

**RESUME 101**  
**A GUIDE TO THE BUSINESS RESUME**  
**Michael G. Foster School of Business – Undergraduate Career Services**

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# RESUME 101

## A GUIDE TO THE BUSINESS RESUME

### FORMATTING

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The biggest point to emphasize in formatting is consistency. Your resume needs to be consistent so that it is easy to read and visually appealing. See resume template as example.

If you are asked to submit your resume online, you should **convert your word document to a PDF** (unless otherwise noted by the employer). A PDF ensures that the formatting of a document remains intact, regardless of what software or operating system the employer is running.

### FORMATTING TOOLS

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The purpose of formatting your resume is three-fold: (1) **to make your resume easy to read**; (2) to make specific items stand out (i.e., your name, headers); and (3) to differentiate aspects of your resume (i.e. employer vs. title vs. accomplishments). Try to avoid overusing formatting tools and keep things consistent on the page.

#### Commonly used formatting tools

##### **Bold**

SMALL CAPS (easier to read than all caps)

*Italics* (Use italics sparingly, as they are often used to designate a secondary piece of information)

##### Underline

- Bullets (use small standard bullets, no graphics or symbols)

##### Font changes

| Vertical Lines  
Horizontal line

### LENGTH & MARGINS

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Your resume needs to **concisely, informatively, and efficiently** convey all of your desired information. As an undergraduate student, **your resume should be no longer than one page**. Margins should not be less than 0.5 inches. A balanced look to the page is easily achieved by making the left/right margins equal and the top/bottom margins equal.

### HEADER & CONTACT INFORMATION

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#### **Name**

Make sure it is large and bold enough to be easily seen.

#### **Address**

Provide a temporary and permanent address, if applicable.

## Phone Number

Note: Be sure your voicemail message is professional and appropriate.

## Email

Your school email is preferred. Make sure your email address is appropriate (it's time to put hotstud69@hotmail.com to rest).

## Header Examples:

<b>LESLIE KIZER</b> 123 45 <sup>th</sup> Avenue NE Seattle, Washington 98105 404-123-4567 Leslie_Kizer@washington.edu	
<b>REBECCA MISHLER</b> Rebecca_Mishler@washington.edu 917-758-6543	
Current: 1407 Husky Place Seattle, WA 98105	Permanent: 102 Foster Lane Seattle, WA 98105

## OBJECTIVE

While including an objective at the top of your resume is a personal preference, the Career Center typically doesn't recommend stating an objective. Objectives are often used by professionals with decades of experience to help focus their search.

## DATES

All dates should be in one consistent location (i.e. the right hand side of the page, above the city/state) so they are easy to find for each entry. Typically, month ranges are provided for work experience (August 2011 – May 2012), while quarters/seasons can be utilized for school activities or extracurricular (Fall Quarter 2010 or Spring 2011). For summer internships, list the date as “Summer 2011.” It is not necessary to include the number weeks that you worked in a summer internship. **Dashes and dash style must be consistent throughout resume.**

### The Lowdown on Dashes

- A dash (–) should only be used in place of the word “through” as in Jan. 2010 through Apr. 2010”
- For a non-continuous time period, use a comma (,)  
*Ex. To indicate you worked multiple summers: Summer 2009, 2010, 2011*
- When using a dash, make sure you have space before and after the dash.  
*Good: June 2010 – May 2011*
- When using dashes, be sure all of your dashes are the same length; often Word will automatically change a dash depending on the spacing and formatting around it  
*Ex. “-” can become “\_”*

## EDUCATION

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### The School

The name of our school is “**The Michael G. Foster School of Business**” (not “Foster’s School of Business”). Only list schools from which you have received a degree (or abroad programs). If you transferred to the University of Washington from another college, you do not list that college.

### Options

Because the concept of an “Option” is not widely understood, insert “Major” instead.

### GPA

If your GPA is above a 3.0, report it on your resume. Otherwise, only include your GPA if it is specifically requested by the employer. You can report either your Foster Business School or major GPA or your Cumulative GPA (the combination of your College and Foster course work), or both. Just be sure to accurately label which GPA is which.

### SAT/ACT Scores

You may want to include SAT/ACT scores, if you are above the 75% percentile for UW students otherwise, include SAT/ACT scores if they are specifically requested by the employer (it’s more common to see these requests from finance or consulting employers).

### High School

For the most part, leave it off your resume. Exceptions: If you are a first-year or second-year college student applying for an internship, if you went to an incredibly prestigious school, or if you went to high school in a different country. If you are one of these exceptions, your high school listing comes after your college listing (reverse chronological order).

### Relevant Coursework

You may list your relevant coursework if helpful to showing your knowledge in relevant areas.

