UNIVERSITY OF CENTRAL FLORIDA

College of Business Resume Writing Guide

The All-Star Packet: Intended for advanced students with at least one semester of major related internship or work experience complemented by transferrable skills and certifications. Ideally, these guidelines would best serve a senior preparing for the job search.

Office of Professional Development

BA-2, Room 101

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*"How are you going to stand out in that crowd? **That's where we come in** I'm a huge baseball fan. And in baseball terms, you've been called up to the Major League. But it's not enough just to get to the "Show"... You need to become an all-star — in **business** and in **life**."*

- Dr. Paul Jarley, Dean, UCF College of Business

First Last Name

City, State | Mobile: (555)-555-5555 | Email Address | LinkedIn Address

EXECUTIVE SUMMARY

An executive summary may replace an objective statement on a resume. Executive summaries are a great way to demonstrate experience in a field and connect this experience to the job/internship in which you are applying. Review the job description and tailor your executive summary to highlight your greatest assets and correlate them to the employer's needs. Be specific about your assets and hard skills, while keeping soft skills to a minimum.

EDUCATION

University of Central Florida, Orlando, FL **Month Year**

Bachelor of Science in Business Administration, Major

Cumulative GPA: 3.4/ Major GPA: 3.4

PROFESSIONAL EXPERIENCE

Company Name - City, State **Month Year – Present**

Job Title

- List your last three positons in 'Professional Experience' section.
- 'Professional Experience' section should be 3-7 bullet points for each job.
- Bullet point structure: Action Verb + Activity + Accomplishment
- For accomplishment, ask yourself: "How did this activity contribute to the success of the organization?" OR "What problem did this activity solve?"
- Highlight transferrable skills and strengths that would relate to your field of study and the job/internship you wish to apply.
- Be specific with your activities and accomplishments and do not copy and paste the job duties from your company job description.
- Use quantitative data especially if you are a technical major like accounting, finance, and economics.
- Numbers from zero to ten are written as words, whereas numbers above ten are denoted numerically. Ex, 1k, $1,000, etc.
- Avoid I, me, was, were, a, an, the, had, have, may, might, is, and are. You should not have any of these pronouns, helping verbs, and articles since these bullet points are not sentences!
- Be consistent with use of periods for each bullet point. Either a period at the end of each bullet point or none at all.
- List experience in reverse chronological order.

ACADEMIC PROJECTS

Name of Class, *Project Name* **Semester Year**

- List 1-2 projects related to the job/internship that you wish to apply.
- 'Academic Projects' sections should have 1-3 bullet points for each project.
- Showcase activities/skills and accomplishments that you learned that are transferrable to the job duties you will experience in your job or internship.
- If you already have relevant internship or job experience, an 'Academic Projects' section isn't necessary.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Name of Organization, *Title* **Semester Year**

- List 1-3 organizations or leadership activities that you made the greatest impact. Significant volunteer opportunities can go in this section as well.
- 'Leadership Experience and Activities' sections should have 1-3 bullet points for each project.

HONORS

- List honor, award, or achievement denoted with semester and year flush to the right for each. **Semester Year**
- In place of an 'Honors' section, you could write '**Achievements/Awards**:___(Semester/Year),…." inside of the 'Education' section under the institution information and list all honors here instead.

ADDITONAL INFORMATION

Computer Skills: Only list relevant certifications for the position/company/industry that you are applying (list as 'Microsoft Office Suites' to cover Word, Excel, PowerPoint, etc.).

Certifications: Only list relevant certifications for the position/company/industry that you are applying.

Languages: Add if applicable

IMA KNIGHT

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EXECUTIVE SUMMARY

Accomplished Marketing major at the University of Central Florida with four years of customer service and sales experience in retail and consultative settings. Success in executing market development projects for various clients, supporting needs, and delivering creative alternatives. Well-versed in digital media marketing, sales implementation strategies, and social media management tools.

