

Résumé Resource Guide for Pre-Business Admission Process

This resource guide is intended to assist prospective BBA students in the process of developing a résumé for the **Wisconsin BBA admission application**. Use this document as a guide and **appropriately personalize** your résumé. Falsifying or misrepresenting information on your application (including your résumé) is grounds for automatic disqualification from the admission process and may result in forfeiture of a subsequent application.

Why submit a résumé as part of the BBA admission application process?

The decision to include a résumé in the required admission materials is intentional. A résumé has the ability to showcase the interests and abilities of applicants beyond their academic coursework. It provides the BBA Admissions Committee with a snapshot of the leadership and involvement, work experiences, and other skills or activities of each candidate. Finally, the inclusion of a résumé is meant to assist students in their own professional development, serving as a starting point in their future career development goals.

Additional Resume Support:

Beyond attendance at [BBA Admissions 102](#) session, this resource guide should service as your primary guide in creating your initial résumé. During the spring semester, the BBA Program will provide additional support to students who would like their résumés reviewed in advance of the application deadline. More information about this process will be shared via email and on the BBA Program Admissions website.

Details on **How to Apply to the Wisconsin BBA Program** can be found at:

<http://bus.wisc.edu/bba/admissions>

Résumé Resource Guide Outline:

- Best Practices and Considerations for Résumé Writing
- Résumé Sections
- Common Résumé Mistakes to Avoid
- Sample Résumés

BEST PRACTICES AND CONSIDERATIONS FOR RÉSUMÉ WRITING

Considerations related to overall résumé content:

- **What will impress us?** Assess the relevance, impact, quality and quantity of your accomplishments. If your leadership or organization involvement experiences are stronger than your work experiences, list that section first (or vice versa).
- **What have you done since high school?** Consider your meaningful collegiate experiences to be stronger and to carry more weight than experience(s) gained or completed while in high school.
- **What is the overall impression of your résumé?** Read and review your résumé prior to submitting it to ensure there are no spelling, grammar, or content errors. Visit [The Writing Center](#) for assistance with grammar and other technical writing support. Attend a [BBA Admissions 102](#) session for additional insight on résumé content and formatting to be certain that you're on the right track.

Best practices related to résumé formatting:

- **Keep it to 1 page.** Only the first page of any submission will be reviewed.
- **Each experience or activity should be listed in reverse chronological order.** Within each section, your most recent experiences should come first, followed by those that have concluded, according to the month and year listed for each position or activity.
- **Use your resources.** Attend a [BBA Admissions 102](#) session, refer to the “Résumé Sections” portion of this document, and reference the sample résumés to guide your formatting.
- **Read and review (and have it reviewed by others).** Read and review your own résumé, but also identify other trusted reviewers to ensure that your formatting is consistent, visually appealing, error free, and easy to read.
- **Submit as a PDF.** In order to avoid Word Document inconsistencies across platforms such as a MacBook versus a PC, your résumé should be submitted as a .PDF when applying.

Best practices related to bullet point development:

- Utilize bullet points rather than paragraphs to articulate your accomplishments, contributions, or to communicate other relevant details for each work experience or activity.
 - Bullet points are *not* just tasks or job responsibilities; your goal is to communicate what you contributed, accomplished, or added to each position or experience. List measureable outcomes and the impact you made as a direct result of your involvement and leadership.
- Use the model below to assist you in crafting strong bullet points:

The Bullet Point

Action Verb

*Communicates:
skill, knowledge, or
accomplishment.*



What you did, how
you did it, and the
result or purpose!

*Context, detail, and quantifiable
information make stronger bullet points!*

- **Begin each bullet point with an action verb.** Examples include: lead, develop, supervise, train, collaborate, teach, organize, fundraise, strategize, create, present, and recruit. Click [here](#) for 185 action verb examples.
 - Use present tense action verbs for anything currently being done (no –ing forms of verbs should be used). An example of this is lead instead of leading or recruit instead of recruiting.
 - Use past tense for anything that has concluded. An example of this is using taught instead of teach or created instead of create.
- **Quantify experiences when possible.** Include specific numbers within your bullet points to provide context and detail to your story (e.g. how many members participated, the total amount of money raised, how frequently you completed a task). Consider using numbers, dollars, and percentages whenever possible.
- **Provide context and detail.** A bullet point should not be a vague description of your job responsibilities or involvement. Instead, provide detail and context for each bullet point in order to better articulate your accomplishments and experiences. You will not be present to answer any questions that a reviewer might have, so be as specific as possible to avoid any confusion.

RÉSUMÉ SECTIONS

HEADER:

The header of your résumé will be the first thing a reviewer sees. Headers should include identifying information, including name, address, and contact information. Make the name stand out from the rest of the résumé by using a slightly larger font size. Refer to the sample résumés for examples on formatting this section.

