

Wisconsin MBA Resume Guide

Presented By MBA Career Management



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Wisconsin MBA Career Management • <http://www.bus.wisc.edu/mbacs>

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The Wisconsin MBA Resume Guide

Introduction

As a result of a recommendation from the Dean’s Advisory Board [and several corporate recruiters](#) requesting that all Wisconsin MBA students have one version of their business school resume developed with a consistent and uniform format in mind, MBA Career Management has created this resume guide. This document provides you with appropriate resources and assistance in the construction of a “primary” resume. After review of the Wisconsin MBA Resume Guide, students will be introduced to a resume template to be utilized to ease the conversion process of formatting their current resume into the desired template format. Many business schools throughout the country currently make similar requests of their students regarding this significant document. Recruiters receiving resume books of MBAs have also commented that the use of a template tends to set one particular business school’s resumes apart from others with a unified appearance. Our goal is to ensure a consistent format so that reviewing resumes is simplified for recruiters and hiring managers.

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Purpose of the Resume

A resume can be viewed as somewhat of a tracking tool to keep tabs on past experiences and accomplishments over any given amount of time. Currently, your resume is the tool you should be utilizing to assist in leading you to the first point of direct contact with a prospective employer. It is important to realize that as the initial “intro to you,” this document needs to be as concise, relevant and appealing as possible to the reader. On average, a typical recruiter will only spend a few seconds skimming through the content of a resume upon submission. With this in mind, it is critical to clearly summarize your past experiences, skill set and the match between your qualifications and the job description of a position of interest. This task may seem daunting but unless you represent yourself appropriately and effectively reflect on your potential to become an asset and significant contributor to an organization, the odds of receiving an invite to interview will decrease substantially. The time you take to customize your resume prior to applying for a position will become a ritual over time. The results of your efforts will eventually pay off in landing the ideal opportunity and “fit” with an organization.

Construction and Development

Prior to entering the Wisconsin MBA program many of you came to Madison with a resume in hand, which you had most likely been working with for some time. As you know, this document truly is a work in progress as you continue to add and expand upon additional work experiences and accomplishments. You should always keep one version of your resume as a “running list” of sorts, which you continually update. For each position that you apply for, expect to customize and tailor your resume to the requirements of the position about 20%. The “running list” can be used to cut from and paste into more customized versions. Remember to utilize eRecruiting to save various versions of your resume, cover letter and support documents.

Based on the request of the Dean’s Advisory Board in the School of Business, all MBAs must construct a “Primary” version of their resume formatted to the template under the “Resume Resources” link on MBA CareerNet. Also see page 5 to view the basic template. This version is to be uploaded into the eRecruiting system entitled as: “Firstname_Lastname.” Additional directions on completing the template and uploading a document can be found on page 3 under “General Guidelines.” The purpose in suggesting all Wisconsin MBAs have a similarly formatted resume primarily comes by way of recruiter and employer recommendations preferring one “look and feel” providing for an ease in the readability throughout resume books. This technique also sets us apart from other competing business schools, as we are able to market Wisconsin MBAs in a unique, unified fashion consistently.

With review of the template, the “Primary” version of your resume should consist of the following components and be developed in a chronological manner:

- **NAME BLOCK:** Composed of basic contact information. Includes your full first and last name in CAPS with a larger, bold type. Do not include nicknames or inappropriate email addresses. Provide both permanent and temporary addresses if a move or relocation is planned after submission of your resume. Do not use abbreviations.
- **EDUCATION:** Chronological listing of your educational experience. It is your preference to add GPA, however, be consistent. If you add your GPA under your MBA also add it under your undergraduate degree and include the scale. After initial identification of a school’s location, list your specialization focus followed by either key coursework or class projects. Add key accomplishments or memberships, etc.
- **EXPERIENCE:** Listing of present to past employers. Start each bullet with an action verb or resume “power word” (see listings on page 4 and 5). Think about goals accomplished which conclude in specific results. Include numbers and %s whenever possible. For past or current positions held, review job descriptions (if saved) and incorporate verbiage into the construction of attention grabbing statements. Adjust the quantity of bullets you include based on relevance to the position you submit your resume for. Move statements most applicable to a job, closer to the position title listing.
- **ADDITIONAL HEADINGS:** If applicable include 1-2 headings, ensuring that your resume length continues to be one page. Refrain from including very personal, revealing information. Consider including a final line to the document stating your work authorization status if applicable. Listing a note on references is not necessary. An employer will notify you if they need contact information on your past experiences. See page 8 for examples of additional headings.

