

WHAT IS A RESUME?

A resume is a professional document that highlights your job-related achievements, education, language abilities, computer software knowledge, and activities. There is no hard and fast rule book for resume writing so it is up to the writer to tailor the resume to their field of interest and job prospects. Remember that your resume is a dynamic document that will evolve as you gain experiences and develop skills so focusing on creating a strong core document will save you time in the future.

FORMATTING:

It is of utmost importance to **keep formatting consistent!** Ensure that your resume is easy to read and visually appealing. Avoid ready-made resume templates and wizards as these will lessen the flexibility of your document for future editing. Be sure to convert your document to a PDF if you are asked to submit your resume online as this will keep formatting intact and consistent (For the BUSI 1200 resume submission, only submit a Word document).

BE SURE TO:

- Include your GPA
 - Always include your cumulative average if 3.0 or over. If your cumulative average is below 3.0, consider using your major GPA if it is 3.0 or over.
- Highlight Relevant Experience
 - Be sure to describe and quantify your accomplishments rather than simply listing them. Include project experience gained within coursework. Use industry specific words when appropriate.
- Prioritize leadership positions and activities
 - Recruiters want to see that you are doing more than going to class. Highlight communication skills (written and verbal), teamwork, problem-solving and the ability to translate information easily. Identify your experiences in the same detail that you would your work experience.
- List skills such as computer software knowledge and foreign language ability
 - Explain how you have used relevant skills through a project, activity or coursework. Be sure to include all technical proficiencies. List any foreign language skills and your comfort level, i.e. fluent, conversational.

GENERAL TIPS:

Be sure to adhere to the following when writing your resume:

- Check and recheck for spelling and grammar mistakes
- Never embellish on your resume
- Keep your resume to one page
- Make sure the layout of your resume is easy to scan
- Make sure to list current contact information

INDUSTRY SPECIFIC LANGUAGE:

Accounting - expenses, revenue, payroll, profit and loss, balance, financial statements, government regulations, analysis, budget, projections, tax, audit

Finance - financial analysis, portfolio management, strategic, mergers and acquisitions, securities, research, trading, derivatives, underwrite

Hospitality Management – all-inclusive, allotment, amenities, average daily rate, best available rate, channel management, facilities, global distribution system

Management - benchmark, assets, bottom line, continuous improvement plan, liabilities, revenue, ROI, vision

Management Information Systems – software, database, design, network, broadband, e-business, web production, mobile computing, agile, analysis design

Marketing - advertising, market research, strategy, design, account management, media placement, production, concept creation, sales

Risk Management – control, hazard, level of risk, residual risk, risk control, inherent risk, consequence

Supply Chain - inventory control, systemize, multi-task, strategize, quantitative analysis, schedule

ADDITIONAL GENERAL TIPS

- Utilize the tab, spacebar, and enter key to easily create and format your resume
- Font size should be NO SMALLER than 11pt. font
- Margins should be NO SMALLER than .7"
- Resumes should be no longer than 1 page unless you have at least 3-5 years of professional experience
- Do NOT use COLOR or a computer generated template
- Do NOT use *ITALIC* Font Style for scanning purposes
- If you have room, you can space out your information to better fill the paper

CONTACT INFORMATION

- **Required for all Resumes:** Name, Address, Telephone, and Email
- **Email:**
 - Your ECU email address is not always the best option. After graduation, your ECU email is invalid. Therefore include a professional email address. Email addresses such as "beachbabe" are not professional. It's also not advisable to use your current employer's given email address.
 - Not all email providers are created equal. AOL and Hotmail accounts will date your resume.
- **Telephone:**
 - Use a reliable telephone number and include the area code
 - Make sure you have a professional voicemail recording

Examples:

Example 1

Student Name

Current Address
Current City, State Zip

Telephone Number
Professional Email Address

Permanent Address
Permanent City, State Zip

Example 2

Student Name

Address
City, State Zip

Telephone Number
Professional Email Address

Example 3

Student Name

Address
City, State Zip
Telephone Number
Professional Email Address

EDUCATION

Possible Degree listings for ECU College of Business Students:

- Bachelor of Science in Business Administration, Management
- Bachelor of Science in Business Administration, Entrepreneurship/Small Business Management
- Bachelor of Science in Business Administration, International Business
- Bachelor of Science in Business Administration, Finance
- Bachelor of Science in Business Administration, Risk Management and Insurance
- Bachelor of Science in Business Administration, Accounting
- Bachelor of Science in Business Administration, Marketing
- Bachelor of Science in Business Administration, Operations and Supply Chain Management
- Bachelor of Science in Business Administration, Management Information Systems

Dates:

- Month/Year → indicates your **GRADUATION** Month and Year (Even if it has not occurred yet.)
- Throughout your entire resume, all dates should be either right or left justified. Dates should be easily located and located in the same area for each listing.
- **GPA:** Always include your cumulative average if 3.0 or over. If your cumulative average is below 3.0, consider using your major GPA if it is 3.0 or over.

Examples:

Month/Year **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Major
GPA____/4.0

Month/Year **Community College**, City, State
Associate in _____
GPA____/4.0

Month/Year **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Major

Duration **Community College**, City, State
Transfer

East Carolina University College of Business, Greenville, NC
Bachelor of Science in Business Administration, Major
GPA____/4.0

Month/Year

Community College, City, State
Associate in _____
GPA____/4.0

Month/Year

EXPERIENCE

- Always start listing your employment experience beginning with the most recent company/job
- Always lead your bullet statements with strong skill-based verbs
- Do NOT place periods at the end of your bulleted statements
- Be consistent with where you list the dates. For example, if you listed your dates left justified in the Education section then your dates for Experience should also be left justified
- Do NOT use the words “I, me, my, we, their” etc.

Examples:

Month/Year - Present **Company Name, City, State**
Job Title

- Describe job duties by starting statement with a strong skill based verb
- Achievements/Accomplishments

Month/Year - Month/Year **Previous Company Name, City, State**
Job Title

- Describe job duties by starting statement with a **Past Tense** skill based verbs
- Achievements/Accomplishments

Company Name, City, State Month/Year - Month/Year
Job Title

- Describe job duties by starting statement with a strong skill based verb
- Achievements/Accomplishments

Previous Company Name, City, State Month/Year - Month/Year
Job Title

- Describe job duties by starting statement with a **Past Tense** strong skill based verb
- Achievements/Accomplishments

*Use the guide below if you have held multiple positions at the same company.

Month/Year - Present **Company Name, City, State**
Job Title

- Describe job duties by starting statement with a strong skill based verb
- Achievements/Accomplishments

Duration Job Title

- Describe job duties by starting statement with a **Past Tense** skill based verb
- Achievements/Accomplishments

SKILLS

- Use a verb to describe your skills with computers and foreign languages fluently spoken
- Common verbs used are: Experienced, Advanced, Proficient, etc.
- **ONLY** list computer/technical and foreign language skills
- Typically not bulleted

Proficient in Microsoft Excel, Access, PowerPoint and Word; Conversational in Spanish

Fluent in Spanish. Experienced in Microsoft Office

Advanced in Microsoft Excel and PowerPoint

HONORS/ACTIVITIES

- Prioritize academic awards, scholarships, volunteer, community activities, leadership positions etc.
- If space allows, bullet point this section
- **NO HIGHSCHOOL**
- List these in order of relevancy

Example of a bulleted list:

- Member of the _____ Association, Year
 - Volunteer for _____, May – August Year
 - Recipient of the _____ Scholarship, Year
 - Dean’s List (Fall Year, Spring Year, Fall Year)
-

Example of a list:

Member of the _____ Association, Year, Volunteer for _____, May – August Year, Recipient of the _____ Scholarship, Year, Dean’s List (Fall Year, Spring Year, Fall Year)