- Name: List at the top of the page and match your official UW student record name. It can and should be larger than the information on your resume.
- University E-mail Address: Use your @wisc.edu email address or official university email (for transfer students).
- Phone Number: Include only your preferred phone number.
- Mailing Address: Include either (or both) your present or permanent mailing address.

Bucky Badger

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EDUCATION:

The education information listed on your résumé should only include post-secondary institutions (this does not include high school). Post-secondary coursework completed during high school should not be included unless a degree was received. If you are transferring (or have transferred) from a university or college other than UW-Madison, this should be listed on the résumé. Refer to the sample résumés for examples on formatting this section.

- Line 1: University Name, Location
- Line 2: Intended Degree: Bachelor of Business Administration
 - If graduating from institution listed, provide a projected graduation date.
 - If not graduating from institution listed, provide the range of time spent there.

- Line(s) 3/4: Intended Major(s), Certificates, and Overall GPA
 - All GPAs should be listed on 4.00 scale, going no further than two decimal points.
- Study abroad experiences should be listed in the education section.
- If you were a high school valedictorian, received a significant university scholarship, or were recognized for other major academic accomplishments and wish to list these on your résumé, consider including an “Honors” section on the résumé.

Education

University of Wisconsin-Madison

Intended Degree: Bachelor of Business Administration

Intended Major: Finance, Investment & Banking

Certificate: Spanish

Overall GPA: 3.44/4.00

Madison, WI

May 201X

Transfer University

General Studies

Overall: GPA: 3.81/4.00

City, State

January 201X- May 201X

EXPERIENCE:

This portion of the résumé should include paid work experience and paid/unpaid internships. We encourage applicants to format their résumé based on **those experiences which reflect their greatest accomplishments and/or business-relevance.**

Within the Experience section:

- List your most recent experiences first, using reverse chronological order.
- Include the company/organization name, geographic location, title of position, and dates employed (see sample résumés for examples).
- If you held multiple roles with the same company/organization, list the company’s name and location only once, followed by each position (in reverse chronological order) with its respective bullet points (see example below that demonstrates a multiple-position experience).
- Future internships that have been accepted may also be included. See the sample résumés for examples of how best to include these not-yet-completed experiences in this section.
- You should include at least two bullet points for each experience, but are encouraged to include more if necessary/appropriate. Utilize the Best Practices Related to Bullet Point Development section of this resource guide and the sample résumés to assist you in writing strong bullet points.

Experience

Company/Organization Name

City, State

Most Recent Position Title

Month, Year – Present

- Begin with an action verb and continue with what you did + how you did it + the purpose/the result
- Most experiences typically include 2-3 bullet points per position. There are no rules against a bullet point taking up more than one line (as long as it’s meaningful)
- Use context, specifics, and quantifiable detail to better articulate the outcomes of your experience.

Previous Position Title

Month, Year-Month, Year

- If you have held multiple roles with the same company or organization, split them out and articulate both
- Bullet points listed under the previous title or position should begin with past tense action verbs

ACTIVITIES:

This section should highlight how your time is spent outside of the classroom, typically in an unpaid or extracurricular environment. More specifically, highlight your organizational involvement and leadership, as well as volunteer experiences.

- Include the organization name, geographic location **ONLY** if it is not taking place on campus (you do not need to specify location of involvement when it is at the university you are currently attending), position/leadership title, and dates involved (see sample résumés for examples).
- Apply the same general organization and bullet point rules as the “Experience” section above.

Activities

Student/ Community Organization

Leadership Title

Month, Year – Present

Month, Year – Month, Year

- Utilize the same approach to writing strong bullet points here as you did in the Experience section
- Avoid using acronyms that might not be familiar to those outside of the organization—write out the full name once and then abbreviate if used again
- Move beyond “attend” as your primary accomplishment—think about what you’ve contributed or gained from your participation

OPTIONAL SECTIONS:

It is important to understand that **not all applicants will have these sections**; it depends on what type of experience the applicant has and whether those experiences warrant a separate section on the résumé.

SKILLS:

This section allows applicants to outline any proficiencies or technical skills they feel are applicable. It may also include specific courses or completed certifications. Language proficiency is also acceptable. Microsoft Office proficiency is not necessary to include in your skills section.

Skills

-
- Proficient in Spanish (verbal and written)
 - Familiar with Java Programming and C++; Experienced in the Adobe Creative Suite package

GLOBAL PROFILE:

Include a Global Profile section **ONLY** if you have spent extensive time abroad (beyond a single study abroad experience and beyond vacations) or if you are proficient/fluent in multiple languages.

Global Profile

-
- Fluent in Spanish (written and verbal); studied for eight consecutive years
 - Lived in Madrid, Spain from 2008-2009; lived in Rome, Italy from 2009-2010; traveled to more than 16 countries throughout Europe over two-year period

ACTUARIAL EXAMS/VEE COURSES:

For exams, differentiate between exams passed and exams you are sitting for; include the month and year you plan to sit for the exam if scheduled. For VEE courses, list which requirements you have completed.