General Guidelines for Construction of the Primary Resume

- Utilize the template on MBA CareerNet to construct the “Primary” version of your resume. A copy of the template can be viewed on page 6 of this guide. Go to page 6 to view a sample of a resume developed with the template format.
 - MBA CareerNet link: <https://intranet.bus.wisc.edu/mbacs>
 - Insert your personalized information into the template.
 - Ensure your resume length does not run over one page.
 - To delete or add a row or section to the tables constructed within the template, use your mouse and the arrow pointer to click just left of the area you would like to adjust, right click your mouse and select the action applicable. For example, at this step, you will be able to cut, paste, insert or delete a row to the template.
 - Once satisfied with the content and structure of the resume, save the document as: Firstname_Lastname. Ex: John_Smith. Use Microsoft Word Version 5.0 (or higher), or save to Rich Text Format.
- Upload and save your primary resume to eRecruiting.
 - The eRecruiting link can be found on MBA CareerNet under “Quick Links.”
 - Log into the system.
 - Select the **Documents** tab and choose **Upload a Document** from the dropdown.
 - Select **Resume** as the document type to upload and click **Next**.
 - Browse to find your document (Firstname_Lastname) and click **Upload**.
- Publish your resume to resume books in eRecruiting.
 - Under the **Documents** tab, choose **Publish a Resume**.
 - View the resume books in the **Additional Resume Books** section.
 - Choose your resume from the **Publish Resume** dropdown on the coordinating resume book entry you wish to publish to and click **Save**.

For All Additional Resume Versions

- See page 8 on recommendations for construction
- See page 9 of this guide for an example of an additional version
- Double check for grammar and spelling errors
- Review for accuracy of dates, position titles, etc.
- Punctuation should be consistent throughout document
- Spell out abbreviations and acronyms
- Include statements which are action/results-oriented
- Use power words & action verbs (See pages 4 and 5.)
- Customize/tailor for each position
- List out descriptor statements in a chronological manner
- Incorporate as many job description keywords as possible
- Maintain a balance of white space on the document
- Keep it clean and simple
- Review for overall readability
- Have someone else proof read the document
- Print on good quality, white, neutral or beige colored paper
- Consider developing a scannable/electronic “friendly” version available
 - Tips for maximum scannability
 - <http://www.susanireland.com/eresumework.htm#4.2>
 - <http://www.career.vt.edu/JOBSEARC/Resumes/scannable.htm>

Resume Mistakes to Avoid

- Including objectives – it is obvious your goal is to obtain the position of application
- Not tailoring to each position
- Listing qualifications and skills in an order irrelevant to the reader’s interest
- Including information that is too personal (attaching photos, etc.)
- Description statements are too wordy and not results-oriented
- Listing references
- Typos and spelling errors
- Font is too small
- Not enough white space
- Too lengthy - more than two pages

Examples of Power Words and Action Verbs:

Management	Communication	Research	Technical
achieved	addressed	clarified	analyzed
administered	arbitrated	collected	assembled
assigned	arranged	conceived	built
attained	authored	critiqued	calculated
chaired	communicated	detected	computed
conceived	corresponded	diagnosed	designed
contracted	counseled	disproved	devised
consolidated	developed	evaluated	engineered
coordinated	defined	examined	fabricated
delegated	directed	extracted	inspected
developed	drafted	identified	maintained
directed	edited	inspected	operated
encouraged	enlisted	interpreted	overhauled
evaluated	formulated	interviewed	programmed
executed	influenced	investigated	remodeled
handled	interpreted	organized	repaired
implemented	lectured	researched	solved
improved	mediated	reported	trained
incorporated	moderated	reviewed	upgraded
inspired	motivated	searched	
launched	negotiated	studied	
managed	persuaded	summarized	
motivated	promoted	surveyed	
organized	publicized	systematized	
outlined	reconciled	wrote	
oversaw	reunited		
prioritized	renegotiated		
produced	reported		
recommended	researched		
reevaluated	summarized		
rejected	spoke		
reported	translated		
reviewed	wrote		
strengthened			
supervised			
united			

