



MARQUETTE UNIVERSITY

College of Business Administration
Business Career Center

Resume Guide

Straz 277

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RESUME OVERVIEW

A resume is one of the most important documents in your internship or job search. It is a personal marketing tool that may lead to an interview. Think of your resume as a highlights summary of the skills, experiences and knowledge you will bring to a specific position or industry.

Format: What should my resume look like?

Most employers spend fewer than 20 – 30 seconds reviewing your resume. Resume formats need to be readable, well organized and concise. Avoid using Microsoft Word templates. Creating your own document demonstrates your computer skills and initiative. Templates can also be more difficult to edit, download and format over time. To help you get started, the Business Career Center provides samples of well-organized resumes.

Content: What should my resumes include?

Your resume is unique to you. It should highlight your skills, experiences and accomplishments.

A resume should include:

Header – Contact information

Objective (optional) – Answers the questions, “What do I want to do?” and “What can I offer?”

Education – School, degree(s), and graduation date

Skills (optional) – Describes skills that are above and beyond what is expected

Experiences – Work, internship, volunteer, and class project accomplishments

Honors & Activities – Honors/scholarships awarded, extracurricular activities and leadership roles

Length: How long should my resume be?

Your resume should be concise. In most business settings one-page resumes are preferred by employers for interns and entry-level opportunities. A two-page resume is acceptable within IT and non-profit fields.

Resume Dos and Don'ts

Do

- Use bullet points to keep text action-focused and concise
- List job experiences in reverse chronological (most recent first) within sections
- Use action words
- Use readable font styles and sizes
- Include accomplishments
- Represent your experiences accurately - *Exaggerations or false statements within a resume can be grounds for termination*
- Proofread carefully

Don't

- Have spelling or grammatical errors
- Include “References upon Request” at the bottom of your resume - *Most employers who want references will ask. Use space on your resume to share more details about you and your experiences*
- Include personal information such as age, ethnicity, photos, date of birth or marital status
- Use personal pronouns such as I, me, my, or their

HEADER & CONTACT INFORMATION

Using the same header format for your resume, cover letter and reference page creates a professional and consistent image or brand for your application materials. Contact information should include:

- **Your full name:** Use a medium font size (16 pt. or smaller) and/or font effects (bold, all caps, etc.) to help your name stand out. Remember to use a professional and readable font style as well. Arial, Calibri, and Times New Roman are acceptable font styles. Note that for the body of the resume you should use 11pt. font.
- **Phone number:** Provide one phone number where you can be reached most reliably. You do not need to label your number as “Home” or “Cell.” Ensure the voicemail associated with the phone number you provide presents you professionally.
- **E-mail address:** Use your Marquette email address.
- **Address information:** Providing a mailing address is customary for resumes sent directly to an employer or networking contact.
 - In cases when you are seeking positions back home you may use two addresses – current (campus) and permanent (home). This can build confidence with the employer that you are familiar with the area and may be more likely to stay.
- **Tip for Microsoft Word:** Format your contact information within the body of your document. Sometimes contact information presented using the “header” feature in MS Word does not print or download fully for employers. Avoid text boxes as well. This formatting can lead to difficulty with future edits.

Header Examples

	Carla Hernandez	
123 Main Street, Apt. 4 Milwaukee, WI 12345		(414) 555-1234 carla.hernandez@marquette.edu

Carla Hernandez		
<i>Current Address</i>		<i>Permanent Address</i>
123 Main Street, Apt. 4 Milwaukee, WI 12345	(414) 555-1234 carla.hernandez@marquette.edu	123 Apple Lane Hometown, WI 53202

**Even when providing two addresses, providing one phone number is sufficient. Select the phone number where you will be reached most reliably.*

Carla Hernandez

123 North Main Street, Apt. 4 • Milwaukee, WI 12345 • (414) 555-1234 • Carla.Hernandez@marquette.edu

OBJECTIVE OR PROFESSIONAL SUMMARY

An objective statement or professional summary is an optional resume section. This section can serve as a topic sentence for your resume. The goals identified in your objective (the type of industry or position you are seeking) define the focus for the remainder of your document. The resume sections that follow (education, experience, etc.) are an opportunity to provide supporting evidence for your objective.

If provided, defining your goals while also briefly describing skills or experiences you could contribute to a role or organization can be a useful combination within an objective statement or summary. Like the job search process overall, describing skills or ways you could contribute can balance your “ask” (what you are seeking from the employer – i.e. a job or internship) with what you can “offer.”