Exams and VEE Coursework

-
- Passed Exam P Month, Year
 - Passed Exam FM Month, Year

- Sitting for Exam MLC Month, Year
- Fulfilled VEE requirements in Economics Month, Year (only list the ones you have completed)

HONORS AND AWARDS:

List honors if they have occurred in college and/or are uniquely impressive (i.e. only a few students receive the honor or it is highly recognizable).

Honors and Awards

- UW-Madison Chancellor's Scholar (2015-Present)
- National Merit Scholar – Commended Student (2015)
- Eagle Scout (2014)

COMMON RÉSUMÉ MISTAKES TO AVOID

- Do not use a template to create your résumé, as they are difficult to edit and format, and often do not include the sections needed for a strong student résumé.
- Do not have any spelling or grammatical errors.
- Do not include a list of relevant coursework.
- Do not include an objective, summary of qualifications, profile, or similar section.
- Do not include personal pronouns in your bullet points (e.g. I, my, me, our, we).
- Do not use overly creative fonts on your résumé—select a font that is easily readable.
- Do not use images, pictures or graphics on your résumé.
- Do not provide overt, personal information such as birthdate, gender, photos, etc.
- Do not use narratives or paragraphs to describe your experiences and involvement (instead, utilize bullet points).
- Do not include personal or professional references or “References available upon request.”
- Do not provide a cover letter.

SAMPLE RÉSUMÉS

These sample résumés are intended to assist prospective BBA students in the process of developing a résumé for the [Wisconsin BBA admission application](#). Use these sample résumés as a guide for formatting, but **appropriately personalize and tailor** your own résumé. Refer to the other sections of this resource guide for additional information regarding specific résumé sections and best practices related to content and formatting.

IMPORTANT NOTE: Falsifying or misrepresenting information on your résumé is grounds for automatic disqualification from the admission process and may result in forfeiture of a subsequent application.

- Sample Résumé #1: Helen C. White (first-year pre-business applicant)
- Sample Résumé #2: Frederic A. Ogg (second-year pre-business applicant)
- Sample Résumé #3: Vel Phillips (transfer student; second-year pre-business applicant)

Helen C. White

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600 North Park Street • Madison, WI 53706

Education

University of Wisconsin-Madison

Madison, WI

Intended Degree: Bachelor of Business Administration

May 2019

Intended Majors: Marketing; International Business

Certificate: Spanish

Overall GPA: X.XX/4.00

Experience

The Wisconsin Union, Prairie Fire

Madison, WI

Barista

November 2015-Present

- Engage with customers in a friendly manner while accurately receiving and preparing drink orders in order to create a positive overall customer experience
- Assisted in on-site marketing strategy development by recommending new ways to promote seasonal and weekly specials to customers, resulting in an 8 percent increase in monthly sales

Denny's

Racine, WI

Server/Dishwasher

May 2014-August 2015

- Promoted from role of Dishwasher to Server after only three months due to outstanding performance
- Greeted and served customers in an efficient manner, placing an emphasis on customer service, friendliness, and attention to detail
- Maintained knowledge of more than 75 menu items and often provided guests with specific recommendations
- Communicated and collaborated with other servers and kitchen staff to effectively serve the maximum number of guests during peak meal times

Activities

Ignite the Potential, Wisconsin School of Business

October 2015

Student Participant

- Networked with corporate sponsors, faculty, staff, and other pre-business students to learn more about the School of Business, business professionalism, and authentic leadership
- Enhanced leadership and personal capability in business by participating in multiple break-out sessions

Alpha Chi Omega, Kappa Chapter

September 2015-Present

Sisterhood Chair

January 2016- Present

- Create a community based on sisterhood, leadership, learning, and service by planning and executing at least three sisterhood events per semester and striving to foster relationships amongst 150 chapter members
- Participate in multiple fundraising events during each semester to raise more than \$3,000 for philanthropy

American Marketing Association (AMA)

September 2015-Present

Active Member

- Gain knowledge of potential career opportunities by attending corporate and employer presentations
- Develop business acumen by interacting with group members to design marketing strategies and engage in problem-solving opportunities
- Partner with other members twice per semester to serve local community organizations in the Madison area

UW-Madison Figure Skating Club

September 2015-Present

Team Member

- Participate in two-hour weekly training practices to further enhance technical and teamwork skills
- Collaborate with team members to coordinate and execute a competition attended by 10 other universities
- Volunteer at three competitions by assisting in the hospitality room and providing food and beverages to all judges and officials

EDUCATION

University of Wisconsin-Madison

Madison, WI

Intended Degree: Bachelor of Business Administration

May 2018

Intended Major: Finance, Investment & Banking

Overall GPA: X.XX/4.00 (Dean's List, 2 semesters)