Formatting can vary, but here are a few examples to get you started:

<b>University of Washington</b> , Michael G. Foster School of Business, Seattle, WA <i>Bachelor of Arts in Business Administration</i> Concentrations in Marketing and Consulting Cumulative GPA: 3.78 Dean’s List Fall 2006, Spring 2007, Fall 2008	June 2012
<b>University of Washington</b> <i>Michael G. Foster School of Business</i> , Seattle, WA <i>Bachelor of Arts in Business Administration</i> Concentration in Accounting (CPA Track) Cumulative GPA: 3.66	June 2012
<b>University of Washington</b> , Michael G. Foster School of Business, Seattle, WA <i>Bachelor of Arts in Business Administration</i> Concentrations in International Business and Marketing Double Major in French Cumulative GPA: 3.78, Major GPA: 3.92 Study Abroad: University of Paris	June 2012    Summer 2010

## WORK OR INTERNSHIP OPPORTUNITIES

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List in reverse chronological order starting with your most recent employer first. Include:

- Company
- Location (city and state)
- Your position
- Employment dates
- Content entries (please see section for details)

Organize your work experience into categories if needed. For example, use “Internships” as a category to list summer work that is relevant, and use “Employment History” as a category for all non-relevant jobs. If you had work experience in high school then include positions in this section, but they are the first to go if you are tight on space. For a position that you currently hold, use “*present*” to signify the end-date.

## CONTENT ENTRIES

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**Your content entries are the most important part of your resume.** These entries show what you can do and show employers what skills you could bring to their company. Focus on accomplishments, achievements and results.

- **Brainstorm about your jobs.** What did you accomplish, what skills did you gain?
- **Prioritize your accomplishments.** Example: if you filed papers for 80% of your summer internship, but you interacted with clients and helped develop planning modules for 20%, prioritize the client interaction and module development.
- **Start with an action verb.** See *Appendix B* for a list of action verbs. Remember, all action verbs should be in the past tense unless it is a current activity.
- **Look at the job description for the position for which you are applying.** Match your skills with the desired candidate qualifications.
- **Quantify your accomplishments and results.** You can enhance your resume by using quantifiable descriptions.

### Examples:

#### Quantifiable actions can include

- Cost savings – use actual dollars or percentages
- Improved efficiencies
- Measurable increases in revenues, sales, profits, market share, customers, etc.

#### Content examples:

<i>Without Quantitative Info:</i>	Led a team to revamp an internal customer satisfaction data website
<i>With Quantitative Info:</i>	Led a 4 person IT contractor team in a \$200,000 internal customer satisfaction data website upgrade effecting over 1,500 employees
<i>Without Quantitative Info:</i>	Analyzed previous company budgets to determine specific areas for cost savings
<i>With Quantitative Info:</i>	Analyzed the company's previous 4 years of budgets to determine 7 specific areas that resulted in \$100,000 of cost savings

## Avoid using:

- Pronouns (I, you, they) – they take away from the formality of the resume
- Helping verbs (have, had, may, might) – say “managed” instead of “have managed”
- Being verbs (am, is, are, was, were) – passive vs. active
- Subjectivity – subjective claims should be saved for your cover letter

## **LEADERSHIP EXPERIENCE, CO-CURRICULAR ACTIVITIES, OR VOLUNTEER EXPERIENCE**

This section should mirror your work experience (i.e. listed in reverse chronological order starting with your most recent activity). *If your leadership and extracurricular activities are more substantial than your work experience, you’ll want to include this section before “Work Experience.”* Remember to focus on your current activities and accomplishments.

Include:

- Club or group
- Your position
- Dates of membership or service

For organizations with widely-accepted acronyms or abbreviations, spell the organization in full and include the acronym in parenthesis. For freshmen and sophomores, you’ll want to blend in *significant* high school activities or accomplishments into this section, particularly if you haven’t yet had a chance to develop leadership roles in college.

## **HONORS & AWARDS**

List any honors and awards:

- If you have had outstanding scholarship recognition or multiple academic awards or achievements, you can move this section right below “Education”
- If you have had little work/internship experience, this section can become critical to show employers the work you *have the potential* to do for them

## **ADDITIONAL**

This section includes computer programs you are proficient in, any languages you speak, or any other pertinent information.

### Language Proficiency Levels:

*Fluent:* Implies written and oral language skills. You know exactly the right word to use in any situation.

*Conversant:* Implies that you could get along in conversation, but need improvement in oral or written skills.

Anything less than these two levels should be left off your resume.

- If you are a guru with *any* computer programs (particularly Excel) mention your advanced capabilities.
- If listing interests, be specific. While these may not be pertinent to the job, they are a great opportunity to connect with your interviewer about shared interests.

