

CAREER TOOLKIT

RESUME ESSENTIALS (MBA CLASS OF 2018)

RESUME ESSENTIALS

RESUME FORMAT

COVER LETTER ESSENTIALS

INFORMATIONAL CONVERSATIONS GUIDE

SAMPLE EMAILS FOR REQUESTING INFORMATIONAL INTERVIEWS

LINKED IN ESSENTIALS

ASKING A COMPANY CONTACT FOR HELP

COMMON INTERVIEW QUESTIONS

QUESTIONS TO ASK THE INTERVIEWER

BEHAVIORAL INTERVIEWS

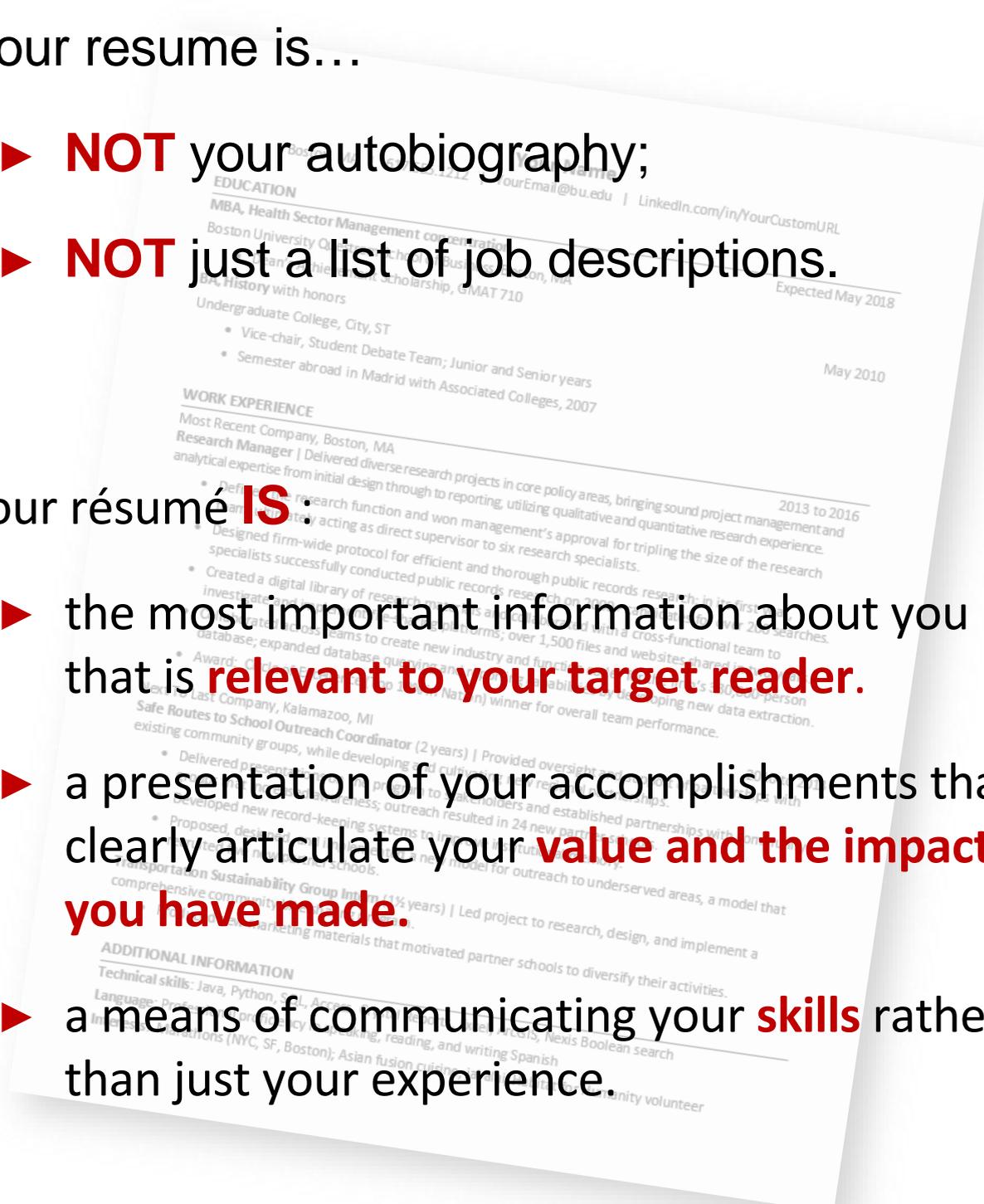


Your resume is...