Financial	Creative	Helping	Clerical or Detail
adjusted	acted	advised	activated
administered	applied	aided	altered
allocated	composed	assessed	assembled
analyzed	conceived	assisted	approved
appraised	conceptualized	brought	arranged
audited	created	clarified	catalogued
balanced	designed	coached	classified
budgeted	developed	coordinated	collected
calculated	directed	counseled	compiled
compared	established	dealt	described
computed	evaluated	demonstrated	dispatched
developed	fashioned	diagnosed	edited
estimated	formed	educated	estimated
forecast	formulated	encouraged	executed
forecasted	founded	enlisted	gathered
managed	illustrated	expedited	generated
marketed	instituted	facilitated	implemented
planned	integrated	familiarized	inspected
projected	introduced	guided	listed
reevaluated	invented	helped	maintained
reconciled	loaded	inspired	monitored
researched	molded	maintained	observed
sold	originated	modified	operated
	perceived	performed	organized
	performed	referred	overhauled
	planned	rehabilitated	prepared
	presented	represented	processed
	produced	supported	proofread
	refined	upheld	published
	rewrote		purchased
	updated		recorded

*Source: <http://www.writeexpress.com/action-verbs.html>

NAME

Street Address • Madison, WI 537-- • 608-555-5555 • youremail@wisc.edu

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI
Master of Business Administration Candidate

Year – Year

- Specialization:
- Key Coursework/Class Projects:
- More details...
- More details...

University of - - - -, City, State
Bachelor of - - - -

Year – Year

- Major:
- More details...

PROFESSIONAL EXPERIENCE

Company Name, City, State
Job Title

Mo/Yr – Mo/Yr

- More details...
- Action verbs...
- Results oriented...
- More details...
- Action verbs...

Company Name, City, State
Job Title

Mo/Yr – Mo/Yr

- More details...
- Action verbs...
- Results oriented...
- More details...

Company Name, City, State
Job Title

Mo/Yr – Mo/Yr

- More details...
- Action verbs...

ADDITIONAL HEADING (your preference)

- Memberships
- Specialized Skills
- Languages
- More details...

JANE M. SMITH

67 W. Central Road, Apt. C • Madison, WI 53706 • (608) 555-1234 • jmsmith@wisc.edu

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI **2006 - 2008**
Master of Business Administration Candidate

- Specialization: Marketing Research
- Key Coursework: Marketing Management, Marketing Research, Consumer Behavior, Managing Behavior in Organizations
- Recipient, Consortium for Graduate Study in Management Fellowship (CGSM)

Southern Connecticut State University , New Haven, CT **1998 - 2002**
Bachelor of Arts

- Major: Political Science, Concentration in Spanish
- Recipient, Full Tuition Presidential Merit Scholarship (1992 – 1996)
- Current Legislation and Public Housing Intern, U.S. House of Representatives

PROFESSIONAL EXPERIENCE

The Coca-Cola Company, Atlanta, GA **06/02 – 07/06**
Brand Analyst, Coca-Cola Global Strategic Marketing (2004 - 2006)

- Developed Excel based reporting tool to quickly identify global brand health trends
- Initiated annual survey of global Christmas marketing programs. Presented results and an enhanced seasonal strategy to field based marketing managers.
- Consulted to international markets on local creative development and incorporation of corporate strategy to encourage consistent usage of brand icons.
- Monitored and reconciled a \$2.5 million consumer communications and department overhead budget. Made quarterly overhead reductions of over 5% through continuous project review.
- Led cross-functional team of information technology and marketing managers to overhaul the Coca-Cola Strategic Marketing intranet web site, the key vehicle for sharing brand strategy and best practices with local marketing managers.
- Co-created database of over 400 advertising persuasion and brand equity tests with advertising research team to determine the most persuasive television executions of the "Always" campaign.

