



## EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI  
**Bachelor of Science in Business Administration**  
 Majors: **Marketing** and **Entrepreneurship**, Minor: **Spanish**

- Dean's List: Fall 2014, Spring 2015

May 2017  
GPA: 3.3/4.0

**Location:** *Include name of the city and country where the university is located.*

COMPUTER SKILLS: SAS, SPSS, MS Access

**Courses:** *Communicate academic highlights of your study.*

UNIVERSITY DE DUESTO, San Sebastian, Spain  
**Study Abroad: Spanish Language Focus**

- Completed two academic courses instructed in Spanish.
- Pursued educational and cultural travel opportunities to: France, Germany, and Northern Africa.

Spring 2015

**Study Abroad Dates:** *Include the academic term you studied abroad.*

**Cultural Experience:** *Describe details about your study abroad experience that convey important skills and that you would like to discuss further in an interview.*

## STUDY ABROAD EXPERIENCE SECTION TIP

Your study abroad experience should be included in your education section. If you volunteered or pursued other career-related experiences while studying abroad, consider including those details in an experience or activities section.



**Section Heading:** "Honors & Activities" is often fitting. More specific headers may also be appropriate. "Campus Leadership," "Campus & Community Involvement," or "Leadership," among others, could be more specific options.



**HONORS & ACTIVITIES**

**Intramural Basketball Lead Referee, MARQUETTE UNIVERSITY** September 2014 – Present

- Coordinate schedules for 16 referees and 42 intramural 3-on-3 teams.
- Train 5-10 new referees each semester.
- Calmly manage player disputes and support positive sportsmanship.
- Previously served as Intramural Referee, September 2013 – May 2014.

Member, BETA GAMMA SIGMA – Honors Business Society

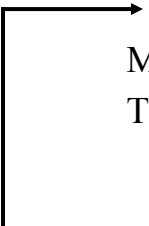
Third Floor Representative, MCCORMICK RESIDENCE HALL

2013– Present

2013 – 2014



**Optional Dates:** While not required, if you are distinguishing between a leadership position and general membership or if you wish to highlight the length of your involvement, including dates is helpful.



**Multiple Roles:** Multiple roles with the same organization may be shared through bullet points. Or, roles could be communicated through the format below (listing the organization once and roles separately):

INTRAMURAL BASKETBALL, MARQUETTE UNIVERSITY

September 2012 – Present

**Lead Referee,** September 2013-Present

- Coordinate schedules for 16 referees and 42 intramural 3-on-3 teams.
- Train 5-10 new referees each semester.
- Calmly manage player disputes and support positive sportsmanship.

**Intramural Referee,** September 2012 – May 2013.

**Share Detail:** Prove the value of your most relevant activities and involvement by providing detail about skills developed, responsibilities managed and outcomes achieved.

**HONORS & ACTIVITIES SECTION TIP**

Activities may be described in an "experience" or activities" section. Honors may be included in a distinct section or combined with education (often as bullet points).



**Location and Role:** *Include the name of the organization and accurately describe your position as part of an applied learning experience.*

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT EXPERIENCE

JOHNSON CONTROLS INC., Milwaukee, WI

January – May 2015

### Applied Procurement Project: Sourcing Intern

- Undertook a project to strategically source raw material commodity with a \$1.5 million spend from inception to best in class business recommendation.
- Developed and executed approaches for sourcing cost savings through data analysis and lot size optimization.
- Implemented a new supplier with a projected savings of \$75,000 or 5% of overall spend.

**Quantifiable data:** *Quantifying the experience helps employers recognize the extent of your contribution or impact.*

## APPLIED LEARNING EXPERIENCE SECTION TIP

Class projects, case studies, and applied learning experiences are valuable to employers. Details may be included in a unique section or listed within your existing experience section as a way to demonstrate the knowledge and skill you gained.



**Context:** *Describing the case competition helps the employer understand the scope of the experience.*

April 2014

## REAL ESTATE EXPERIENCE

### First Place Honors, Regional Case Competition

NAIOP (COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION), Minneapolis, MN

- Enrolled in an independent study course with the purpose of gaining a hands-on opportunity to apply commercial real estate concepts within a case competition.
- Developed plans related to retail use, parking, foot traffic and financing with a team of four students.
- Presented plans to judging panel made up of real estate development professionals.

**Results:** *The last two bullet points describe the results and how the results were communicated. This also demonstrates the ability to present in a professional setting.*

**Case Structure:** *Communicating that it was a group case competition shows teamwork skills and accurately represents your role.*

## CASE STUDY EXPERIENCE SECTION TIP

Class projects, case studies, and applied learning experiences are valuable to employers. Details may be included in a unique section or listed within your existing experience section as a way to demonstrate the knowledge and skill you gained.



**Experience Type:** *Providing an accurate description will appropriately set this experience apart from an internship or full-time position.*

## INFORMATION TECHNOLOGY EXPERIENCE

### Access Database Development Project

Fall 2014

INTRODUCTION TO INFORMATION TECHNOLOGY, Marquette University

- Collaborated as team to plan, design and develop a donor tracking system to streamline the donation process for a non-profit social organization.
- Met with organization representatives to understand information needs and gather user requirements.
- Created complex queries, forms and reports using MS Access.
- Presented completed database to client.