Objective Statement Tips

When writing your objective or professional summary, remember to:

- **Keep it job focused.** Your resume is a sales document. It is about what you can do for the employer, not what the employer can do for you.
- **Concise writing is critical:** Because employers read resumes quickly, writing concisely helps them learn more about you. Phrases rather than complete sentences are the norm within resumes. Additionally, personal pronouns are not used within resume writing (no “I...” or “my...” statements).
- **Avoid general statements** such as “seeking a position with the opportunity for growth and advancement” or “seeking a position to advance my career.” Most applicants want to work for growing companies or desire advancement, so identifying these goals in your objective does not help you stand out.

Do I Need an Objective?

Thinking critically about the context of each application often provides the best guidance about whether or not to include an objective statement.

First, all resumes should be sent with a cover letter. This letter should identify the position for which you are applying or indicate you are writing to inquire about opportunities. By providing a cover letter, an objective statement could become repetitive and many job seekers will choose to omit their objective statement. Applicants who include an objective often do so to reinforce goals (1) in case an employer reads their resume first or (2) to provide a reminder of their goals within the resume itself. Ultimately, the decision to include or omit an objective statement is up to you and both approaches are professionally acceptable.

What is the difference between an objective statement and a professional summary?

An **objective statement** is a concise, position-centered statement describing the value you can add and the needs you can fulfill. An objective may include a brief statement of skills and qualifications you will bring to a position.

A **professional summary** is longer and provides more detail than an objective statement. Professional summaries identify the type of position you are seeking and provide lengthier descriptions of skills and qualifications. Professional summaries are most helpful for experienced professionals who aim to demonstrate the applicability of skills from a range or depth of past experiences for a specific type of position. Professional summaries are useful for networking resumes and resumes uploaded to job search websites.

Objective Statement Examples

To obtain an accounting internship with an auditing focus. Strengths include:

- Attention to detail developed through cash-handling positions
- Experience with data entry and spreadsheets
- Demonstrated leadership through campus activities

Experience highlights, skills or strengths can be shared through bullet points (above) or without (below).

Marketing internship with interest in customer relationship management and market research. Offering database experience with Spanish fluency.

This objective-based statement has a nice balance of “ask” and “offer” statements to show the candidate knows what s/he is looking for and what s/he can offer.

Human resources internship, with particular interest in recruitment and training.

This student did not include “offer” details about what s/he will bring to the position. However, s/he did provide specific detail about the type of internship s/he is most interested in pursuing.

Professional Summary Example

Sales record and staff development experience provide outstanding background for Senior Sales Management positions within the publishing industry. Offering 11 years of sales and 9 years of management experience combined with entrepreneurial, team building and implementation skills. Possess leadership ability to conceptualize, structure and achieve market and profit objectives.

EDUCATION

The education section highlights degrees or certification programs you have completed or are currently pursuing. College of Business Administration undergraduates will earn a “Bachelor of Science in Business Administration” and specific majors are listed after this formal degree name.

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration
 Major: **Finance**

May 2015
 GPA: 3.3/4.0

Graduation Date

A single graduation date is listed. Unlike an experience section, a date range is not needed. Employers will understand that by providing a future graduation date, you are communicating the date when you expect to complete your degree. A graduation date does not need to be labeled as “expected” or “anticipated.”

Double Majors or Including a Minor

Including double major or minor information may require an additional line of text within your education section. Bold or other professional font effects can help make the information you wish to highlight stand out.

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration
 Major: **Marketing & Finance** Minor: **Spanish**

May 2015
 GPA: 3.3/4.0

If You Have Not Declared a Major

Listing “Bachelor of Science in Business Administration” is sufficient and most accurate. As you declare your major(s) or minor(s), you may add them to your resume.

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. If your GPA is below a 3.0, Business Career Center staff suggest you think critically about this inclusion. If an employer has asked for GPA, inclusion could be a positive way to follow application instructions. If GPA has not been requested, consider how this detail will/will not enhance your application. Could it distract from your experience section? Considering these factors can be a way to think critically about your education section and GPA.

Related Coursework

Providing related coursework can be a great way to enhance an employer's understanding of specific knowledge and skills. However, with limited space within a one-page resume, this section is optional and should be used only to communicate the details about you that would not be otherwise understood based on your degree path. Introductory courses should not be included. For example, a senior applying for a marketing position with a pharmaceutical company may wish to highlight his marketing *and* science knowledge. In this instance, the following education formatting could be a strategic approach.

