communicative tasks and social situations. Can talk simply about their self and family members. Can ask and answer questions and participate in simple conversations on topics beyond the most immediate needs. Reading and writing skill may or may not be at the same level.
- **Proficient** – The word, proficient, means a well-advanced skill level. In terms of language, the “proficient” label can refer to someone who is very skilled in the use of a language but who uses the language less easily and at a less-advanced level than a native or fluent speaker. Caution: this term is over used and many people don’t bother to use it to define their true level of ability.
- **Fluent** - A high level of language proficiency, in this instance we are referring to proficiency of a foreign language or another learned language. At the fluent level, a speaker will have *fluid* speech as opposed to halting use. Generally, a person who is fluent in a foreign language will show mastery in the following areas:
 - Read: the ability to read and understand texts written in the language
 - Write: the ability to formulate written texts in the language
 - Comprehend: the ability to follow and understand speech in the language
 - Speak: the ability to produce speech in the language and be understood by its speakers.
- **Native Language / Native Speaker** – The language that is your primary language. This is usually learned during childhood and is considered your “mother-tongue”. A native speaker is more than fluent—he correctly and easily uses his first language, in a proper sense as well as understands and can use colloquialisms, idioms and slang.
- **Bilingual** - The dictionary definition of “bilingual” is “using or able to use two languages with equal fluency.” Unless all languages are spoken with equal strength, the term “bilingual” really doesn’t apply.

List of Action Verbs for Résumés & 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 Résumés & 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

This is NOT a template. Your résumé can be formatted multiple ways and below is just ONE example.

Student A. Name

(123) 456-7891 • myemail@anydom.com • www.linkedin.com/in/studentname

OBJECTIVE or SUMMARY Headings (Optional!)

- The **Summary of Qualifications** or **Skills Summary** is your marketing pitch and should consist of 3-5 bullets to **emphasize accomplishments/skills** and is generally the first section listed on a résumé.
- A well-written **objective** statement includes: job title, employer name, what you want to do (what contribution do you want to make to the field), and highlights 2-3 key relevant skills (that will help you accomplish what you want to do).
- Use the job description to help identify the **KEYWORDS** and related experiences you have **without using personal pronouns ("I" or "My")**.

EDUCATION

University of North Carolina Wilmington

Graduation: Month, Year

Cameron School of Business

Bachelor of Science, Business Administration **OR** Bachelor of Arts, Economics

Concentration(s): **(ONLY USE PLURAL IF MORE THAN ONE CONCENTRATION)**

Overall/Major GPA: **(Only if 3.0 and above)**

Name of Previous College/Institution (IF DEGREE ACHIEVED OR NOTEWORTHY ACTIVITIES)

Month, Year

Degree achieved

GPA:

Study Abroad (IF APPLICABLE)

Name of International School, City, Country

Month(s), Year

Coursework in _____/OR project info

COURSEWORK: (Optional and RELEVANT COURSES ONLY)

HONORS

Scholar, Cameron Executive Network

INTERNSHIP AND/OR RELEVANT PROFESSIONAL EXPERIENCE

Company/Organization, City, State

Month, Year-Month, Year

Job Title

- Use **action verbs (Pages 8-9)** and **quantify!** Most important tasks **go first!** Remember-**actions and results!**

IF YOU HAVE NO INTERNSHIP EXPERIENCE, LIST RELEVANT COURSEWORK, PROJECTS (ASSIGNMENTS) OR RESEARCH EXPERIENCE (SEE PAGE 6: EXAMPLES/TIPS HANDOUT)

- Course name and a one or two sentence description of an assignment or research

LEADERSHIP and/or SERVICE EXPERIENCE (USE ONLY THE HEADERS THAT APPLY)

- Have you held an office position in an organization?
- Have you completed (or are completing) any volunteer service? **(SEE PAGE 6: EXAMPLES/TIPSHANDOUT)**

ADDITIONAL WORK EXPERIENCE

Employer Name (current or most recent job first), City, State

Month, Year-Month, Year

Job Title

ACTIVITIES, ORGANIZATIONS, CERTIFICATIONS

Extra-curricular activities (on or off-campus) UNCW student clubs and association involvement (**UNLESS you held an office position which would be listed under LEADERSHIP**), athletic teams, Greek, community service, and personal interests such as music, art, or hobbies.