PROFESSIONAL EXPERIENCE

CUNA Mutual Group

Madison, WI

Finance Intern – Corporate Tax

Accepted for Summer 2016

- Will assess, analyze, and ensure federal, state, and local income tax compliance for multiple entities
- Will utilize Excel and other software to prepare financial reports for departmental usage
- Will conduct tax research projects and present ideas for updates to company policies to leadership team

Roast Public House

Madison, WI

Server

August 2015 – Present

- Create a positive environment by providing prompt and friendly service to enhance guest experience
- Develop knowledge of 40 menu items as well as a frequently changing draught list in order to correctly address customers' questions
- Partner with three other employees to maintain a clean restaurant each day by quickly clearing and wiping down tables and maintaining a tidy server's station

Golf World

Point Place, WI

Sales Associate

May 2014 – August 2015 (seasonal)

- Gained insight into retail finance and operations through inventory management and cash reconciliation
- Utilized organization and leadership skills to manage the sales zone effectively with fellow associates
- Enhanced product knowledge and assisted in the intentional placement and promotion of seasonal merchandise to increase sales

LEADERSHIP AND INVOLVEMENT

Finance and Investment Society (FIS)

January 2015-Present

Communications Chair

September 2015 – Present

- Manage all official internal and external communication for the organization, including
- Collaborate weekly with seven executive board members to determine programming for 150+ member organization and delegate planning and execution responsibilities to committee chairs
- Network with alumni and employers to learn more about industry opportunities through on-campus speaker events and corporate site visits in the Midwest region

Wisconsin BBA Student Government

September 2014 – Present

Vice President of Finance

May 2015 – Present

- Create and maintain budget in cooperation with advisor and executive team members to appropriately allocate funds for programming needs
- Ensure compliance with Wisconsin School of Business, UW-Madison, and legal entities regarding spending and record keeping
- Identify and apply for sponsorship and grant opportunities to increase available funds for BBA Student Government events

Elected Pre-Business Representative

January 2015 – May 2015

- Maintained at least two office hours per week in order to receive feedback and address concerns of current BBA and pre-business students
- Advocated for programming that supports the interests of more than 2,500 business students and 1,500+ pre-business students

Vel Phillips

608-456-1234 ▪ vphillips@wisc.edu ▪ 1950 Willow Drive ▪ Madison, WI 53706

EDUCATION

University of Wisconsin-Madison ▪ Madison, WI

Intended Degree: Bachelor of Business Administration

May 2018

Intended Majors: Management and Human Resources; International Business

Overall GPA: X.XX/4.00

University of Iowa ▪ Iowa City, IA

General Studies (pre-business)

August 2014 – May 2015

Overall GPA: X.XX/4.00

EXPERIENCE

Robert W. Baird & Co. ▪ Milwaukee, WI

Accepted for Summer 2016

Recruiting and Talent Acquisition Intern

- Will participate in candidate interviews, run background checks, and verify educational information in order to provide hiring recommendations to leadership team
- Will enter contract dates, appointments, promotions, and confidential information into various databases
- Will assist in the planning and organization to ensure a successful on-campus recruitment cycle for fall 2016

Center for the First-Year Experience | UW-Madison ▪ Madison, WI

October 2015 – Present

Transfer Ambassador

- Strategize new approaches to connect with first semester transfer students at weekly staff meetings
- Collaborate with campus departments to effectively identify and address the needs of transfer students
- Distribute weekly e-mails to update transfer students on available opportunities and programs on campus and in the larger Madison community
- Coordinate events, such as bonfires and bowling nights, to help build community among transfer students
- Utilize social networking platforms to quickly communicate answers to transfer students' questions

Greater Green Bay YMCA ▪ Green Bay, WI

May 2013 – August 2015 (seasonal)

Swim Instructor

- Taught swim lessons to children, ages 3-13, with a focus on building confidence in the water and developing skills that were appropriate for each participant's age level and experience in a fun and safe environment
- Collaborated with two other instructors to execute and adapt lesson plans, maintain safety for all participants, and provide feedback via mid-session and end-of-session report cards
- Built strong relationships with families by communicating weekly improvements and addressing concerns to encourage enrollment in future YMCA programs

ACTIVITIES

Society of Human Resources Management

September 2015-Present

General Member

- Establish connections graduate students and Madison HR professionals as a mentee to receive professional advice and support
- Develop understanding of potential careers through presentations and networking events with employers

Moda Magazine

October 2015-Present

Fashion Writer

- Identify current issues and trends within the fashion industry and conduct research and interviews in order to write three articles per semester for online and print publication

PREVIOUS INVOLVEMENT

University of Iowa Dance Marathon ▪ Multicultural Business Student Organization ▪ University of Iowa Bowling Club