Senior Administrative Specialist, Global Advertising (2002 – 2004)

- Supported Director, Advertising Management; Advertising Manager, Asia; and Interactive Communications Manager simultaneously.
- Developed reporting template for advertising production status report resulting in reduced compilation time.
- Reviewed Cherry Coke web site user feed back with agency of record and recommended site revisions.
- Coordinated extensive international travel and meetings for Atlanta and field based managers.

ACHIEVEMENTS

- Proficient in Spanish
- Volunteer for Atlanta's City Marathon (2005)
- Conducted business and personal travel throughout Australia, Europe and Latin America

Additional Resume Versions

Personal preference and the need to customize your resume per opportunity you submit your resume for will undoubtedly require you to develop multiple versions of your resume. MBA Career Management recommends the incorporation of a Profile or Summary of Qualifications, additional headings and possibly lengthening your resume to no more than 2 pages maximum for resume versions after the development of your Primary formatted resume. All additional variations can be stored on eRecruiting entitled how you see fit. See sample of additional resume version on page 9.

- **Profile/Summary of Qualifications:** Can be thought of as a “mini” version of the cover letter. Useful to include if you are hoping to make a career change or are moving into a completely new role or industry. Presents an opportunity to display your transferable and soft skills effectively. Ideal section to utilize in working keywords into your resume. Usually about 4-5 sentences in length.

Examples:

- Over five years’ diverse, professional business experience with international corporations. Completing M.B.A. with financial emphasis, combined with significant internship at reputable investment banking firm. Fluent in Spanish.
 - Result and goal-oriented professional with over four years’ proven track record in project management. Exceptional skills in managing, negotiating, analyzing, and staff development. Recognized for ability to enhance quality of customer service while organizing multiple business activities simultaneously.
 - Experienced business professional and M.B.A. candidate with record of progressive promotion. Extensive experience in customer relations, business process improvement and inter-departmental team projects. Proven effective communicator with both internal and external stakeholders. Willing to re-locate and travel extensively.
- **Additional Headings:** Quantity is based on your preference. Again, refrain from including very personal, revealing information. You may find that it is more appropriate to list a few headings such as “Computer Skills” directly after the Education section based on requirements of a position.

Examples:

- Leadership
- Memberships
- Global Profile
- Computer Skills
- Specialized Skills
- Professional Licenses
- Training and Development
- Community/Volunteer Service
- Awards and Honors/Certifications

FRED ROGERS

123 Madison Avenue • Madison, WI 53705 • 608-555-5555 • youremail@wisc.edu

PROFILE

- Four years of experience in marketing, engineering management, and quality improvement at a Fortune Global 100 company.
- Proven capability to lead cross-functional project teams.
- Excellent communication and presentation skills. Bilingual.
- Quality mix of technical background and business experiences.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI **2006 – 2008**
Master of Business Administration Candidate

- Specialization: Operations and Technology Management, GPA: 3.8/4.0
- Class Projects: **W.W. Grainger** - Cost Analysis, **Case New Holland Ltd.** - Process Improvement Strategy

Harbin Institute of Technology, Harbin, China **1997 – 2000**
Bachelor of Engineering

- Major: Mechanical Engineering, GPA: 3.9/4.0

PROFESSIONAL EXPERIENCE

ORBIS Corporation, Oconomowoc, WI **Summer 2007**
MBA Market Analyst Intern

- Conducted market research on two major market segments in China, compiled key potential customer profiles, and identified market opportunities in those two segments.
- Performed SWOT and competitive intelligence analysis, and recommended the business strategies to pursue such market opportunities.