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration May 2015
 Major: **Marketing**; Minor: **Biology** GPA: 3.6/4.0
Related Coursework: e-Marketing Strategy, Immunobiology

Academic Honors

Academic honors may be listed with the education section or in a distinct honors section. If listed within the education section, honors typically follow the degree information.

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration May 2015
 Majors: **Information Technology** and **International Business** GPA: 3.7/4.0

- Dean's List: Fall 2011, Fall 2013 – Present
- Ignatius Merit and Service Scholarship

Study Abroad

Studying abroad can be an important career-preparation experience. In addition to sharing the academic focus and location of your experience, the study abroad listing can begin to communicate additional learning outcomes. Be sure to format the study abroad listing correctly as the example shows below:

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration May 2016
 Major: **International Business** and **Real Estate** GPA: 3.3/4.0

UNIVERSITY OF ANTWERP, Antwerp, Belgium
Study Abroad: European Union Business Strategy June 2014

- Coursework focused on European Union Economics
- Pursued educational and cultural travel opportunities to: Germany, Poland, and France and Switzerland

Even though the university name includes the city, to maintain formatting consistency, the full city and country location information is provided for the University of Antwerp.

High School Information

Education information from your high school experience is not listed within college-level resumes. With college degree information on your resume, employers will be able to safely assume you completed high school.

Transfer Students

List the degree and institution where you graduated (or will graduate). It is not necessary or customary to list previous schools.

Licensing, Certification, and Computer Program Experience

Some students will wish to highlight a license, certification, or technological skill. For current business students, this information is typically listed within the education section (although licenses and certifications may also be included as a distinct resume section). Please see page 9 and 10 for more examples.

MARQUETTE UNIVERSITY, Milwaukee, WI

Master of Science in Accounting, Eligible to sit for CPA exam

May 2015

Bachelor of Science in Business Administration, Major: **Accounting**

May 2014

Location on the Page

Employers often look for the education section at the top of the page within a current student's or new graduate's resume. Graduate students and alumni, please review the next section.

Graduate Students & Alumni

As a more experienced applicant, you may wish to consider additional criteria when including education information within your resume.

Location on the Page

Many graduate students and alumni have professional experience or have pursued further education concurrently with work. Undergraduate students often list education prior to experience because education is the most career-related, full-time effort within their overall experience. Most applicants with more professional experience provide the experience section first, and reinforce this section by following it with education information. Ultimately the sequence of resume sections should reflect the order in which you want employers to review the information you provide.

Career Transitions: If you are seeking a degree as part of a larger career (role or industry) transition, listing education first could be an effective strategy. If you pursued a degree to prepare for a specific industry, listing this information first can communicate your related knowledge to an employer. The experience section can then provide an opportunity to communicate the aspects of your past experiences that translate most readily to the targeted role or industry.

Listing Multiple Degrees

Multiple degrees from the same institution may be listed together. For example:

MARQUETTE UNIVERSITY, Milwaukee, WI

Master of Business Administration

May 2014

Bachelor of Science in Business Administration, Major: **Marketing**

May 2012

Degrees earned from different institutions should be listed separately and in reverse-chronological order.

MARQUETTE UNIVERSITY, Milwaukee, WI
Master of Business Administration May 2016

ABC UNIVERISTY, City, State
Formally Written Degree Name Month Year

Licensures & Certifications

Employers for career fields such as accounting, insurance and real estate will be interested in reviewing license or certification information within an applicant's resume. This information is most often shared through the education section or a separate "Licensure" or "Certifications" section.

If licenses or certifications are listed within the education section, this information can be provided with the degree information as a separate item within the education section or in a distinct section.

Preceding the degree listing

Wisconsin Certified Public Appraiser #146

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration May 2014
 Majors: **Real Estate** and **Entrepreneurship**

Within the degree listing

MARQUETTE UNIVERSITY, Milwaukee, WI GPA: 3.6/4.0
Master of Science in Accounting, Eligible to sit for CPA exam May 2015
Bachelor of Science in Business Administration, Major: **Accounting** May 2014

Or

MARQUETTE UNIVERSITY, Milwaukee, WI GPA: 3.4/4.0
 • **CPA Candidate**: 3 parts passed
Master of Science in Accounting May 2015
Bachelor of Science in Business Administration, Major: **Accounting** May 2014

As a distinct resume section

REAL ESTATE LICENSING

Certified Shopping Center Manager (CSM), International Council of Shopping Centers *Date
**Providing a date is optional. Dates are most helpful when a license has an expiration or will need to be renewed. In these instances, providing the date range of qualification can be helpful for an employer. Dates can also be provided to demonstrate the length of time you have held a license. "Licensed since 2014" or "2014" could be ways to communicate this kind of experience information.*

Formal Writing of MU Graduate Degrees

The abbreviated forms of MU Graduate Degrees are available within the Graduate Programs website. Degrees are typically written in full for formal resume writing. For example, MBA is written as Master of Business Administration and MS is written as Master of Science in...