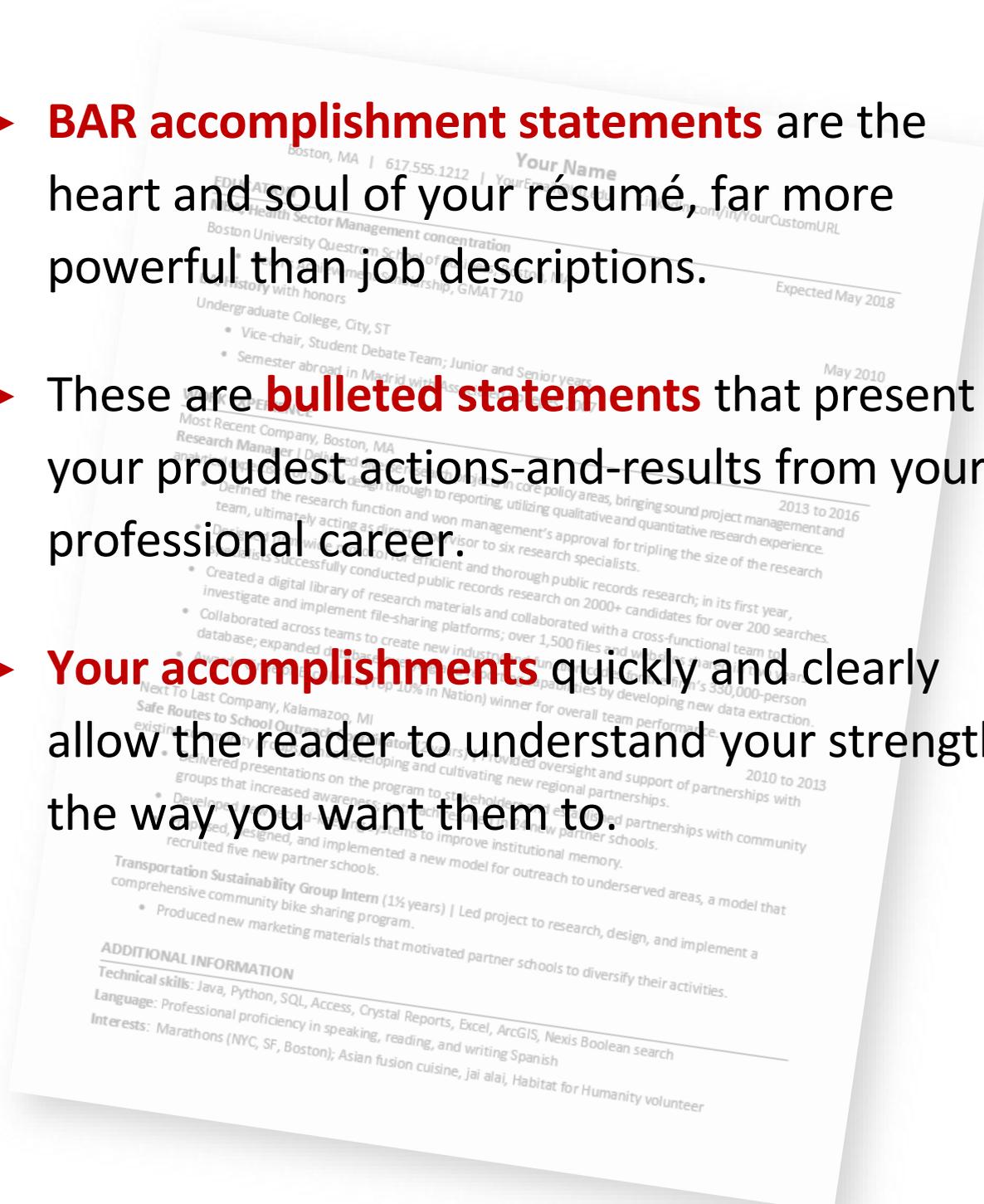
- ▶ **NOT** your autobiography;
- ▶ **NOT** just a list of job descriptions.

