

Graduate Business Career Services: Resume Book Guidelines

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RESUMES: FORMATTING

The following resume guidelines are suggested for all submissions made to resume books for employers through Graduate Business Career Services (GBCS) at California State University, Long Beach (CSULB). If you fail to follow these guidelines, you may be asked to have your resume reviewed by a career counselor and to re-submit your updated resume. **If you do not make the necessary changes needed, it is up to the discretion of the GBCS team as to whether or not your resume should be included.**

Beyond that, these guidelines serve as a “best practices” reference for any other resumes you wish to submit for job postings outside of CSULB.

Overall Format: Length

- For resumes submitted for the resume book, all resumes (including those for both current students and alumni) must be limited to 1 page. The ONLY exception is if you have 10+ years of experience. In that case, you are allowed a 2-page resume, but no longer than that.

Overall Format: Font Type and Size

- Font: Font must be easily legible and should be one of the basic fonts available through Microsoft Word that are easily compatible with other document programs. For example:
 - Garamond
 - Times New Roman
 - Calibri
 - Arial
 - Century Gothic
 - Franklin Gothic
 - Verdana
 - Tahoma
- Except as noted in the header, font size of 11 point is the default/recommended size; 10 – 12 point is acceptable

Overall Format: Margins

- Margins should be no smaller than ½” top, left, and right, and on the bottom
- Margins should be no larger than 1” all the way around

Overall Format: Reverse Chronological

- For every section of your resume, each item that is tied to a date should be ordered in reverse chronological order. This means the most RECENT first. Your education should have your graduate degree listed first, your experience should have your most RECENT experience first. However, the sections themselves can be moved around on your resume.
- *Your Personal Header*
 - Make sure that the header on your resume and your cover letter is the same. This header should be used for all documents submitted during application
 - Name

- 16 – 18 point
- Bold
- Center justified
- First letter capitalized; all other letters lowercase
- Nick names should be displayed as follows:
 - Kathleen (Kate) Smith
 - Yu-Chih (Robert) Liu

EXAMPLE:

BENNY BEACH

Long Beach, CA 90814, bennybeach@csulb.edu, 562-123-4567, www.linkedin.com/in/bennybeach

OPTIONAL: CAREER SUMMARY SECTION

If desired, you can include a career summary section, but it is STRONGLY suggested that the summary focuses on a specific skill set or area of expertise that you have developed over time. Do not include soft skills that anyone can write-in i.e. “Strong communicator/team player”. The employer wants to know how you have demonstrated positive results and expertise across time.

EXAMPLE:

- Proficient in both engineering and management, with particular skill in quality improvement, cost control and staff development. Experienced in plant start-ups, shut-downs and mergers.
- Significant expertise in developing the potentials of organizations/staffs and improving cost effectiveness of business processes.
- Proven track record in producing exceptional product development plans both independently and in diverse teams.

7 years of sales and 5 years of marketing experience. Expertise in trade show execution, creative advertising, and social media interaction. Skilled at increasing margins by reducing costs while providing superior customer relationship management.

RESUMES: CONTENT OF “EDUCATION” SECTION

Universities you have attended and degrees you have earned:

At a minimum, this section should list:

- The MBA/graduate business degree you are currently earning from CSULB, and your anticipated graduation date (e.g. “Expected: May 2020)
- Your undergraduate degree, the institution from which you earned it, and your graduation date

Spell out all degrees and institutions. For example:

- Master of Business Administration (NOT “Master’s of Business Administration” or “MBA”)
- Bachelor of Science (NOT “Bachelor’s of Science” or BS)
- California State University, Long Beach (NOT “CSULB”)
- University of California, Los Angeles (NOT “UCLA”)

EXAMPLE:

EDUCATION

California State University, Long Beach
Master of Business Administration

Expected: May 2020

RESUMES: CONTENT OF “EXPERIENCE” SECTION

Bulleted Action Statements:

Bullet points should demonstrate the success you have achieved in that position and the impact it has made on a former employer. In order to make your resume more compelling, you must identify the key actions you took that directly led to exceptional results. If possible, quantify the results so the hiring manager can easily gauge the implications of your achievements. Here are some basic things to remember about bullet points:

- Presented as action/result or result/action
- Emphasize transferable skills
- Use action verbs; avoid passive verbs. Do not use “I,” “we,” “A high performer...”
- Use appropriate, relevant jargon