## **AVOID**

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- **Any lies or exaggerations**
- Any salary information (previous, current, or what you hope to receive in the future)
- Personal statistics (age, sex, race, etc.)
- References (you can provide them when they are asked for)
- Relying only on computer editing (spell check, grammar check)
- Relying on only one person to edit your resume (pass it around; the best resumes have had lots of people edit them)
- Graphics, photos, or logos
- Confusing font or formatting
- Using too small font size, stay between 10-12 pts
- Vague statements (be specific)
- Personality profiles (adjectives like hard-working, team player, dedicated; these are all subjective and will weaken your resume)
- Testimonials (statements by former employers or teachers; they are biased and not appropriate)

## APPENDIX A.

### Resume Critique Points to Consider

- Is contact information clear; are phone numbers included? E-mail address?
- Is the objective specific, if one is included?
- Does the resume lead with strength? What stands out when you look at it for 10 seconds?
- Is the overall appearance professional? Balanced margins? Font?
- Does it look burdensome to read? Is it longer than 1 page?
- Does it look cluttered?
- Does it look too brief?
- Is education clear? Is GPA included? Major GPA? Work-related coursework? Concentrations?
- Are academic honors included? Are they substantial enough to merit an “Honors” category?
- Is high school included? If so, does it make sense to include it?
- Are other educational endeavors such as study abroad, special programs, independent studies, minors, etc. included?
- Has the resume highlighted titles or organizations? Which look stronger?
- Are descriptions written with most impressive information first? Using action verbs? Is there enough information to visualize what you did?
- Has the formal (order of Experience, Related Experience, Activities, etc. categories) allowed most important experience to be up front?
- Has the resume highlighted accomplishments? Are items quantified where possible?
- Are leadership roles well defined?
- Are language and computer skills mentioned?
- Are dates included, but not highlighted?
- Are college summers accounted for?
- Are interests or personal data included appropriate? Does this information aid the reader in understanding the individual?
- Does the resume communicate a track record of success?
- Has the resume avoided personal pronouns?
- Is the highlighting “scannable?” Remember that computer scanners have difficulty with underlining.



# Name

student@gmail.com (850) 322-2322  
332 Union Lake Circle, Seattle, Washington 30033

## EDUCATION

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**MICHAEL G. FOSTER SCHOOL OF BUSINESS—University of Washington**  
**Bachelor of Arts in Business Administration, GPA: 3.5/4.0**  
Major in Finance, Marketing

Seattle, WA  
Dec 2011

**CASS BUSINESS SCHOOL—City University London**  
Study Abroad: International Business Strategy, European Business Studies

London, UK  
Fall 2010

## EXPERIENCE

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**VOESTALPINE AG—Automotive Division**

Linz, Austria  
Summer 2011

*Intern, Marketing & Sales and R&D*

- Created a catalogue and organization system in German and English for over 100 products used in exhibitions
- Performed in-depth analysis of new industries for diversification. Created reports on industry environment, potential partners, suppliers, competitors and relevant exhibition opportunities
- Prepared year-end turnover reports for the CEO containing data from all divisions within the Voestalpine group
- Researched information and created reports for a new market entry joint venture project
- Mapped locations of specific competitors' manufacturing capabilities and their proximity to customers of interest
- Used Chinese language skills to translate and clarify data analysis from JV partner

**NORTHWEST PRODUCTIONS**

Seattle, WA  
Spring 2010

*Intern, Business Development & Marketing*

- Created a database of 30+ internationally known entertainers and potential clients, 50+ local sponsors, 10+ corporate sponsors and several concert venues used to create business plans for current and future projects
- Prepared budget proposals, sales and profit projections for upcoming concerts
- Developed a marketing plan for a music concert with the executive producer which included determining the target consumer group, planning guerilla marketing and print advertising, and relevant consumer products

## LEADERSHIP & PERSONAL DEVELOPMENT

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**HENRY ART GALLERY, University of Washington**  
*Student Manager, Programming and Art Gallery*

Seattle, WA  
2009 – present

- Supervise university center, events, services, and manage a 20 member associate staff
- Organized a university-wide event in 2011 including planning, managing a \$4500 budget, employing 20+ vendors and sponsors, campus-wide marketing and creative design
- Created and implemented a sponsorship and advertising program that increased the event's budget by 25% and more than doubled the previous year's prize donation amount
- Managed a \$1000 budget that created 7 exhibitions in 2009 for the Henry Art Gallery

**YOUNG SCHOLARS PROGRAM, Florida State University**

Tallahassee, FL  
Summer 2010

*Counselor*

- Mentored 32 campers aged 15-17 in advanced math and science, organized and helped budget extracurricular trips

*Research Student*

Summer 2007

- Conducted a biology experiment about population modeling on the aquatic community within *Sarracenia Purpurea*. Utilized calculus and statistics for field and lab work.
- Awarded full academic scholarship

## AWARDS & ACTIVITIES

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Associate of the Year 2008

Foster International Network 2011 – present

Manager of the Month October 2009

Club Tennis 2008 – 2010

Center of Pan-Asian Community Volunteer Tutor 2011

Delta Phi Epsilon Sorority 2009 – present

Fugees Family Volunteer Tutor 2009 – 2010

Inter Sorority Council Representative 2010

## SKILLS & INTERESTS

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**Language:** Conversant in Mandarin Chinese, Intermediate French, Beginning German

**Computer:** Microsoft Word, Excel, PowerPoint, Outlook, Business Research Databases

**Interests:** Healthy Cooking & Nutrition, Greek Mythology, London, Traveling, Piano

# Name

PO Box 121899 • 605 Husky Circle • Seattle, WA 30322 • (217)617-2000 • student@uw.edu

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## EDUCATION

**University of Washington, Michael G. Foster School of Business, Seattle, WA** Expected June 2012  
*Bachelor of Arts in Business Administration. Major: Marketing and Operations Management*