EDUCATION

University of Central Florida, Orlando, FL **May 2019**

Bachelor of Science in Business Administration, Marketing

Cumulative GPA: 3.4/ Major GPA: 3.7

PROFESSIONAL EXPERIENCE

Supermarket - Orlando, FL **June 2014 – Present**

Cashier

- Manage check-out process by efficiently and effectively ringing up items satisfying approximately 600 rings and 30 customers per hour
- Contribute to 10% reduction in returns and receipt discrepancies through increased mindfulness of weekly circular promotions
- Assist management with additional projects predominantly with sign creation of promotional material including proper citation of content, printing, and posting
- Suggested and assisted with implementation of new check out system that focuses on utilizing more "Ten Items or Less" lanes during peak hours, reducing the amount of baggers per shift, overall cutting costs by 7% annually

Alehouse Bar and Grille - Oviedo, FL **May 2017 – May 2018**

Server

- Managed five tables per hour during seven hour shift, consistently showing attentiveness towards customer in the form of frequent drink refills, timely food delivery, and proper division of final receipts
- Exceeded sales expectations by $200 weekly amongst team of 30 servers through constant upselling of specialty drinks and menu items
- Ensured customer satisfaction through personal mention of receipt survey, overall reflecting exceptional service and resulting in increased hours

Prestige Worldwide – Orlando, FL **August 2016 – May 2017**

Intern

- Developed networking card for each consultant through Illustrator ultimately generating more advertising and increasing referrals by 30% in six months
- Published self- written human resource related content to company newsletter using Word-Press
- Managed LinkedIn, Instagram, Pinterest, and Facebook accounts through Hootsuite, increasing content by 20% weekly

LEADERSHIP EXPERIENCE AND ACTIVITIES

Beta Alpha Psi, *Marketing Chair* **Fall 2017 - Present**

- Created MailChimp account to provide a more appealing form of email communication for members and chairs alike, overall offering an increased click through rate of 50% per weekly update
- Developed cohesive meeting and event marketing templates using Microsoft Word and PowerPoint to provide an easy format for all members to edit while offering consistent branding for fraternity

HONORS

- Dean's List **Fall 2016 - Spring 2018**
- Recipient of President Scholarship **Fall 2016**
- Inducted Member of National Society of Leadership and Success **Spring 2017**
- Participated in UCF Alumni and College of Business Mentoring Program **Spring 2017**

ADDITONAL INFORMATION

Computer Skills: Microsoft Office Suites, HootSuite, WordPress
Certifications: Adobe Photoshop and Illustrator
Languages: Fluent in English and Spanish

All Star Verb List

"How are you going to stand out in that crowd? ***That's where we come in*** *I'm a huge baseball fan. And in baseball terms, you've been called up to the Major League. But it's not enough just to get to the "Show"…You need to become an all-star — in* ***business*** *and in* ***life****." - Dr. Paul Jarley, Dean, UCF College of Business*

YOU STEPPED UP TO THE PLATE

Ever took the lead on a project or assignment? Try these alternatives to "led":

- Chaired
- Controlled
- Coordinated
- Executed
- Headed
- Operated
- Orchestrated
- Organized
- Oversaw
- Planned
- Produced
- Programmed

YOU HIT IT OUT OF THE PARK

And if you actually developed, created, or introduced that project into your company? Try:

- Administered
- Built
- Charted
- Created
- Designed
- Developed
- Devised
- Founded
- Engineered
- Established
- Formalized
- Formed
- Formulated
- Implemented
- Incorporated
- Initiated
- Instituted
- Introduced
- Launched
- Pioneered
- Spearheaded

YOU TURNED A DOUBLE PLAY

It's always nice to get two for the price of one. Companies love to hire employees that can help them become more efficient and cost effective. To explain how you might have done that, consider:

- Conserved
- Consolidated
- Decreased
- Deducted
- Diagnosed
- Lessened
- Reconciled
- Reduced
- Yielded