EDUCATION

University of North Carolina Wilmington**Graduation: May 2019***Cameron School of Business*

B.S. Business Administration - Concentration: Finance and Investments

Major GPA: 3.75, Cumulative GPA: 3.65

Dean's List & Beacon Foundation Scholarship Recipient

Universidad de Valencia, Valencia, Spain**June – August 2017**

International Study Abroad Program: International Business and Spanish

CORPORATE FINANCE INTERNSHIP EXPERIENCE

First Data Headquarters**Atlanta, GA***Financial Analyst – Network and Security Solutions***June – August 2018**

- Assisted in the analysis of key revenue driving indicators (Per GAA, Per Trans, SIP) to understand movements in P&L
- Directly Assisted FP&A with tracking and analyzing trends in headcount. Presented analysis directly to CFO
- Utilized key financial reporting tools (MS Excel, Oracle, Ad Hoc, HFM) on a daily basis
- Proactively pursued additional work outside of original internship; worked closely with LOB Finance and FP&A Team

RESEARCH AND PROJECTS

Research Analyst, CFA Investment Challenge Team**August 2018 – Present**

- Assigned Lending Tree (\$TREE) to create a 10-page equity valuation report
- In charge of cash flow analysis and determining company valuation using DCF, LBO and comparable analysis

Equity Analyst, Seahawk Investment Management**August 2018 – Present**

- Student managed equity investment fund of \$1.8mm
- Assigned Energy sector to analyze and provide investment recommendations (Buy, Sell, Hold) to Investment Board

Coursework

- Fixed Income Derivatives - topics included fixed income markets, price-yield conventions, mortgage-backed securities, interest rate swaps, treasury futures contracts and credit-default swaps
- Recreated \$1.0mm Bull/Call Spread Structured Note using the Binomial and Black Scholes Merton Models

SKILLS AND CERTIFICATIONS

Training the Street

- Selected as one of five students to be trained in primary methods of valuation and financial modeling to include discounted cash flow, comparable and LBO analysis

Bloomberg Market Concepts

- Courses in Economics, Currencies, Fixed Income, and Equities, along with becoming familiar with the Bloomberg Terminal and Bloomberg Terminal Functions

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Peer Advisor to the Cameron School of Business

Student Finance Association

Cameron Executive Network; Mentored by retired executive of Wall Street firm

First Data YoPro (Young Professionals) Affinity Group

Alpha Sigma Phi Fraternity

Good Shepard Homeless Shelter

SUMMARY EXAMPLE

Jane Seahawk

(111)-222-333 • abc11@uncw.edu • www.linkedin.com/in/janeseahawk

SUMMARY OF QUALIFICATIONS

- Business Administration, Human Resources major with internship experience in recruiting, benefits, and operations
- Proficient project management, time management, and leadership skills developed from work practice, study abroad experience, and university leadership opportunities

EDUCATION

University of North Carolina Wilmington (UNCW)

Cameron School of Business, Overall GPA: 3.2

Bachelor of Science, Business Administration with a concentration in Human Resources Management

Graduation: May 20XX

Wilmington, NC

University of Hertfordshire

Study Abroad Experience

Overall GPA: 4.0, Courses include Macroeconomics, Marketing, and International Business

January 20XX-May 20XX

Hatfield, England

INTERNSHIP EXPERIENCE

New Hanover Regional Medical Center (NHRMC)

Human Resources Operations Intern

- Manage interns within 16 departments as part of the NHRMC business internship program

- Use the Applicant Tracking System (ATS), Position Manager, to effectively recruit, manage, and onboard applicants

- Work with the NHRMC Human Resources Operations team to analyze HR data and create excel reports, shadow various departmental responsibilities, and assist with daily operational projects

January 20XX-Present

Wilmington, NC

Charlotte Regional Visitors Authority (CRVA)

Human Resources Intern

- Aided HR department in coordination and preparation of HR Team, Senior Leadership, New Hire Orientation, and CRVA All Team Meetings

- Provided administrative assistance for the filing and organization of various CRVA positions

June 20XX-September 20XX

Charlotte, NC

LEADERSHIP AND SERVICE EXPERIENCE

UNCW Student Government Association

Student Body Vice President (20XX-20XX)

- Serve as Senate President and chairperson of Senate meetings, guiding 47 members and 10 committees
- Meet with the Chancellor, Vice Chancellors, and the Association of Students Government (ASG) leaders to implement long-term policy and change for UNCW and UNC-system schools
- Represent the interests and concerns on behalf of nearly 17,500 students
- Facilitate the discussion, debate, and approval of over \$650,000 in student-fee money per year

August 20XX-Present

Wilmington, NC

Christ Community Church

Volunteer Tutor

- Meet weekly with local elementary school students to review and help with math and writing assignments

March 20XX-Present

Wilmington, NC

WORK EXPERIENCE

Regal Cinemas: Cinebarre

Runner

- Provide guests the highest level of customer service, while ensuring adherence to company standards
- Exhibit excellent communication skills to management and customers, creating a positive dining experience
- Trained over 50 new employees and assisted with the launch of Regal's largest Cinebarre to-date, a two-story, 4,000 ft² theater located in Knoxville, Tennessee in 2018

June 20XX-Present

Charlotte, NC

Jane Seahawk

(999) 111-2222 • uncw123@uncw.edu • www.linkedin.com/in/janeseahawk

OBJECTIVE

To obtain the entry-level position as [specific job title] that will allow the utilization of skills gained through internship and academics, adding value to [organization's name] and building a long-term career in [specific profession].