**GPA: 3.91/4.0; Cumulative GPA: 3.97/4.0**

**Awards:** Pinnacle Promotions Scholarship recipient

**Shoreline Community College, Shoreline, WA** June 2010

*Associate of Arts: Business*

**Cumulative GPA: 3.9/4.0**

## RELEVANT EXPERIENCE

**Digitas, Seattle, WA** Summer 2011

*Intern, Marketing/Strategy & Analysis*

- Managed all aspects of multiple SunTrust Bank ad hoc digital marketing campaigns, with primary duties including the creation of creative briefs, procurement of client feedback, and assessment and delivery of final assets.
- Performed market research and competitor analysis via Mintel to aid in brainstorming and program development.
- Created multiple client presentation decks, including a comprehensive overview deck of all in-market business banking programs and a review deck assessing mobile banking program strategies.
- Generated weekly email report using Excel to aid in analysis and review of business banking e-mail programs.
- Collaborated with intern team to pitch Delta Airlines breast cancer awareness campaign to management.
- Assisted with the management and maintenance of all SunTrust business banking direct marketing programs.

**Charter Media, Seattle, WA** Summer 2010

*Intern*

- Accompanied Account Executives on sales calls and participated in the sales process through interaction with new and existing clients across various industries.
- Synthesized network schedules in order to create promotional sales packages to be presented to clients.
- Created a comprehensive schedule of sports programming to optimize sales during key events throughout the year.
- Assembled sales kits and designed sales package information sheets used by Account Executives.
- Drafted scripts for television and radio advertisements purchased by clients.

**RDR, Rainy Dawg Radio, Seattle, WA** Spring 2009 – Spring 2011

*Business Manager*

- Created and implemented system for obtaining promotional concert tickets to be used to increase station listenership.
- Communicate and establish relationships with local concert venues to procure promotional tickets for giveaways.
- Secured outside sponsorship for annual RDR Localsfest concert.

## OTHER EXPERIENCE

**Zara, Seattle, WA** January 2011 – June 2011

*Sales Associate*

- Assisted customers in the buying process through suggestion selling and handling concerns and questions.
- Observed sales patterns and communicated emerging trends to management to aid in inventory decisions.
- Maintained awareness of product inventory related to current fashion trends across varying product lines.

**Booher Automotive & Alignment Service, Seattle, WA** Summer 2008, 2009, and 2010

*Secretary*

- Paid monthly bills for inventory purchases with payments in excess of \$3,000 each month.
- Reconciled company checkbook with balance ranging from \$25,000 - \$40,000.
- Scheduled customer appointments and provided general customer service.

## ADDITIONAL

**RDR, Rainy Dawg Radio, Seattle, WA** Spring 2009 – Spring 2010

*Disc Jockey*

- Co-hosted weekly celebrity gossip-themed radio show.

**Computer Skills:** Proficient in use of Microsoft Office and Adobe Photoshop. **Languages:** Spanish (conversational).

# NAME

1234 MADISON DRIVE  
SEATTLE, WA 98102

206.111.2222  
name@uw.edu

## EDUCATION

UNIVERSITY OF WASHINGTON, MICHAEL G. FOSTER SCHOOL OF BUSINESS

SEATTLE, WA

Bachelor of Arts Business Administration, **Marketing**

**Graduation: 2013**

Major GPA: **3.7/4.0** Overall GPA: **3.5/4.0** Dean List: **9 quarters**

\*Work 20 hours a week, financing 50% of college expenses

### MARKETING PROJECTS

Marketing Research Project (Pepsi)-MKTG 460

**Spring 2012**

- Implemented and conducted focus group of 10 consumers to better understand customer perception of company marketing strategy
- Evaluated marketing metrics to identify effect of marketing activities on financial results
- Employed SWOT inquiry of major competitors to design competitive marketing strategy

Consumer Marketing & Brand Management Project (Nordstrom)-MKTG 412

**Winter 2011**

- Analyzed consumer in-store data to expand brand awareness and increase store profits
- Developed consumer research focus group to gain feedback and generate innovative branding ideas
- Led a group of 4 team members to present consumer behavior findings

Strategic Market Management Project (Proctor & Gamble)-MKTG 485

**Winter 2011**

- Utilized ROI analysis for newly implemented marketing campaigns
- Conducted analysis of competition's promotion strategy in order to generate ideas for increased market penetration

## MARKETING EXPERIENCE

CHI ALPHA PSI (CAP)

SEATTLE, WA

Vice President of Public Relations

**09/2011-06/2012**

- Publicized CAP philanthropic events by leveraging social media, creating fliers using Microsoft Publisher and distributing fliers in community
- Created marketing plan which helped increase attendance for the annual CAP Dance by 20%
- Developed and edited monthly CAP Alumni newsletter, distributed to over 200 alumni per month