Siemens, Hangzhou, China **02/02 – 08/06**
Engineering Manager

- Managed the engineer group of six for developing customization solutions for market.
- Rationalized product customization features based on marketing research results.
- Conducted market research and validated launching the disconnecter line in China market.
- Responsible for supplier evaluation, supply quality, and design collaboration.

Product Marketing Manager **08/00 – 01/02**

- Initiated market research, identified market opportunities, and developed pricing and channel strategies for the Southwest China market.
- Negotiated and closed the foothold order with contract value of over \$2.5 million.
- Led a cross-functional team to improve on product and service quality. Identified key improvement areas, and led the team to improve on those areas. Reduced the customer quality claims by half, and significantly cut rework costs.

GLOBAL EXPERIENCES

- Advanced proficiency in Spanish.
- Former wilderness trip leader.
- Traveled extensively in Africa, Southeast Asia, Japan, Australia, New Zealand, Central and South America.

MEMBERSHIPS

- Graduate International Business Association, Executive Member, 2006 - Present
- Institute of Operations Research and the Management Sciences Member, 2004 - Present
- Institute of Industrial Engineers Member, 2003 - Present

Possess valid employment authorization documentation. Sponsorship for full-time employment not needed.

Curriculum Vitae (CV)

In the U.S. it is common to submit a CV when applying for positions in the world of academia. Around the globe, particularly in Europe and Asia, the CV is recommended to be sent in place of a standard resume. A CV is typically longer in length than a resume and also contains personal information such as nationality and marital status, which you would normally omit from including in a resume. (See general CV Template below.

*Source: <http://jobsearch.about.com/od/cvsamples/a/cvtemplate.htm>.)

CONTACT INFORMATION

Name
Address
Telephone
Cell Phone
Email

PERSONAL INFORMATION

Date of Birth
Place of Birth
Citizenship
Visa Status
Sex

OPTIONAL PERSONAL INFORMATION:

Marital Status
Spouse's Name
Children

EMPLOYMENT HISTORY

List in chronological order, include position details and dates

Work History
Academic Positions
Research and Training

EDUCATION

Include dates, majors, and details of degrees, training and certification

High School
University
Graduate School
Post-Doctoral Training

PROFESSIONAL QUALIFICATIONS

Certifications and Accreditations
Computer Skills

AWARDS

PUBLICATIONS

PROFESSIONAL MEMBERSHIPS/INTERESTS

For Additional Resume Assistance Contact MBA Career Management:

2400 Grainger Hall
975 University Avenue
Email: mbacareers@bus.wisc.edu

Blair Sanford

Director
Phone: 608-262-9817
Email: bsanford@bus.wisc.edu

Jennifer Smet

Assistant Director
Phone: 608-265-2353
Email: jsmet@bus.wisc.edu

Matt Nelson

Assistant Director
Phone: 608-265-5102
Email: mnelson@bus.wisc.edu

Access **MBA CareerNet** for additional resume resources: <https://intranet.bus.wisc.edu/mbacs/default.aspx>

*Consult with staff within your specialization on industry, position or company specific preferred resume styles and formats.

Specialization Websites

Corporate Finance & Investment Banking - <http://www.bus.wisc.edu/nicholascenter/>

Applied Security Analysis - <http://www.bus.wisc.edu/asap/>

Arts Administration - <http://www.bolzcenter.org/>

Brand & Product Management - <http://www.bus.wisc.edu/centerforproductmanagement/>

Entrepreneurial Management - <http://www.bus.wisc.edu/weinertcenter/>

Marketing Research - <http://www.bus.wisc.edu/nielsencenter/>

Operations & Technology Management - <http://www.bus.wisc.edu/erdman/>

Real Estate - <http://www.bus.wisc.edu/wcre/>

Risk Management & Insurance - <http://www.bus.wisc.edu/ASRMI/>

Strategic Human Resources - <http://www.bus.wisc.edu/shrm/>

Strategic Management in the Life & Engineering Sciences - <http://www.bus.wisc.edu/smiles/>

Supply Chain Management - <http://www.bus.wisc.edu/graingier/>