Your résumé **IS**:

- ▶ the most important information about you that is **relevant to your target reader**.
- ▶ a presentation of your accomplishments that clearly articulate your **value and the impact you have made**.
- ▶ a means of communicating your **skills** rather than just your experience.



- ▶ **BAR accomplishment statements** are the heart and soul of your résumé, far more powerful than job descriptions.
- ▶ These are **bulleted statements** that present your proudest actions-and-results from your professional career.
- ▶ **Your accomplishments** quickly and clearly allow the reader to understand your strengths the way you want them to.



BAR STATEMENTS



- ▶ **BACKGROUND:** Provides context if the situation isn't self-explanatory.
- ▶ **ACTION:** The proactive steps you took.
- ▶ **RESULT:** The successful outcome, *quantified* whenever possible.
- ▶ Choose professional accomplishments and events that you are proud of.
- ▶ Pick only the Best-of-the-Best...think "Greatest Hits".
- ▶ An excellent resource would likely be your Annual Performance Reviews.

BAR STATEMENTS



BACKGROUND

Explain under what circumstances or conditions you did the work. Use phrases such as, "within tight time frames," "while department staffing level was at 50%," "took on additional responsibilities while maintaining current workload."

ACTION

Discuss how you executed the accomplishment, what you did, and the strengths you used. Be specific and use strong action verbs, such as "exceeded," "planned," or "developed." Avoid the weak phrase "responsible for... ". Suggestions are available [here](#).

RESULTS

Show the business impact of your actions. Include deliverables, metrics, and contributions from your company's perspective. Sometimes, to determine the result, think of what would have happened if you HAD NOT done a competent job.

BAR STATEMENTS



Duties & Responsibilities	vs.	Accomplishments
Responsible for sales in the Eastern region.		Led a team of three account executives and two support analysts; produced \$5 million in new revenue, exceeding goal by 75 %.
As HR Manager, duties included saving money on corporate benefits.		Saved 15% over previous years by researching life insurance providers and signing contract with local supplier.

BAR STATEMENTS



First Draft	vs.	Stronger Edit
Completed project ahead of schedule.		Completed an IT project ahead of schedule and \$25,000 under budget.
Proven track record for system sales.		Sold enterprise software solutions that generated over \$15,000 in additional revenue per month.
Recognized as effective manager.		Promoted three times in five years; as a supervisor, was rated in top 25% for last two years.

Example Situation

Background

Company experienced customer complaints from valued customers (20 complaints per month).

Action

Established hotline to handle customer inquiries.

Purchased and implemented CRM software to track and resolve complaints.

Negotiated new benefits package to enhance job flexibility and content.

Result

Decreased customer complaints by 33% and product returns by 45%.

(continued)

BAR STATEMENTS



The previous situation delivered in two BAR statements:

“Decreased customer complaints 33% by successfully establishing a hot-line to handle inquiries.”

“Implemented new software to track and resolve customer complaints, resulting in a 45% decrease in product returns. “

DEFINITION OF “STRENGTH”

Actions and tasks that you are **good at doing**, but may not enjoy



Actions and tasks that you **enjoy doing**, but may not be good at

Activities that you are **good at doing**, **enjoy doing...**



...and where you can add **VALUE!**

How does it look?