## WORK EXPERIENCE

AVENUE STEAKHOUSE

SEATTLE, WA

Lead Server

**09/2010-Present**

- Train, manage and support a team of 5 servers
- Establish repeat customers through cultivating strong customer relationships
- Collaborate in a team of 9 to ensure seamless customer service from food order to customer payment
- Promoted to Lead Server 10/2011, named Employee of the Month 09/2011

YMCA

SAN LUIS OBISPO, CA

Swim Instructor

**Summer 2007, 2008, 2009**

- Instructed and led a group of 8-10 swim students ages 7-10
- Provided overview of safety requirements to swim students to ensure safe swim environment
- Consistently received "above average" scores on parent feedback questionnaire

## SKILLS

Microsoft Office (Word, Excel, PowerPoint), Publisher, Access, Prezi

# NAME

12345 67<sup>th</sup> Ave NE | Seattle WA 98105 | name@uw.edu | (206) 555-1212

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## SUMMARY OF QUALIFICATIONS

- Leadership and organizational skills strengthened through officer position in Beta Alpha Psi (accounting fraternity)
- Obtained accounting experience, ability to manage multiple tasks and communicate with all levels of employees, from business analyst to senior management, through internship at Amazon
- Strong oral communication skills gained through participation in Toastmasters and presenting reports during internship at Pacific Science Center
- Problem solving experience demonstrated through placing 1<sup>st</sup> in Basket Case Competition, 2011

## EDUCATION

### University of Washington, Michael G. Foster School of Business

Master of Public Accounting, Audit & Assurance Track

Anticipated Graduation: June 2013

**CPA Eligibility Date:** September 2013

### University of Washington, Michael G. Foster School of Business

Bachelor of Arts in Business Administration, Accounting Concentration

Graduated: June 2012

**GPA:** 3.5/4.0 **Business GPA:** 3.7/4.0

## EXPERIENCE

### Amazon

*Finance and Accounting Intern*

4/11 - 9/11

- Analyzed account balances and generated performance measurements for three functional areas
- Performed ad hoc analysis to provide financial data used to drive business strategies
- Produced operational metrics for functional areas to address yearly budget considerations
- Utilized project management techniques to organize and communicate with functional areas on seasonal initiatives
- Collaborated with a team of 6 to compile daily, weekly and monthly status reports

### Pacific Science Center

*Accounting Intern*

Summer 2010

- Prepared documentation for auditing purposes, tracing transactions through various business systems
- Assisted accounts payable by tracking purchasing data and receipts
- Compiled monthly summary of expenses for specific exhibits, including the identification of appropriate documentation
- Utilized Excel to create systems and documents to improve an accounts payable intake process

## ASSOCIATIONS

### Beta Alpha Psi (BAP)

10/10 - Present

*Vice President of Service Activities (9/11-6/12)*

- Elected to lead and coordinate 10 community service events for groups of 10-30 BAP members
- Market community service opportunities by creating fliers, e-mail messages and using social media
- Manage logistics for community service activities including transportation and communication with stakeholders

### Toastmasters, University of Washington

3/10 - 3/11

*Member*

## ADDITIONAL SKILLS

Microsoft Excel (Word, Publisher, PowerPoint, Access), Quicken

Language: Conversational Japanese

# Name

2343 Steven Lane, Redmond, WA | 123.456.7890 | student@uw.edu | http://www.linkedin.com/in/name

## EDUCATION

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### Michael G. Foster School of Business, University of Washington

June 2013

Bachelor of Arts in Business Administration: Human Resources and Marketing

GPA: **3.6** SAT: **2370/2400** (Math 800, Critical Reading 780, Writing 790)

National Merit Scholarship Recipient

### Consulting Experience

- **Global Business Brigades** – Traveled to Machuca Village, Panama to aid villagers in micro-financing their business using a \$2,900 Community Investment Fund (CIF). Used business strategies to consult the village on how to spend the CIF.
- **MGMT 300** (Organizational Behavior) – Consulted the UW Ethnic Cultural Center staff on how to increase motivation and job satisfaction in the workplace. Developed recommendations by conducting surveys, interviews and observations.
- **MKTG 445** (Multicultural Marketing) – Worked in partnership with the Business and Economic Development Center to consult a small business, Pawn Fathers, to improve their human resources (HR) strategy for recruiting, hiring, and training as well as HR standards and policies.

## WORK EXPERIENCE

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### ChemPoint.com | Human Resources and Communications Intern

01/12-04/12

*Online chemical distribution company*

#### TASKS and RESPONSIBILITIES

- Assisted HR manager in candidate recruiting, screening, and hiring and created analyses to measure success of recruitment efforts
- Maintained, updated and created job descriptions and job postings for various positions as well as communication resources
- Researched methods to use social media for marketing and recruiting

#### ACCOMPLISHMENTS and CONTRIBUTIONS

- Learned Microsoft SharePoint when building and maintaining sites
- Streamlined the hiring process by:
  - i. building a candidate pipeline on SharePoint
  - ii. analyzing and constantly updating the site for efficiency
  - iii. moving all hiring-related activity to SharePoint

### TEDxUofW | Co-curator

06/11-02/12

*Internet and software corporation invested in internet search, cloud computing, and advertising technologies*