YOU STRETCHED A SINGLE INTO A DOUBLE

Have you been able to maximize a process or improve results or metrics in a previous position? If so, try using:

- Accelerated
- Achieved
- Advanced
- Amplified
- Boosted
- Capitalized
- Delivered
- Enhanced
- Expanded
- Expedited
- Furthered
- Gained
- Generated
- Improved
- Lifted
- Maximized
- Outpaced
- Stimulated
- Sustained

YOU TURNED A BLOOPER INTO A HIGHLIGHT

Have you ever took a bad or outdated system or process and created a new standard of how things were done? Stress these accomplishments using the following verbs:

- Centralized
- Clarified
- Converted
- Customized
- Influenced
- Integrated
- Merged
- Modified
- Overhauled
- Redesigned
- Refined
- Refocused
- Rehabilitated
- Remodeled
- Reorganized
- Replaced
- Restructured
- Revamped
- Revitalized
- Simplified
- Standardized
- Streamlined
- Strengthened
- Transformed
- Updated
- Upgraded

YOU MANAGED A TEAM

Setting the winning lineup can be hard, but if you have had success managing talent, use the following:

- Aligned
- Cultivated
- Directed
- Enabled
- Facilitated
- Fostered
- Guided
- Hired
- Inspired
- Mentored
- Mobilized
- Motivated
- Recruited
- Regulated
- Shaped
- Supervised
- Taught
- Trained
- Unified
- United

YOU LOADED THE BASES

Did you help land a new partner, sponsor, or funding? Consider:

- Acquired
- Forged
- Navigated
- Negotiated
- Partnered
- Secured

YOU WERE THE GO-TO TEAMMATE

Did you answer questions and provide quality customer support in a previous role? These verbs may be for you:

- Advised
- Advocated
- Arbitrated
- Coached
- Consulted
- Educated
- Fielded
- Informed
- Resolved

YOU DEVELOPED A SCOUTING REPORT

Did your previous duties have you researching information, analyzing data, and reporting on your findings? If so, these are your go to descriptors:

- Analyzed
- Assembled
- Assessed
- Audited
- Calculated
- Discovered
- Evaluated
- Examined
- Explored
- Forecasted
- Identified
- Interpreted
- Investigated
- Mapped
- Measured
- Qualified
- Quantified
- Surveyed
- Tested
- Tracked

YOU WROTE AND ANNOUNCED THE STARTING LINEUP

Were you responsible for creating effective written communications or oral presentations in prior roles? These words may help:

- Authored
- Briefed
- Campaigned
- Co-authored
- Composed
- Conveyed
- Convinced
- Corresponded
- Counseled
- Critiqued
- Defined
- Documented
- Edited
- Illustrated
- Lobbied
- Persuaded
- Promoted
- Publicized
- Reviewed

YOU CALLED BALLS AND STRIKES

Were you responsible for overseeing or regulating certain company protocol? Explain what you did with the help of these words:

- Authorized
- Blocked
- Delegated
- Dispatched
- Enforced
- Ensured
- Inspected
- Itemized
- Monitored
- Screened
- Scrutinized
- Verified

YOU WOWED THE CROWD

Whether you hit important metrics, achieved company goals, or received an award, don't forget to include the accomplishment on your resume, with words like:

- Attained
- Awarded
- Completed
- Demonstrated
- Earned
- Exceeded
- Outperformed
- Reached
- Showcased
- Succeeded
- Surpassed
- Targeted

Executive Summary

An executive summary may replace an objective statement on a resume. Executive summaries are a great way to demonstrate experience in a field and connect this experience to the job in which you are applying. Review the job description and tailor your executive summary to highlight your greatest assets and correlate them to the employer's needs. Be specific about your assets and hard skills, while keeping soft skills to a minimum. Below you will find executive summary examples organized by job functions.