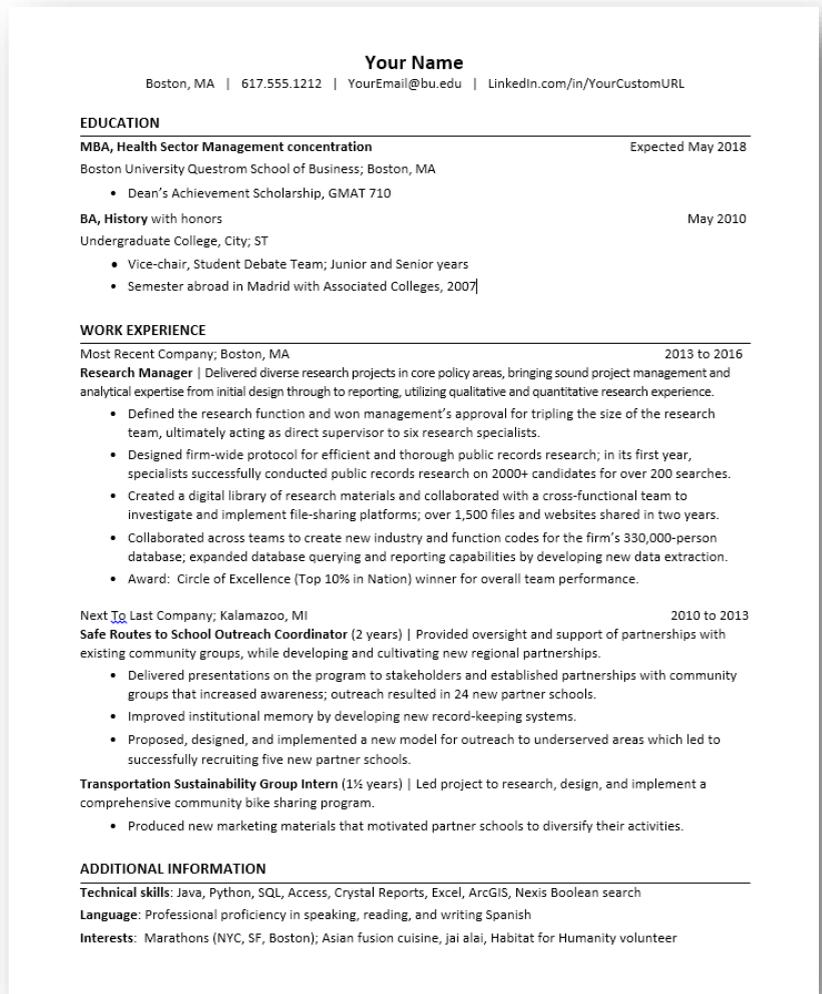
- ▶ Is there enough white space?
- ▶ Is it inviting to read?
- ▶ Do the important elements jump off the page?

What does it say?

- ▶ Is the most relevant information highlighted?
- ▶ Is it your 'best-of-the-best'?

How does it say it?

- ▶ Are there results and metrics?
- ▶ Did you use the most impactful language possible?



PLEASE NOTE

Less than 10 years of professional experience: 1 page (max)

10 years or more: up to 2 pages

NAME

- ▶ First and last; middle initial OK.

ADDRESS

- ▶ Boston, MA during school.

PHONE

- ▶ Domestic (USA) cellphone number.

E-MAIL

- ▶ BU preferred while in MBA program.

LINKEDIN URL

- ▶ Customized URL (not default URL); instructions available [here](#).

Your Name

Boston, MA | 617.555.1212 | YourEmail@bu.edu | LinkedIn.com/in/YourCustomURL

EDUCATION

MBA, Health Sector Management concentration Expected May 2018

Boston University Questrom School of Business; Boston, MA

- Dean's Achievement Scholarship, GMAT 710

BA, History with honors May 2010

Undergraduate College, City; ST

- Vice-chair, Student Debate Team; Junior and Senior years
- Semester abroad in Madrid with Associated Colleges, 2007

Degrees listed in reverse chronological order.

MBA and planned concentration or program, with “Expected 2018” listed first.

Consider including (where applicable for BU and undergrad):

- ▶ GMAT (optional)
- ▶ academic scholarships
- ▶ team projects, honors, awards, and leadership roles
- ▶ club memberships
- ▶ volunteer work on campus

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WORK EXPERIENCE

Most Recent Company; Boston, MA 2013 to 2016

EXPERIENCE

Relevant professional experience, including internships, in reverse chronological order.

Company name and location, with total years there (no need to include months).

Bolded title with years (if more than one title at same company), followed by two-line scope of the position.

BAR statements (2 lines, max), quantitative results when possible.

- vice-chair, Student Debate Team; Junior and Senior years
- Semester abroad in Madrid with Associated Colleges, 2007

WORK EXPERIENCE

Most Recent Company; Boston, MA 2013 to 2016

Research Manager | Delivered diverse research projects in core policy areas, bringing sound project management and analytical expertise from initial design through to reporting, utilizing qualitative and quantitative research experience.