- Helped plan and execute a 6 hour long conference and 2 hour long reception
- Managed all logistics of the event (venue, volunteers, etc.)
- Worked with 2 executive members to coordinate the event
- Obtained vital event-planning skills in securing funding, sponsorships, partnerships, finding a venue, and managing volunteers
- Managed 12 speakers, 30+ volunteers, and 150 attendees

### Associated Students of University of Washington (ASUW) | Administrative Assistant

09/10-06/11

*UW student government*

- Documented minutes for the ASUW Board of Directors and the Judicial Committee weekly meetings
- Maintained and updated all versions of board documents such as Board Bills and Board Reports
- Performed front desk duties – greet visitors, answer phone calls, etc.
- Implemented system using Google Apps to collect, maintain and update ASUW documents
- Obtained skills by observing UW's most influential student body interact and make decisions on sensitive university topics
- Awarded Employee of the Month—November '10

### Google | Student Ambassador

09/10-06/11

*Internet and software corporation invested in internet search, cloud computing, and advertising technologies*

- Promoted Google Apps for Education on UW campus
- Gave presentations and workshops to student groups, faculty and departments
- Planned events to market Google Apps and Google products
- Successfully convinced many student groups to switch over to Google Apps: UW Dream Project, and Sigma Beta Rho fraternity
- Hosted an event, Google TV Study Break, to introduce students to the new Google TV with over 50 students in attendance

## LEADERSHIP & ACTIVITIES

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### Natya | President

12/09-Present

*UW's premiere Indian classical dance team*

- Founded the group with other UW freshman and apply 13 years of Bharatanatyam (Indian classical dance) training
- Aid in the choreography and artistic direction of various performances and planning of major events

### UW Leaders | Mentor

09/10-Present

*Program designed to foster leadership development and community in UW students*

- Collaborate with a team of 5 to improve application & interview process for admitting new leaders (mentors)
- Mentor three UW undergraduates and facilitate two leadership workshops (topics: resumes and cover letters, networking)

**APPENDIX B – ACTION VERBS**

**CLERICAL OR  
DETAILED SKILLS**

Approved  
Catalogued  
Collected  
Executed  
Generated  
Implemented  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Screened  
Specified  
Tabulated

**COMMUNICATION/  
PEOPLE SKILLS**

Advertised  
Arranged  
Articulated  
Authored  
Collaborated  
Communicated  
Composed  
Condensed  
Consulted  
Contacted  
Debated  
Developed  
Directed  
Discussed  
Drafted  
Expressed

Formulated  
Incorporated  
Interviewed  
Involved  
Joined  
Lectured  
Marketed  
Mediated  
Motivated  
Negotiated  
Participated  
Presented  
Promoted  
Publicized  
Recruited  
Reported  
Responded  
Suggested  
Summarized  
Translated  
Wrote

**CREATIVE SKILLS**

Acted  
Adapted  
Combined  
Composed  
Conceptualized  
Created  
Customized  
Designed  
Developed  
Directed  
Entertained  
Established  
Formulated

Founded  
Initiated  
Integrated  
Introduced  
Invented  
Modified  
Originated  
Performed  
Planned  
Revised  
Solved

**DATA/ FINANCIAL  
SKILLS**

Administered  
Allocated  
Analyzed  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Determined  
Developed  
Forecasted  
Managed  
Marketed  
Measured  
Planned  
Prepared  
Programmed  
Projected  
Qualified  
Reduced  
Set goals

Stimulated  
**HELPING SKILLS**

Advocated  
Aided  
Answered  
Arranged  
Assisted  
Clarified  
Collaborated  
Counseled  
Devised  
Diagnosed  
Educated  
Encouraged  
Facilitated  
Furthered  
Guided  
Motivated  
Prevented  
Provided  
Represented  
Resolved  
Simplified  
Supplied  
Volunteered

**MANAGEMENT/  
LEADERSHIP**

Administered  
Advised  
Appointed  
Chaired  
Communicated  
Consolidated

Converted  
Coordinated  
Delegated  
Developed  
Eliminated  
Emphasized  
Enabled  
Encouraged  
Enhanced  
Executed  
Facilitated  
Generated  
Handled  
Headed  
Incorporated  
Increased  
Initiated  
Instituted  
Led  
Managed  
Overhauled  
Planned  
Prioritized  
Reorganized  
Restored  
Scheduled  
Streamlined  
Supervised

**ORGANIZATIONAL  
SKILLS**

Arranged  
Catalogued  
Categorized  
Coded  
Devised

Executed  
Generated  
Incorporated  
Maintained  
Operated  
Processed  
Provided  
Responded  
Reviewed  
Screened  
Supplied  
Standardized  
Systematized  
Validated

**RESEARCH SKILLS**

Analyzed  
Collected  
Compared  
Critiqued  
Diagnosed  
Evaluated  
Examined  
Formulated  
Identified  
Investigated  
Researched  
Reviewed  
Solved  
Surveyed  
Systematized

**TEACHING SKILLS**

Adapted  
Advised  
Communicated

Coordinated  
Critiqued  
Enabled  
Encouraged  
Facilitated  
Guided  
Individualized  
Informed  
Instructed  
Motivated  
Stimulated  
Taught  
Tested

**TECHNICAL SKILLS**

Adapted  
Applied  
Assembled  
Calculated  
Constructed  
Converted  
Developed  
Engineered  
Fortified  
Installed  
Overhauled  
Regulated  
Remodeled  
Replaced  
Solved  
Specialized  
Standardized

## INFORMATIONAL INTERVIEWS

Informational interviews are an opportunity to learn about an industry or a career by meeting one-on-one with someone in the profession. Because you are a student, there will be many professionals willing to meet with you because they remember what it was like to start creating a professional network or explore career options.