EDUCATION

Transatlantic Business School Alliance (TABSA)

Graduation: 05/XX

Highly competitive dual degree program with coursework completed at two international universities

University of North Carolina Wilmington

Bachelor of Science in Business Administration

Concentration: Marketing

GPA: 3.7

Wilmington, NC

8/XX-Present

University of Valencia

Bachelor of Social Sciences

Concentration: Business Administration

GPA: 8.9/10

Valencia, Spain

10/XX-6/XX

HONORS

- Chancellor's Academic Award
- Dean's List
- National Honor Society
- Cameron Executive Network

INTERNSHIP EXPERIENCE

ABC Company, Valencia, Spain

8/XX-6/XX

Marketing Intern

Increased sales by 15% through the recruitment in untouched markets

- Promote at least 15 events per month, leading to a 10% increase in attendance at events by extensively utilizing social media
- Collect and analyze social media results to provide managers with vital information to improve customer satisfaction

XYZ Company, Valencia, Spain

6/XX-6/XX

Logistics Intern

- Utilized SAP, Oracle and Tradesphere to increase overall operational efficiency by 20%
- Increased department productivity by 15% after implementing an inventory tracking program
- Established an Employee Appreciation program which led to a significant increase in morale

WORK EXPERIENCE

Personal Maintenance Business, Valencia, Spain

5/XX-6/XX

Manager, Sole Employee

- Designed a scheduling spreadsheet which resulted in increasing overall efficiency by 100%
- Consistently worked towards increased customer satisfaction by providing additional services
- Demonstrated consistency and reliability resulting in numerous customer referrals

ACTIVITIES

- International Business Student Association
- Volunteer, Local Animal Shelter
- Intramural Soccer Team Member

SKILLS

- Proficient with Microsoft Office- Excel; Mac OS, Windows, Photoshop, Illustrator
- Strong analytical and organizational skills developed through academic and internship experiences
- Multicultural background and language skills: Fluent in Spanish (native language) and English; basic German

**NO Internship/Relevant Experience
Coursework/Projects Example**

John Doe

(910) 123-4567 / jd@uncw.edu / www.linkedin/in/JD

SUMMARY OF QUALIFICATIONS

- Business Administration, Marketing Strategy major seeking relevant internship experience
- Leadership, communication, and interpersonal skill development through campus organizations and work experience
- Proficient with Microsoft Office- Excel; Mac OS, Google Drive
- Successful performance as a full time student while working 15-20 hours per week

EDUCATION

University of North Carolina Wilmington

Graduation: May 20XX

Cameron School of Business

Bachelor of Science, Business Administration

Concentration: Marketing Strategy

Overall GPA: 3.68

Honors

- Cameron Executive Network
- Dean's List

COURSEWORK AND PROJECTS

- **Professional Selling:** Participated in video-recorded sales role for athletic company
- **Marketing Intelligence & Communication:** Interpreted data of marketing campaign for local business and communicated findings for effective marketing decision making
- **Principles of Marketing:** Researched marketing functions for both domestic and international companies
- **Consumer Behavior:** Utilizing behavioral science concepts, developed effective marketing activities from the perspective of the consumer and marketer

LEADERSHIP AND SERVICE

UNCW Young Life

20XX-Present

Vice President

Responsible for communications and managing weekly meetings

Screamin' Seahawks

20XX-20XX

President

Appointed officers and managed student communications regarding university athletic events

ABC High School, Young Life Volunteer

20XX-Present

Oversee club activities and engage high school students through sports and camps

Cape Fear Soccer, Volunteer Coach

20XX

WORK EXPERIENCE

Harris Teeter

20XX-Present

- Went beyond job description to become 'Employee of the Month' in 2015.
- Practice customer service by assisting customers and exercising the suggestive selling of products

UNCW Crossroads- Substance Abuse and Education Program

20XX-20XX

- Coordinate organization events and speak to small groups of students

JANE SEAHAWK111-222-3333 • student_email@gmail.com • www.linkedin.com/in/janeseahawk**EDUCATION****University of North Carolina Wilmington**
Cameron School of Business**May 20XX**

Bachelor of Science, Business Administration

Concentration: Management Information Systems

Overall GPA: 3.7

Successful performance as a full time student while working 20-25 hours per week

SKILLS SUMMARY

HTML

JAVA

SQL

Process Analysis

JSP

Oracle

Computer-based Auditing

Data Mining

Data Storage

Systems Analysis

XML

Object Oriented Analysis

Data Warehouse Systems

E-Business Concepts

Business Intelligence Systems

Windows Operating System

UNIX

TCP/IP

HONORS

- Dean's List
- National Society of Collegiate Scholars
- University Honors Program