SKILLS

Describing the skills that pertain to the role(s) or industry area(s) you are targeting is a central goal within application materials. As a result, skills are often described throughout a resume and can be located within the education, experience and/or stand-alone sections.

When highlighting skills within an education or specific “Skills” section, it is critical to consider the value added with your inclusions. To keep your skill sections 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).

Listing Skills within an Education or Skills Section

Within an education section, skills are listed after the degree listing.

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science in Business Administration

Majors: **Marketing and Entrepreneurship**

May 2015

GPA: 3.3/4.0

Computer Skills: SAS, SPSS, MS Access

Language Skills: Spanish fluency, conversational French

Some students will choose to create a separate skills section. Labeling the section header with the types of skills described helps focus the employer’s attention.

LANGUAGE & COMPUTER SKILLS

- Spanish fluency, conversational French
- SAS, SPSS, MS Access

Technology Skills

As college-level students, proficiency with MS Word, Outlook, PowerPoint and Excel will be expected by employers, so listing these skills within your resume does not immediately add value. However, Access is a more unique program and listing this proficiency could be valuable (especially if an employer lists working with Access within the job description). Similarly, computer languages or statistical programs are more unique or high-level technology skills that could make a positive impact within a resume. Including these types of skills within your resume can be positive and strategic.

Language Skills

Listing fluency or conversational language skills can be a great addition to a resume.

Contextualize Your Skills

Beyond language and computer skills, you can make a bigger impact with your skill descriptions by highlighting them within a specific context or by providing outcomes. As you consider your descriptions avoid general statements such as “communication skills,” “work ethic” or “people skills.” Many applicants will highlight general skills, and employers are more interested in the specific details about you.

Identifying a specific skill area is a good start. The next steps are to (1) consider what you wish to highlight about this skill and (2) provide a context or result to help a reader understand how you used this skill or the results you achieved with it. These descriptions often fit nicely into an experience section. For example, you may wish to highlight your communication skills and within this broader skill you could focus on your listening and phone communication skills. The bullet point on the next page highlights these skills while providing a context and result:

- Achieved 94% customer satisfaction rating by utilizing listening and phone communication skills within insurance claims call center.

Adverbs or adjectives can be creative ways to incorporate skills into action statements.

- Politely responded to customer inquiries and upsold products based on client needs.

Don't forget about results. What did you contribute or achieve by using your skills?

- Developed inventory database using MS Access. Resulting ordering adjustments created 15% more warehouse space.

EMPLOYMENT & EXPERIENCE

The purpose of the Employment and Experience section is to describe the skills, knowledge and experiences you have gained from your past and current experiences in a way that communicates their value to the role or industry you are targeting. This section may include all relevant experiences - paid and unpaid, full-time, part-time, internship, volunteerism, campus activities and others.

Within this section describe your experiences in a way that communicates your qualifications and what you can bring to the position or the employer. Go beyond simply listing duties by describing the skills, responsibilities and outcomes most relevant to the position or industry you are targeting. This kind of detail is "resume customization" and clarifies your value for a specific employer or role.

Highlights described in the experience section may include:

- Responsibilities and outcomes achieved
- Leadership or supervision roles
- Accomplishments or improvements (remember to provide the results)

Brainstorming Questions

As you think about ways to describe your experiences, questions to consider may include:

1. What skills did you utilize or develop through your responsibilities?
2. What did you learn through your position?
3. Were you promoted or did you train others?
4. Did you create new systems or processes?
5. Did you write reports, memos, summaries or help with publications for your organization?
6. Are there examples of times when you took leadership or initiative?
7. How did your work contribute to larger processes? For example, if you did data-entry, what systems did you use, what kind of information did you enter and how did it fit into the big-picture for the company or organization?
8. What were the results of your efforts? Increased sales, a stronger mailing list, etc.