It is a powerful opportunity to learn detailed information on a company, possibly visit an organization in person, and create a personal connection with a professional. Informational interviews have also become a tool in the job/internship search process, as they can help expand your professional network. If a face-to-face meeting is not possible, you can always conduct an informational interview via phone.

### Here is a sample request e-mail:

*Dear Mr. Blank:*

*Hello, my name is Jane Smith and I am currently a sophomore at the University of Washington, studying Finance in the Foster School of Business. I received your contact information from (a mutual contact name), who thought you would be a great person to learn more about and discuss the field of consulting.*

*I'm writing to ask if you would be willing to meet for a 30 minute informational interview. I would like to learn about your career path, day to day work, and how I can further prepare myself for a job in consulting.*

*If you are willing, I would be free to meet on Mondays or Wednesdays between 12:30 and 4:30 pm. If this is a busy time for you, perhaps we could conduct the informational interview via phone. I realize you have a very demanding schedule, but any information about your career path and industry would be greatly appreciated.*

*Thank you for your consideration,*

*Student Name*

*Contact information*

## SAMPLE THANK YOU LETTER

Dear Mr. Blank,

Thank you for taking the time to meet with me this afternoon, it was a pleasure to meet with both you and Andrew. I enjoyed our meeting, which reinforced my interest in being a part of the Search Discovery team.

From our conversation, the internship seems to nicely complement my previous experience in web analytics, research, and consulting. It also would provide a solid platform for me to apply my academic training in marketing, and utilize my strengths in analytic and strategic problem solving. The most appealing aspect of the internship is being a part of, and learning from, an engaged and dynamic team which sets Search Discovery apart from many other companies.

Thanks again, and I look forward to hearing from you.

Sincerely,

Your Name

**APPENDIX C – SAMPLE RESUMES AND COVER LETTERS**

**SAMPLE COVER LETTER - EMAIL**

Good Afternoon:

Attached please find my resume, which I am sending in response to your advertisement for a summer internship at Blackstone.

I am a junior at University of Washington, Foster School of Business with a full academic scholarship, a 3.97 GPA and a strong background in finance. I spent the last summer at J.P. Morgan in their global private equity group. I have worked on live deal teams in a variety of industries and am highly-proficient in Microsoft Excel. Additionally, I have been trained to value companies through a variety of methods and have achieved Deal Maven certification in applied financial modeling and discounted cash flow analyses.

I hope that my relevant experience, passion for the financial world and proven track record of motivation and success qualifies me for the position you are seeking to fill. I look forward to hearing from you soon.

Regards,

Student Name



## SAMPLE COVER LETTER - CONSULTING

**Your Name**

P.O. Box 123456 ▪ Seattle, WA 98105 ▪ (404)123-1234 ▪ Email@uw.edu

September 16, 2011

Recruiting Coordinator  
Bain & Company, Inc.  
3280 Husky Road NE, Suite 2400  
Seattle, Washington 98105 USA

Dear Ms. Blank,

I am applying for the Associate Consultant position at Bain & Company. Currently, I am a senior at the Michael G. Foster Business School at University of Washington. Based on my coursework and previous work experience, I believe I would be an excellent fit for Bain's Associate Consultant position. My strong analytical skills, emphasis on teamwork, and entrepreneurial spirit will help add value to the team. Each of these qualities is reflected in my prior experiences and academic achievements:

- **Analytical Skills:** At Launch Funding Network, I utilized my analytical skills in determining the adequacy of business plans for companies across various industries. Through careful consideration of the financial projections and the business model, I prepared reports for CEOs with recommendations about how to proceed with investor funding.
- **Emphasis on Teamwork:** While working for (r)evolution, inc., I constantly improved my individual contribution to the team, as well as my ability to take a lead role when needed. In addition, teamwork has shaped my involvement in Alpha Kappa Psi by requiring me to work alongside the President and the executive board to challenge the status quo and ensure the successful execution of all chapter initiatives.
- **Entrepreneurial Spirit:** Through my time at Foster, I have consistently sought opportunities to develop my own ideas and to challenge my thinking. One example of this can be exemplified by my internship experience at (r)evolution, inc. This experience forced me to constantly go beyond the obvious, but also take the initiative to explore new areas of growth for the company. In developing my entrepreneurial spirit, I have learned the importance of hard work, dedication, and the persistence to think both creatively and analytically in order to achieve superior results.