Skill-Based Verbs

Administer	Define	Govern	Order	Render
Analyzed	Delegate	Guide	Organize	Replace
Assigned	Deliver	Hire	Orient	Report
Accelerate	Demonstrate	Implement	Originate	Research
Accomplish	Design	Improve	Oversee	Resolve
Achieve	Designate	Increase	Perform	Restore
Acquire	Detect	Initiate	Persuade	Reverse
Adjust	Develop	Install	Plan	Review
Advise	Discover	Instruct	Prepare	Revise
Advocate	Dispense	Interpret	Prescribe	Reward
Allocate	Disprove	Interview	Present	Route
Apportion	Distribute	Invent	Prevent	Save
Assess	Draw	Investigate	Preside	Secure
Audit	Eliminate	Judge	Process	Select
Arbitrate	Enhance	Justify	Procure	Sell
Chart	Enlarged	Launch	Produce	Serve
Collect	Establish	Lead	Program	Settle
Compile	Evaluate	Lecture	Promote	Solve
Complete	Examine	Log	Propose	Spearhead
Compose	Execute	Maintain	Protect	Supervise
Conduct	Exercise	Market	Provide	Supply
Confirm	Expand	Moderate	Purchase	Test
Control	Expedite	Monitor	Recommend	Train
Coordinate	Evaluate	Motivate	Record	Transform
Correspond	Fabricate	Navigate	Recruit	Tutor
Counsel	Formulate	Negotiate	Reduce	Upgrade
Create	Gain	Observe	Refer	Utilize
Critique	Generate	Operate	Reformulate	Write

Remember to include key words for the industry in which you are interested in seeking a position.

Jessica McCain

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00 Deer Creek Dr.
Cary, NC 27826

Education:

May 2021 **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.78/4.0

Experience:

June 2019 – Present **Bath and Body Works**, Greenville, NC
Counter Clerk

- Organize and file records of sales, prepare inventory forecasting, and place weekly merchandise orders totaling \$10,000 to prevent inventory stock-outs
- Facilitate customer experience by assisting an average of 100 customers per day to find specific products in the store
- Manage \$500 dollars in cash drawer, along with conducting 60+ credit and debit transactions daily

April 2016 – May 2018 **Sushi One**, Raleigh, NC
Waitress

- Provided professional customer service to more than 70 customers per shift by working collectively with a diverse team of 15 associates
- Trained 12 new employees on the details of their job duties
- Ensured quantity, quality, and accuracy of 70+ customer orders daily
- Provided information on how various menu items are prepared, described ingredients and cooking methods
- Performed food preparation duties such as making salads, soups, and desserts

Skills:

Fluent in French; Skilled in Adobe X; Proficient in Microsoft Excel, Access, PowerPoint, and Word

Activities and Honors:

- Member of the National Society of Collegiate Scholars at ECU, Greenville, NC May 2019 – Present
- Chancellor's List Spring 2019
- Dean's List five semesters Fall 2018 – Fall 2020
- Committee Member of the Phi Eta Sigma at ECU, Greenville, NC July 2018 – May 2019
- Active member of the Alpha Delta Pi Fraternity, Greenville, NC March 2018 – Present

Matthew Swoop

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999-444-3333
Swoop.Matt@yahoo.com

Education:

East Carolina University College of Business, Greenville, NC May 2019
Bachelor of Science in Business Administration, Marketing; GPA: 3.86/4.0

Cape Fear Community College, Wilmington, NC May 2017
Associates in Business Administration; GPA: 3.25/4.0

Experience:

Next Evolution Marketing, Greenville, NC June 2017 – June 2019
Marketing Intern

- Assisted in writing and editing 150+ sales and marketing materials, which included articles, sale sheets, presentations, white papers, and collateral to execute company objectives
- Contributed in the distribution and/or delivery of marketing materials in excess of \$100,000 to expand customer base
- Measured and tracked 200+ responses of current marketing campaigns
- Performed analysis of marketing and sales data for a client base of 100 accounts
- Developed and implemented guerilla marketing tactics to drive sales upward 10%

CK Special, Raleigh, NC June 2015- August 2016
Sales Associate

- Used suggestive selling techniques to increase sales by 15% in December 2015
- Accurately completed cash register transactions of up to \$5,000 each shift
- Responded to 10-30 customer requests or concerns per week
- Executed 25 marketing and visual merchandising initiatives over the course of the year

Language Skills:

Fluent in French, Conversational in Spanish

Technical Skills:

Skilled in Google Analytics, Keyword tracking, and Search Engine Optimization; Experienced in Photoshop and Adobe X; Proficient in Microsoft Excel, PowerPoint, and Word

Honors and Activities:

- Member of the American Marketing Association at ECU, Greenville, NC May 2018 – Present
- Member of Omicron Rho Chapter of Phi Kappa at ECU, Greenville, NC July 2017 – May 2019
- Volunteer for Food Bank of Eastern and Central NC, Greenville, NC May 2015 – June 2017
- East Carolina University Dean's List Fall 2017 – Fall 2018

Samantha Smith

3200 Main Street, Apt. 7
Greenville, NC 27834

252-555-5555
smiths20@email.com

Education

May 2020 **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Management Information Systems
GPA 3.8/4.0

Technical Expertise

- **Programming Languages/Software Applications:** SQL, Visual Basic, Access, C++
- **Networking:** Ethernet Connections, Novell Systems
- **Hardware/Operating System Platforms:** Cisco, Windows, Macintosh OS

Technical Experience

- Database Management Project**, Greenville, NC
- Served as project team's html coder to create a business application using SQL and Access to insert, update, delete, and query information
 - Developed a database to efficiently track and record information concerning product sales and period reports

Analysis of Business Information System, Baltimore, MD

- Collaborated with a group to develop a business application using SDLC to design the management system
- Effectively applied data analysis techniques to evaluate and improve business operations

Work Experience

June 2018 – Present **Equis Corporation**, Charlotte, NC
Online Support Customer Service Agent

- Assist 10+ customers per day with internet issues, utilizing multiple troubleshooting methods
- Provide customer service to online customers in a fast-paced environment to maintain 97% satisfaction rate
- Update and maintain 1000+ customer accounts database

Aug. 2017 – May 2018 **ECU Student Union**, Greenville, NC
Dining services – Crew Supervisor

- Supervised and scheduled a crew of 17 students by assigning various duties, responsibilities, and work stations in accordance with work requirements
- Interviewed and trained 5 new staff members regarding policies and procedures
- Managed the dining area, which fed more than 200 students daily

Activities and Honors

August 2019 – Present	Vice President of the East Carolina AITP
December 2018 - Present	Member of the Gamma Beta Phi Honor Fraternity
May 2017 – Present	
December 2018 – May 2019	Mentor at the Greenville Boy's and Girl's Club
Spring 2017	Chancellor's List

Alex Smith

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Greenville, NC 27858

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ProfessionalEmail@gmail.com

123 Business Ave.
Raleigh, NC 27601

Education:

East Carolina University College of Business, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.62/4.0

May 2020

Wake Tech Community College, Raleigh, NC
Transfer Credits, GPA: 3.8/4.0

Aug. 2016 – May 2018

Experience:

Outback Steakhouse, Greenville, NC
Waiter/Trainer

Jan. 2018 - Present

- Accurately and efficiently place 25+ customer orders daily
- Supervise and train 5 employees on restaurants policies and procedures
- Reconcile all sales, cash, credit, checks and other accounts to balance and pay hostesses and bartenders nightly

The Little Bank, Raleigh, NC
Intern

May 2017 - Aug. 2017

- Implemented electronic banking products and services
- Assisted with resolving customer questions about their accounts
- Shadowed operations manager handling daily duties
- Integral part of a special projects team assigned to develop and implement a marketing strategy to reach new customers

Target, Raleigh, NC
Retail Associate

Sept. 2015 - May 2017

- Assisted customers in finding/selecting merchandise
- Balanced register of \$500+ and accurately completed 20-50 transactions each shift
- Ensured that shelves were stocked with appropriate inventory levels

Skills:

Proficient in Microsoft Excel, Access, PowerPoint, and Word; Conversational in Spanish

Honors / Activities:

- Dean's List (Fall 2017, 2018)
- Golden Key International Honor Society Member
- College of Business Scholarship Recipient (Fall 2017)
- Australia/New Zealand Study Abroad participant with ECU (June 2019)
- Habitat for Humanity Volunteer
- Intramural sports participant (softball, soccer, and football)