- Defined the research function and won management's approval for tripling the size of the research team, ultimately acting as direct supervisor to six research specialists.
- Designed firm-wide protocol for efficient and thorough public records research; in its first year, specialists successfully conducted public records research on 2000+ candidates for over 200 searches.
- Created a digital library of research materials and collaborated with a cross-functional team to investigate and implement file-sharing platforms; over 1,500 files and websites shared in two years.
- Collaborated across teams to create new industry and function codes for the firm's 330,000-person database; expanded database querying and reporting capabilities by developing new data extraction.
- Award: Circle of Excellence (Top 10% in Nation) winner for overall team performance.

Next To Last Company; Kalamazoo, MI 2010 to 2013

Safe Routes to School Outreach Coordinator (2 years) | Provided oversight and support of partnerships with existing community groups, while developing and cultivating new regional partnerships.

- Delivered presentations on the program to stakeholders and established partnerships with community groups that increased awareness; outreach resulted in 24 new partner schools.

Provides information about your skills and abilities not necessarily obvious or presented in the preceding entries.

Provides additional insight to your character.

Consider including some combination of:

- ▶ Technical skills
- ▶ Certifications, memberships and affiliations
- ▶ Language proficiencies
- ▶ Volunteer work
- ▶ Interesting interests
- ▶ Non-career related awards of interest

Transportation Sustainability Group member (1 1/2 years) | Led project to research, design, and implement a comprehensive community bike sharing program.

- Produced new marketing materials that motivated partner schools to diversify their activities.

ADDITIONAL INFORMATION

Technical skills: Java, Python, SQL, Access, Crystal Reports, Excel, ArcGIS, Nexis Boolean search

Language: Professional proficiency in speaking, reading, and writing Spanish

Interests: Marathons (NYC, SF, Boston); Asian fusion cuisine, jai alai, Habitat for Humanity volunteer

Word Clouds can help you see the “real message” your résumé is delivering. Test and compare your résumé, cover letters, and LinkedIn Profile against job postings.



Go to www.wordle.net/create

Copy and paste your résumé into the box

Set the options to:

- ▶ **Language:** “Make all words lower case” and “Remove common English words”.
- ▶ **Font:** Telephoto (or something equally easy to read).
- ▶ **Layout:** Maximum words (25) / Prefer Alphabetical Order / Straighter Edges / Horizontal.
- ▶ **Color:** BW, Moss, or Kindled (keep color variations to a minimum).
- ▶ Selectively remove large but irrelevant words (right-click) like ‘Boston’, repeated company names, etc.

The large words are the most often repeated and, thus, considered more important.

Your Name

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WORK EXPERIENCE

Most Recent Company; Boston, MA 2013 to 2016

Research Manager | Delivered diverse research projects in core policy areas, bringing sound project management and analytical expertise from initial design through to reporting, utilizing qualitative and quantitative research experience.

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- Created a digital library of research materials and collaborated with a cross-functional team to investigate and implement file-sharing platforms; over 1,500 files and websites shared in two years.
- Collaborated across teams to create new industry and function codes for the firm's 330,000-person database; expanded database querying and reporting capabilities by developing new data extraction.
- Award: Circle of Excellence (Top 10% in Nation) winner for overall team performance.

Next To Last Company; Kalamazoo, MI 2010 to 2013

Safe Routes to School Outreach Coordinator (2 years) | Provided oversight and support of partnerships with existing community groups, while developing and cultivating new regional partnerships.

- Delivered presentations on the program to stakeholders and established partnerships with community groups that increased awareness; outreach resulted in 24 new partner schools.
- Improved institutional memory by developing new record-keeping systems.
- Proposed, designed, and implemented a new model for outreach to underserved areas which led to successfully recruiting five new partner schools.

Transportation Sustainability Group Intern (1½ years) | Led project to research, design, and implement a comprehensive community bike sharing program.

- Produced new marketing materials that motivated partner schools to diversify their activities.

ADDITIONAL INFORMATION

Technical skills: Java, Python, SQL, Access, Crystal Reports, Excel, ArcGIS, Nexis Boolean search

Language: Professional proficiency in speaking, reading, and writing Spanish

Interests: Marathons (NYC, SF, Boston); Asian fusion cuisine, jai alai, Habitat for Humanity volunteer