I have enclosed my resume for your review. I welcome the opportunity to discuss my background with you further in person. Thank you for your time and consideration.

Sincerely,

Student

Enclosed: Resume

## SAMPLE COVER LETTER - FINANCE

CITI INSTITUTIONAL CLIENTS GROUP

390 Greenwich Street  
New York, NY 10013

NAME  
email@uw.edu | 205.123.4567  
605 Freemont Circle P.O. Box 123456  
Seattle, WA 98105

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January 10, 2012

*RE: Summer Analyst – Capital Markets Origination*

Dear Mr. Blank,

I am writing to express my interest in working for the Capital Markets Origination division of Citi as a Summer Analyst. I am currently a junior at the Michael G. Foster School of Business at the University of Washington pursuing a double concentration in Finance and Accounting, as well as a minor in Arabic. I am specifically interested in working in the Leveraged Finance group in CMO due to both the execution focus of the group and the in-depth exposure within one particular product area this opportunity would provide.

At University of Washington, I have maintained a competitive GPA while interning and being involved in multiple extracurricular activities. I was a Business Analyst Intern at Argo Systems, a premiere Program Accounting and Affiliate Management Software Company, where I analyzed client company annual reports using Excel, as well as worked directly with C-level executives to assess client feedback. Additionally I have held numerous leadership positions, including being selected as a Teacher's Assistant for Arabic as well as a Calculus and Statistics Tutor, indicating my strong quantitative and analytical abilities.

Citi has a truly global presence and access to products and markets that is unmatched, but also people who are extremely smart and down-to-earth. This is an environment where I am confident that with my academic, extracurricular, and financial background, I can make a strong and immediate contribution.

I would greatly appreciate the opportunity to work in the CMO division of Citi as a summer investment banking analyst. Please feel free to contact me at (phone) or via email. Thank you again for your time and consideration. I look forward to hearing from you.

Sincerely,

Student Name

# UNDERGRADUATE CAREER SERVICES: PROFESSIONAL CORRESPONDENCE LETTERS

## WHAT ARE PROFESSIONAL CORRESPONDENCE LETTERS?

Whether writing a cover letter, thank you note, or informational interview request, correspondence should always be professional and error free. Correspondence to a potential employer or business contact also needs to be written concisely and respectfully, using proper grammar. Below are key points to remember when crafting professional correspondence.

### KEY POINTS:

- Do not use text language or shorthand (4 me, U r great, btw).
- Unless told directly by the contact, do not use the contact's first name, always address the person as (Mr., Mrs., Ms., Professor, Doctor).
- Always double check correspondence. Misspellings or missed punctuation may give the perception that the work you produce would be careless.
- If you are declining an offer, speak to your lead contact over phone before sending correspondence via e-mail. A phone call shows you are professional and being considerate of their time and effort in recruiting you.
- When interviewing with multiple people, be sure to send each interviewer an individualized thank you email and note. If you are not able to obtain every persons' contact information, send correspondence to your main contact and let them know you were unable to find contact information for the others. You can ask your lead contact to relay the thank you message.
- When sending email correspondence, use an appropriate email address (john@gmail.com instead of partyanimal@gmail.com).
- Send thank you emails within 24 hours of your meeting.
- When sending LinkedIn requests make invitations personalized for each contact.
- If you are not offered the position/internship, be sure to send a thank you email expressing your appreciation for their time.
- After an interview, use the thank you email to highlight the main skills that will make you a great fit for the company; or a unique interest/topic that was discussed in the interview.
- Additionally, the post-interview thank you email can be used to touch on a question you might have answered poorly during the interview.
- Keep a file for letters/emails/LinkedIn messages sent as reminders for dates of correspondence and what was discussed.

### Model of a Cover Letter

Your address (SAME HEADING AS ON YOUR RESUME-THIS CAN BE CENTERED AT THE TOP) City, ST Zip Date

Name of Contact Person  
Title  
Organization  
Street address  
City, ST Zip

Dear (contact person),

**Opening Paragraph:** State the reason you are writing and to what position you are applying. Use a strong opening sentence(s) to make the reader want to continue reading. Include how you heard about the position and the name of the person (if any) who referred you to the job or the organization.

**Body Paragraph:** Choose the most relevant information for the position in this section. Convince the reader of your skills, identify past accomplishments and highlight previous experiences. State the skills/strengths you will bring to the job and that parallel those needed to fill the position. You can choose to do this by using a block paragraph style or by using bullet points.

The body paragraphs are also a chance to briefly explain parts of your resume, such as a career/industry change or geographical moves. If there is nothing to explain, you can also comment on your knowledge of the company (their products, services, or special projects) and why you are interested in working for them. Keep in mind that a cover letter is used to show how you can bring value to a company, as oppose to how that company will help you move along in your career.

**Closing Paragraph:** Ask for an interview or an opportunity to meet in person. You could also tell the person you plan to call on a designated date to follow up or that you are available to meet at his/her convenience. Make it easy for them to contact you by listing your phone number here, as well as times you can best be reached.

Sincerely, (Respectfully, etc.)

(sign your name)

Your Name Typed