**Results Focused:** *Providing a concise description of the end result of the project helps an employer understand all of the skills you gained.*

**Learning Outcomes:** *Demonstrates transferrable skills, such as teamwork, and immediately describes the project.*

## CLASS PROJECT EXPERIENCE SECTION TIP

Class projects, case studies, and applied learning experiences are valuable experiences. You may create a resume section for class project experiences (as the header above outlines). Or, class projects may be described in your experience section. If you include a class project in your experience section, you will not need a header additional to the experience section header. In an experience section, the Access Database Project and IT Course information will mimic the format of a job title and employer name.



**Degree Name:** You will earn a “Bachelor of Science in Business Administration.”

**Location:** Include the city and state.

**Graduation Date:** A single date is best. You do not need to represent the start and end dates of your education (as you would for a job in an experience section).

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**GPA:** Providing your grade point average is optional. If you have a 3.0 or above, providing this detail may enhance your marketability to employers. Use the same number of decimal places for your GPA and the 4.0 (or 4.00) scale.

**Formatting:** Use bold text for your major(s) and minor(s) to help the information stand out on the page. Adjust the Major(s) heading to reflect whether you have a single or double major.

\*\* If you are undecided, you may omit the Major line and simply list that you are earning your Bachelor of Science in Business Administration.

**Skills:** To keep your skill section relevant for employers, only provide skills **above and beyond** what is expected of you in the College of Business Administration and within your major(s).

**Academic Honors:** Academic honors, such as Dean’s List or other merit-based scholarships, may be listed in the education section or separately, in an Honors & Activities section. Dean’s list is most often listed within the education section. Scholarships are most commonly listed within an “Honors” or “Activities & Honors” section.

**EDUCATION SECTION TIP**

High school education information is NOT included within college-level resumes.



**Labeled Header:** *A specific header can highlight a theme within your experiences.*

**Reverse-Chronological Order:** *List experiences in reverse-chronological order according to end date.*

## MARKETING EXPERIENCE

### Marketing Student Staff

June 2015 – Present

ENROLLMENT MANAGEMENT, Marquette University, Milwaukee, WI

- Complete research projects including a competitor analysis and student satisfaction assessment.
- Offered website suggestions that resulted in layout changes to Q&A webpage.
- Analyze response rates from direct mail outreach to high school sophomores and juniors.
- Provide courteous service to prospective students and families who visit the office.

### Sales Associate

July 2014 – December 2014

SALKED & SONS, INC., Waukesha, WI

- Contributed to sales team by scheduling uniform fittings for seven high schools.
- Filled orders and maintained stock of items in three departments.
- Assisted store manager with obtaining price quotes for seasonal sports equipment.
- Developed and tested group sales follow-up program resulting in referral business.
- Guided customers with purchases of retail items and team supplies.

**Punctuation:**  
*For consistency, end all or none of your bullet points with punctuation.*

**Font Style:** *Make your role titles and organization names stand out by using font effects such as bold, all caps or italics. Use font effects consistently to make accessing your information straightforward for employers.*

**Results:** *Describing the outcomes of your efforts can help demonstrate skills and prove your value to an employer.*

## EXPERIENCE SECTION TIP

In addition to your education, employers will learn the most about you through the experience section.

Customize your descriptions to address the needs of the position to which you are applying.



## HEADER & CONTACT INFORMATION

*Current Address*

123 Main Street, Apt. 4  
Milwaukee, WI 12345

**Carla Hernandez**

(414) 555-1234  
carla.hernandez@marquette.edu

*Permanent Address*

123 Apple Lane  
Hometown, WI 53202



**Contact Information:** *Even when providing two addresses, providing one phone number is sufficient. Select the phone number where you will be reached most reliably and maintain a professional voicemail greeting.*

**Carla Hernandez**

123 Main Street, Apt. 4  
Milwaukee, WI 12345

(414) 555-1234  
carla.hernandez@marquette.edu



**Abbreviations:** *For consistency, write street names in full (Main Street) or use abbreviations consistency: E. Main St.*

### HEADER & CONTACT INFORMATION TIP

Avoid headers and text boxes. Often, these formatting approaches can be more difficult to edit and do not always print correctly.





**What Will You Offer?**

*An objective communicates what you are seeking and what you will offer to an organization.*

Marketing internship with particular interest in customer relationship management and market research. Skills include:

- MS Access Database experience
- Spanish language fluency
- Demonstrated leadership through campus activities

**Be Specific:** *This student uses specific examples to prove his/her abilities.*

Full-time marketing research position. Offering experience with survey development and evaluating sales data.

**Describe Skills:**

*Skills and experiences can be communicated through bullets (above) or within the objective statement (here).*

**Define Goals Clearly:**

*This student did not include “offer” details about what s/he will bring to the position; however, s/he did provide detail about the type of internship s/he is most interested in pursuing. S/he will need to describe abilities clearly in an experience section.*

Human resources internship, with interest in recruitment and training.

## OBJECTIVE STATEMENT TIPS

**Objective statements are optional.** Resumes should always be sent with a cover letter. By providing a cover letter, an objective statement could become repetitive. Some job seekers will choose to omit their objective statement. Others will include an objective to reinforce their goals.

**Avoid General or Overly-Confident Statements.** An employer will learn less about YOU from general statements such as: “seeking an internship utilizing my education” or overly-confident statements such as “seeking a full time position to lead your company.” Specific examples make a resume more effective and persuasive.