FINANCE

Finance major at the University of Central Florida utilizing 2+ years of sales and relationship building experience within wealth management industry. Successfully passed FINRA Series 7 General Securities and Series 63 Uniform Securities State Law Examinations. Proven track record of providing customers with suitable investment recommendations based on financial needs resulting in surpassed monthly performance objectives of 25%.

MARKETING

Accomplished Marketing major at the University of Central Florida with four years of customer service and sales experience in retail and consultative settings. Success in executing market development projects for various clients, supporting needs, and delivering creative alternatives. Well-versed in digital media marketing, sales implementation strategies, and social media management tools.

ACCOUNTING

Experienced trilingual leader passionate about analytics and problem solving with experience working in teams and creating solutions. Achieved extensive knowledge of Excel and R, along with QuickBooks through individual practice, research, and coursework case studies. Working towards completing 150 credits for CPA Certification though UCF's MBA program, commencing August 2019.

MANAGEMENT

Customer service specialist with extensive leadership experience associated with hotel industry and athletic affiliations. Strong interpersonal and conflict resolution skills with certification in Human Resource Management. Innovative problem solver who developed and implemented new incentive programs that increased employee retention by 30% for most recent organization.

Office of Professional Development

Academic and Career Development Resources

ACADEMIC ADVISORS

Peer Advisors that offer assistance with schedule planning, registration errors, graduation checks, and academic guidance. Available for walk-in appointments most Fridays and scheduled appointments Monday through Thursday.

- **To Book an Appointment**
  1. Business.ucf.edu
  2. Select "Make an Appointment with a Career Coach"
  3. Select "Make an Appointment"
  4. Select "Individual Appointment"

CAREER DEVELOPMENT CAREER COACHES

Major specific career coaches that offer assistance through cluster sessions and one-on-one meetings, discussing all aspects of career development.

- **Career Clusters**
  1 hour group sessions teaching several topics including: Resume, Interviewing, Networking, Becoming a Rock Star Mentee, etc.
  - **To Book Career Cluster:**
    Repeat steps 1-3 above; select "Career Coach Cluster Session"
- **One-On-One Meetings**
  In-depth meeting after a career cluster; must attend the associated cluster before one-on-one session.
  - **To Book One-On-One:**
    Repeat steps 1-3 above; select "Individual Appointment"

EMPLOYER RELATIONS CAREER COACHES

Career coaches that assists students in any major (typically junior or senior standing) connect with employers for entry-level positons before graduation as well as relevant internships.

- **To Book an ERT One-On-One**
  Repeat steps 1-3 above; select "Individual Appointment"

How to Get to the One

FIRST BASE

Choose the Right Major

a. Job Shadows
b. Informational Interviews
c. MyPlan: Career Development Coach

SECOND BASE

Get Prepared

d. Career Coach Group Cluster
e. One-On-One Meeting with Career Development Coach

THIRD BASE

Get Involved

f. CBA Mentorship Program: "Meet Your Mentor" (Fall & Spring)
g. Clubs/Organizations (Fall & Spring)
   Visit https://knightconnect.campuslabs.com/engage/organizations for a full list of all UCF organizations; Visit http://business.ucf.edu/college/student-experience/ for full a list of CBA organizations
   CBA clubs/organizations by major:
   - Management: Society for Human Resource Management
   - Accounting: Student Accounting Society & Beta Alpha Psi (Honorary Accounting Fraternity)
   - Economics: Economic Studies Consortium
   - Finance: The Financial Management Association
   - Marketing: Society for Marketing Professional Services
   - Real Estate: Real Estate Club
   - IB: Integrated Business Professional Association
   - All: Alpha Kappa Psi & Delta Sigma Pi (Professional Business Fraternities)
h. Career Fairs: College of Business Career Fair - "The Invitational" (Fall & Spring)
i. The EXCHANGE

HOMERUN

Get Experience

j. Externship
k. Internship/ CO-OP
l. Meet Employer Relations Team Member
m. Volunteer
n. Study Abroad