Resume Writing Overview

Notre Dame Career Services

What A Resume Should Communicate

- **WHO** you are

- **WHAT** you've done

- **HOW** you've done those things

- **IMPACT** on the organization

# Accomplishments, <u>NOT</u> Responsibilities

Responsibilities	Accomplishments
Managed $500K budget	Managed to $500K budget target while increasing marketing programming by 15%
Led team of six	Led six-person team through product development process—launched key new product two months ahead of schedule
Managed forecast	Leveraged analytics to improve forecast accuracy by 20% vs. previous year
Led capacity improvement project	Partnered with supply chain team to solve critical capacity constraints—increased available capacity by 30%
Developed new advertising plan	Developed new ad campaign and used analytics to pinpoint target consumers—drove sales (+20%) and share (+11%) gains

Who Would You Interview?

Duties included taking field measurements and maintaining records, setting up and tracking project using Microsoft Project, and developing computerized material take off sheets
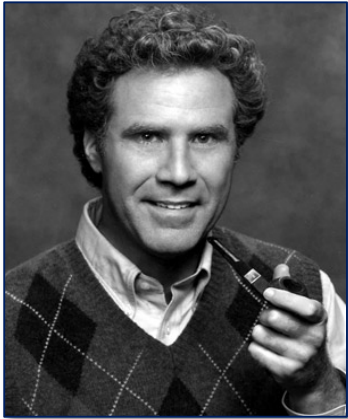
Initiated and managed tracking systems used for the Green District water decontamination project, saving $125,000 on the project while decreasing staff allocation time by 30%

How to Quantify?

- There are many different ways to quantify your accomplishments:
  - Revenue/Profit generated
  - Market Share gained
  - Costs/Resources saved
  - Efficiency improved
  - Time saved
  - Customer satisfaction ratings increased
  - Accuracy improved
  - Milestones achieved
  - Number of People/Projects/Events managed
  - Awards won

- If you can put a number on it, even better!

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Resume Bullets

- When writing resume bullets, consider the following model:

<p align="center">What I did; how I did it—what it accomplished</p>

- What I did = What I was responsible for (initiative, program)

- How I did it = Some specifics about my approach/actions

- What it accomplished = What those efforts led to

Examples from a Resume

- Spearheaded cross-functional effort to solve critical capacity constraints; developed business case and secured funding for largest capital investment in 10+ years—increased capacity by 30% to fuel accelerated growth for Candy team

- Managed Dentyne forecasting program; partnered with demand planning team to rebuild and continually update models based on historical consumption data and upcoming marketing activities—improved accuracy by 22% vs. previous year

- Overhauled 388th Fighter Wing's combat training program; shifted emphasis to train forces for emerging, non-traditional wartime missions—successfully prepared 150 F-16 pilots and 36 intelligence personnel for deployed combat operations

- Developed digital advertising campaign for Charmin Sensitive; incorporated consumer insights into creative units and used analytics to pinpoint target consumers—drove increases in sales (+19%), share (+20%) and trial (+16%)

What I did; how I did it—what it accomplished

Resume Bullets

- You don't always have space (or enough details) to hit all three

- In those cases, you can simplify as follows:

What I did—what it accomplished

- Examples:
  - Developed and executed 2012 Sour Patch brand marketing plans—drove double-digit sales (+21%) and share (+10%) gains

  - Devised new e-commerce strategy, product portfolio and marketing plans—drove 20% increase in online Charmin sales

What About this ND MBA Template?

- Make your life easier...embrace the template for on-campus recruiting efforts (i.e., anything that leverages Go IRISH)

- Your goal is to make it easy for recruiters to focus on **content**
  - Corporate reps recruiting on campus are familiar with the template
  - They know exactly where to find the information they need
  - Distracting or inconsistent formatting could cost you opportunities

- Using the template frees up time for other vital activities:
  - Developing a target company list
  - Finding contacts to connect with
  - Writing tight cover letters
  - Preparing for job interviews

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Other Quick Hits

- As an MBA student, **DO** keep your resume to one page

- **DO** start bullets with action verbs…and **DO NOT** use the same one or two over and over again (e.g., "Led" or "Managed")

- **DO NOT** use multiple sentences in a single bullet; commas, dashes, and semi-colons are your friends

- **DO NOT** put periods at the end of resume bullets

- **DO NOT** write bullets longer than two lines—recruiters are much more likely to read shorter bullets

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Questions?

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