Example 1: Quantitative Impact Sample Bullets

- Analyzed efficiency of automated phone unit; recommendations were adopted by vendor and reduced dropped calls by 15%
- Created marketing strategy for credit card offers by analyzing customer data and performing competitive research. Recommended mail packages and mailing frequency that minimized cost per responder, increasing marketing efficiency by 25%
- Developed valuation model for real-time over limit authorizations, which reduced losses by \$21MM annually
- Led five-member cross-functional team to create product and marketing strategy for new customer segment. Analyzed customer data/market research, built statistical model to forecast profitability; increased profits by 96%, accounts booked by 167%
- Guided multi-regional teams to design and staff new innovation department for \$10B global CPG company. Defined roles and responsibilities, recommended reporting structure, and facilitated buy-in from different regions; initiatives resulted in one-time 20% cost savings and 5% annual savings from efficiency gains
- Researched, analyzed and interpreted marketing data of 5 key competitors. Recommended market entry and product launch strategy to VP of Marketing as team member; subsequent sales increased by 7%
- Developed strategic recommendations based upon competitive analysis of \$4M client’s “Best Demonstrated Practices.” Implemented recommendations and increased client productivity by 12%

Example 2: Context Sample Bullets

- Achieved 6-month project goal of increasing production from 1.6M units to 2.4M units with existing resources through operational redesign and method improvement
- Represented client (a large sales and marketing services provider) in \$75M sale of three subsidiaries.
- Prepared company marketing materials and managed transaction process involving over 120 potential buyers
- Earned three promotions in two years by leading six-person staff in growing depth and quality of student services to match those of university 25 times larger Example 3: Qualitative Impact Sample Bullets
- Presented multiple organizational seminars attended by 40+ executives from major Japanese companies to improve problem-solving skills and to promote project reengineering effort
- Hand-picked by Managing Director to help start equity private placement group after eight months with the firm. Created group's valuation templates, marketing materials and infrastructure
- Identified incremental revenue opportunities for Product A in new and existing markets. Developed and presented short and long term brand strategies in those markets. Initiated execution of advised strategy
- Transformed department into fully digital, information-rich environment by implementing smart card program and training staff on software. Efficiencies created by system led to decrease in accounting labor hours and increase in guest revenue
- Strategized with marketing team to develop marketing plan including launch of new product with \$150,000 promotional campaign. Managed product launch and increased sales by 21%.

NOTE: For submission to the resume book, you must list your experience in reverse chronological order within the sections of your resume.

OPTIONAL: "MBA/MS " PROJECTS SECTION

An MBA/MS Projects section is often used for two reasons. 1. For students with less professional experience, so that they can showcase the business acumen and skills gained through a graduate business degree, which will likely be more relevant to the current role they are applying for. **OR** 2. Experienced or somewhat experienced professionals who are changing career paths (i.e. starting out as a Laboratory Technician but wanting to shift into a new role in digital marketing, hence having an MBA projects section with more relevant skills needed in a digital marketing role would be beneficial for the student's resume.)

EXAMPLE:

PROJECTS

Ben & Jerry's Marketing Plan

February 2017-March 2017

- Provided business consultation to executives through drawing insights from quantitative market research for snack size ice cream line and assessing product portfolio to identify unmet customer needs

OPTIONAL: SPLITTING UP EXPERIENCE - RELEVANT EXPERIENCE & ADDITIONAL EXPERIENCE

Splitting up your experience into two sections – Relevant, and Additional, is typically done so that you can display a certain combination of experiences that are relevant to the job you are applying for. Let’s say you used to work as a production manager from 2010-2012, then you started your MBA and switched to a customer service job from 2012-now, but would like to get back into production management. What you could do is take your MBA projects and your production management role from 2010-2012 and put them in the “Relevant Experience” section. Then, in “Additional Experience”, you can have your more recent job in customer service, which will be LESS relevant to the production management roles you are currently applying for, thus getting this less relevant experience farther down on your resume to make room for more relevant experience, without breaking the “reverse chronological” rule.