INTERNSHIP EXPERIENCE**Smith Realty****20XX – Present***Web Analyst Intern***Wilmington, NC**

- Design and analyze client web database for large regional realty company for approximately 130 realtors
- Coordinate with sales team to develop an in-depth database structure which successfully organized client preferences in order to match potential listings in a timelier manner
- Develop web-based technologies allowing the clients to view over 5000 properties at their convenience
- Evaluate website and web resources to ensure the highest quality of service was provided

RELATED EXPERIENCE**The Seahawk Organization****20XX – 20XX***IT Support Desk***Wilmington, NC**

- Provided front-line information technology support to a company of 300 employees in 3 local offices
- Streamlined customer support call routing procedure which allowed a 15% decrease customer wait time
- Coordinated with vendors for equipment repairs and replacements, including computers, printers
- Maintained exceptional standards of customer service, receiving the "Customer Excellence" award two consecutive years

LEADERSHIP AND SERVICE EXPERIENCE**Information Systems Association****20XX – Present***Activities Vice-President*

- Schedule guest speakers from UNCW and local Information Systems companies for 14 weekly meetings
- Recruit new members through classroom presentations and word-of-mouth advertising

Hospice of Wilmington**20XX – Present**

- Weekly volunteer accommodating the needs of family and visitors
- Assist staff through errands and room accommodations

POST GRAD RÉSUMÉ

Timmy Seahawk

Phone: 111.222.9999

TSeahawk@gmail.com

<https://www.linkedin.com/in/timmyseahawk>

Profit-Driven Marketing Manager

Driving strong and sustainable financial gains through leveraging corporate potential, enhancing topnotch marketing solutions, innovative branding strategies, and dynamic corporate events.

- More than 2 years of substantial B2C marketing experience, delivering profitable solutions to drive sales, attract and maintain customers, and build a solid corporate brand
- Special talent for enhancing corporate marketability through various media outlets, as well as clear, effective corporate messaging
- Stellar organizational and planning skills, as demonstrated in successful event planning experience
- Extensive experience communicating with vendors, clients and event support personnel with a solid reputation for being enthusiastic, efficient, and hands-on

- ◇ Strategic Marketing & Sales
- ◇ Event Planning & Execution
- ◇ Corporate Brand Establishment
- ◇ Internet & E-mail Marketing
- ◇ Direct Marketing Applications
- ◇ Business-to-Business (B2B)
- ◇ Customer Relationship Management
- ◇ Public & Media Relations
- ◇ Budgeting & Allocation Management

PROFESSIONAL EXPERIENCE

ABC Company Inc., Wilmington, NC

2014 – Present

Initially hired for marketing and event support position. Upon proving marketing savvy, assigned all marketing and event responsibilities. Found innovative ways to market ABC, including highly successful e-mail marketing campaigns. Initiated corporate re-branding after a new niche market opened (ABC Company). Maintain constant and open dialogue with vendors, clients, corporate, and marketing vehicles.

Marketing Manager, Event Coordinator

- ◇ Spearhead all planning activities from concept to execution for events with up to \$10,000 budgets
- ◇ Manage all event budgeting, ensuring top quality while consistently coming in under budget
- ◇ Direct event logistics including registration and setup, travel, client receptions, guest lists, and itineraries, both remotely and on-site
- ◇ Lead cross-functional team conference calls prior and during each event, solving logistical issues and coordinating preparation
- ◇ Establish and build successful partnerships with vendors, event management companies, and production services companies.
- ◇ Create e-mail marketing campaigns, resulting in record high interaction rates disseminated to upwards of 8,000 recipients
- ◇ Orchestrate all marketing efforts from idea to completion including, email, TV, print, and digital marketing outlets
- ◇ Manage a \$300,000 yearly marketing budget to include year-end forecasting and planning
- ◇ Produce multiple commercials to support sales and marketing promotions to drive awareness

VOLUNTEER EXPERIENCE

Volunteer, Habitat for Humanity, Raeford/Wilmington, NC

2008 – Present

Volunteer, Woody White Campaign Rep, Wilmington, NC

2014

EDUCATION AND PROFESSIONAL INVOLVEMENT DEVELOPMENT

University of North Carolina Wilmington, NC B.S B.A., Marketing

December 2014

TECHNICAL CAPABILITIES

- ◇ Sitecore
- ◇ Windows Professional XP/Vista
- ◇ MS Office 2007/2016
- ◇ LotVantage
- ◇ Acrobat
- ◇ Microsoft Dynamics CRM
- ◇ Constant Contact