Format & Organization – Review sample resumes for examples

- Begin each bullet point with an action verb and use the appropriate tense (present for current roles and past tense for completed positions)
- Employment/experiences are organized in reverse chronological order (according to end date), listing the most recent first
- Dates are aligned either on the right or left. Provide month and year
- Include the company name, city, state and your title or position
- Use upper case, italics, bold, and underling consistently to help your position titles and organization names stand out

- You should be able to easily identify the following
 - Where you worked (company, location)
 - When you worked (month and year)
 - Position/job title
 - Job duties/accomplishments
- Bullets should go beyond job responsibilities and describe *transferrable* skills
- Quantify duties, results, and accomplishments whenever possible

Section Headers

Descriptive section headers can be an additional way to customize your resume. This kind of formatting can reinforce a skill or experience area you wish to highlight and further focus an employer's attention. This approach can also be a way to manage the sequence of how experiences are presented while still following reverse-chronological order within each section.

For example, if a student is targeting a marketing position and she has held two marketing focused internships and a part-time position that is a great experience but not as related to marketing as his/her internship roles, s/he could use multiple experience sections and descriptive headers to focus employers' attention on his/her marketing skills and experiences. Because reverse chronological order is applied within each resume section, this formatting enables the student to list the 2013 internships prior to the part-time position.

MARKETING EXPERIENCE

Marketing Student Staff

June 2013 – August 2013

ENROLLMENT MANAGEMENT, Marquette University, Milwaukee, WI

- Completed research projects including a competitor analysis and student satisfaction assessment. Suggestions based on research resulted in layout changes to Q&A webpage.
- Additional bullet points about experience.

Marketing Intern

January 2013 – May 2013

YMCA OF MILWAUKEE, Milwaukee, WI

- Conceptualized and designed English and Spanish language print and web advertising materials for People of Distinction awards.
- Additional bullet points about experience.

RELATED EXPERIENCE

Sales Associate

July 2012 – Present

SALKED & SONS, INC., Waukesha, WI

- Contribute to sales team by scheduling uniform fittings for seven high schools.
- Additional bullet points about experience.

This student could also use a descriptive header for the second experience section. "Sales Experience" or "Business Experience" are possible headers that could further communicate the nature and value of his/her Salked & Sons position (and others) to an employer.

ACTIVITIES & HONORS

The Honors and Activities section highlights your personal accomplishments and activities beyond employment and internships to prospective employers.

Honors can include scholarships received and distinguished awards. Freshmen *may* choose to include high school academic awards, but these should be eliminated by the end of freshman year. Sophomores and above may have an honors section that includes college scholarships or awards such as, Dean’s List, Beta Gamma Sigma – Honors Business Society, Ignatius Scholarship, etc.

Activities may include extra-curricular activities, volunteerism and/or involvement with professional organizations. Similar to a job or internship description, activities should be described with your role, the organization or club name and (often) the dates of your involvement. For example:

President, DELTA XI PHI SORORITY	April 2013-present
<ul style="list-style-type: none"> Oversee activities, membership, officers, and \$20,000 operating budget. Served as Social Chair (April 2012-March 2013) and member (October 2011-present) 	
Leader, HUNGER CLEANUP	April 2012, 2013
Volunteer, COUNCIL FOR THE SPANISH SPEAKING	October 2012-May 2012

Providing Detail about Honors and Activities

When an activity helps to develop skills, outcomes or experiences that will have particular relevance to a role you are targeting, providing descriptions of your activities can be strategic. Going beyond listing an activity is most relevant when your participation exceeds/exceeded basic membership functions. Bullet points that describe responsibilities or outcomes especially applicable to a role you are targeting or may not be immediately understood are helpful and appropriate.

Lead Referee, Intramural Basketball, Marquette University	September 2012 – Present
<ul style="list-style-type: none"> 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 2012 – May 2013. 	

This student does an excellent job of communicating the scope of his/her responsibilities as Lead Referee. In addition to calling games (which could be assumed) these bullet points communicate his/her management, training and communication skills.

Including Activities within the Experience Section

Most campus involvement is appropriate for an activities section. However, when an activity involves or develops skills and experiences with direct relevance to the job or internship for which you are applying, activities may be selectively included within the experience section. For example, an Accounting student who also serves as the SGA Controller could certainly consider listing this “activity” within the experience section. This role involves responsibilities similar to an accounting position and demonstrates campus leadership.

QUESTIONS & RESUME REVIEWS

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