EXAMPLE:

RELEVANT EXPERIENCE

Experian, Fullerton, CA

August 2012-Present

Marketing Analyst

- Plan, manage and execute online marketing campaigns including seasonal paid search and affiliate campaigns
- Report all digital marketing engagement metrics quarterly to stakeholders to inform online marketing strategy

ADDITIONAL EXPERIENCE

KMJ Corbin & Company, Irvine, CA

January 2003-December 2008

Independent Contractor

- Created engaging print materials specifically designed to reach small businesses
- Utilized HTML, CSS and Flash to design interactive landing pages on company website

RESUMES: CONTENT OF “SKILLS” SECTION

The “Skills” section is utilized for two purposes:

Highlighting skills that is directly relevant in a professional setting (especially if listed as job requirements for a position description), and that would not otherwise be appropriate for the “Education” or “Experience” sections of the resume. These include, but are not limited to, language proficiency, computer skills, certifications and more.

EXAMPLE:

SKILLS

- Languages: Fluent in French, Conversational in Portuguese and Mandarin Chinese
- Technical: Proficient with statistical software packages, including SAS and SPSS

SAMPLE ACTION VERBS

Be sure to start every bullet point with an action verb statement.

<i>OPERATIONAL</i>	Enacted	Reported	Articulated
Accelerated	Enlarged	Repositioned	Augmented
Accentuated	Enlivened	Resolved	Authored
Accommodated	Enriched	Restructured	Boosted
Accomplished	Ensured	Retained	Bolstered
Acquired	Excelled	Retrieved	Catapulted
Activated	Executed	Reused	Concluded
Aligned	Expanded	Reversed	Conducted
Altered	Expedited	Satisfied	Contacted
Applied	Exported	Screened	Contracted
Approved	Finalized	Selected	Conveyed
Arranged	Formed	Separated	Coordinated
Boosted	Gained	Serviced	Corresponded
Bolstered	Generated	Settled	Deciphered
Brainstormed	Implemented	Simplified	Defined
Catalogued	Imported	Sold	Delivered
Catapulted	Inspected	Specified	Deployed
Classified	Launched Led	Stabilized	Detailed
Collaborated	Leveraged	Standardized	Detected
Collected	Modernized	Steered	Differentiated
Commoditized	Modified	Strategized	Directed
Compared	Monitored	Streamlined	Distributed
Compiled	Normalized	Sustained	Diverted
Completed	Obtained	Systematized	Drafted
Composed	Operated	Tabulated	Edited
Conserved	Optimized	Transformed	Emphasized
Contributed	Organized	Transitioned	Empowered
Converted	Outsourced	Utilized	Encouraged
Coordinated	Overcame	Validated	Endured
Customized	Piloted		Energized
Deciphered	Pioneered	<i>COMMUNICATION</i>	Enforced
Delivered	Positioned	Accentuated	Enlisted
Detailed	Predicted	Accommodated	Exhibited
Dispatched	Processed	Activated	Formulated
Dispensed	Purchased	Addressed	Influenced
Diverted	Qualified	Advocated	Interpreted
Documented	Quantified	Altered	Lectured
Earned	Recorded	Amplified	Leveraged
Eliminated	Reformed	Arbitrated	Listened
Employed	Remedied	Arranged	

Mediated	Instituted	Marketed	Dedicated
Mentored	Integrated	Maximized	Demonstrated
Moderated	Introduced	Measured	Derived
Motivated	Invented	Minimized	Detected
Negotiated	Originated	Monetized	Devised
Networked	Perfected	Multiplied	Diagnosed
Perceived	Planned	Planned	Differentiated
Persuaded	Prescribed	Predicted	Dispensed
Predicted	Procured	Projected	Dispersed
Prescribed	Reshaped	Quantified	Distinguished
Presented	Revamped	Raised	Diversified
Presided	Revitalized	Reconciled	Educated
Promoted	Trimmed	Reduced	Effectuated
Publicized	Updated	Researched	Elected
Published		Secured	Elevated
Received	<i>FINANCIAL</i>	Sold	Emphasized
Recognized	Allocated	Solidified	Enhanced
Recruited	Analyzed		Enlivened
Refined	Appraised	<i>HELPING</i>	Enriched
	Appreciated	Accelerated	Ensured Expanded
<i>CREATIVE</i>	Audited	Accentuated	Expedited
Activated	Authorized	Accommodated	Facilitated
Approximated	Balanced	Accomplished	Familiarized
Conceived	Budgeted	Achieved	Guaranteed
Concentrated	Calculated	Activated	Guided
Conceptualized	Capitalized	Advanced	Leveraged
Constructed	Closed	Advised	Merged
Crafted	Commercialized	Advocated	Optimized
Created	Computed	Aligned	Partnered
Crystallized	Controlled	Altered	Perfected
Cultivated	Converted	Assessed	Procured
Curtailed	Decreased	Augmented	Propelled
Customized	Developed	Boosted	Purified
Cut	Doubled	Bolstered	Raised
Designed	Earned	Catapulted	Rated
Developed	Equalized	Centralized	Referred
Directed	Estimated	Clarified	Rehabilitated
Established	Exceeded	Coached	Reorganized
Fashioned	Financed	Collaborated	Represented
Founded	Forecasted	Completed	Restored
Illustrated	Gained	Contributed	Restructured
Imagined	Justified	Counseled	Revised
Improvised	Lowered	Deciphered	Streamlined
Innovated	Managed		

Supplemented	Anchored	Fostered	Strengthened
Supplied	Appointed	Governed	Terminated
Trimmed	Articulated	Handled	Unified
Unified	Assigned	Headed	United
United	Attained	Hired	
Verified	Authenticated	Improved	
<i>TEACHING</i>	Authorized	Increased	<i>TECHNICAL</i>
Adapted	Bestowed	Inspired	Activated
Advised	Briefed	Inventoried	Assembled
Championed	Capitalized	Led	Built
Clarified	Chaired	Managed	Calculated
Coached	Championed	Mediated	Computed
Communicated	Commanded	Mentored	Constructed
Coordinated	Compelled	Mobilized	Crafted
Delivered	Consolidated	Observed Offered	Debugged
Developed	Consulted	Officiated	Designed
Differentiated	Contracted	Orchestrated	Detailed
Enabled	Controlled	Organized	Devised
Encouraged	Converted	Oversaw	Engineered
Evaluated	Coordinated	Pioneered	Fabricated
Explained	Cut	Planned	Installed
Facilitated	Decreased	Predicted	Inventoried
Guided	Delegated	Prioritized	Licensed
Informed	Deliberated	Produced	Maintained
Initiated	Deployed	Recognized	Manipulated
Instructed	Drove	Recommended	Manufactured
Persuaded	Elected	Regulated	Mastered Operated
Stimulated	Employed	Reinforced	Overhauled
Taught	Empowered	Rejuvenated	Programmed
	Enacted	Relieved	Rebuilt Recaptured
	Encouraged	Reshaped	Redesigned
<i>MANAGEMENT</i>	Endorsed	Resolved	Reengineered
Accommodated	Endured	Restructured	Reestablished
Accomplished	Energized	Reviewed	Remodeled
Achieved	Enforced	Scheduled	Repaired Solved
Acquired	Enhanced	Secured	Specialized Trained
Activated	Evaluated	Selected	Trimmed
Advised	Executed	Shepherded	Troubleshoot
Aligned	Exercised	Solidified	Upgraded
Analyzed	Formalized	Strategized	
	Formed	Streamlined	

SAMPLE RESUME

JOHN MCDONALD

(626) 999 9999, john@gmail.com, www.linkedin.com/jmcdonald

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

California State University, Long Beach

Expected: December 2018

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION

California State University, Long Beach

June 2008

PROFESSIONAL EXPERIENCE

MARKETING ANALYST

Experian, Fullerton, CA

August 2012-Present

- Plan, manage, and execute online marketing campaigns including seasonal paid search and affiliate campaigns
- Facilitate tracking and measurement of effectiveness of marketing strategies through assessment initiative including customer input survey analysis of 450+ users
- Lead all aspects of digital marketing and online presence of program via website, mobile applications, landing pages, and email blasts
- Implement new CRM system to increase effectiveness in consumer behavior analysis and tracking
- Report all digital marketing engagement metrics quarterly to stakeholders to inform online marketing strategy

INDEPENDENT CONTRACTOR - MARKETING CONSULTANT

KMJ Corbin & Company, Irvine, CA

January 2003-December 2008

- Collaborated in a team of 5 to develop detailed project completion plan and overall marketing strategy for client with the goal of increasing consumer brand recognition
- Created engaging print materials specifically designed to reach small businesses
- Utilized HTML, CSS, and Flash to design interactive landing pages on company website

COURSE PROJECTS

BEN & JERRY'S MARKETING PLAN

February 2017-March 2017

- Provided business consultation to executives through drawing insights from quantitative market research for snack size ice cream line and assessing product portfolio to identify unmet customer needs

TECHNICAL SKILLS

Design Software: Adobe Creative Suite proficiency, Dreamweaver

Analytical Software: QuickBooks, Excel