

# A GUIDE TO RESUME WRITING



ALABAMA STATE UNIVERSITY  
**FULLERTON**  
MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

**MIHAYLO CAREER SERVICES**

SGMH 1401  
657-278-8738

[business.fullerton.edu/careerservices](https://business.fullerton.edu/careerservices)

[mihaylocareers@fullerton.edu](mailto:mihaylocareers@fullerton.edu)

## EVERYTHING ABOUT A RESUME

A resume is an executive summary of your qualifications to perform a responsible role in the workplace. A resume is one page in length and contains your education, training, work, and life experience in relationship to your potential value to an employer or opportunity.

A resume is:

- **A professional handshake**
- **An introduction** to employers and evaluators. Be sure to check your grammar and spelling with many reviews
- **An advertisement** of your employability and career potential. Make your resume is attractive, easy to read, and market-savvy
- **A document of achievement.** Never misrepresent your qualifications, and always show learning, pursuit, and contributions
- **A road map** of your career growth and direction. Make it easy for employers to see chronology and patterns of development
- **An interview prompt** for recruiters. Highlight the achievements you want to talk about in an interview, and be prepared to discuss the achievements you highlight. For example, if you report that you are a member of the Finance Association, what will you say if the interviewer asks you to describe the association's benefits and activities?

## BEGIN WITH YOUR TARGET LIST

As your job search becomes more immediate and competitive, you will need to focus carefully on what employers are looking for and organize your resume around the keywords in the target job description. Make it easy for the employer to find your qualifications by using the buzzwords and keywords that the employer uses in the position posting. Evaluate your current resume to see whether it mirrors the job description. If not, you will want to reorganize, re-emphasize, and reconfigure your resume material. It is important to tailor your resume to authentically align with the job description.



*Tip: A good idea is to circle keywords in the target job listing that describe required and desired education, skills and experience.*

First and Last Name  
City, State  
(123) 456-7890  
Professional@LmaadAddress.com

### Header

Name, address, phone number, professional email, and LinkedIn

See page 5 for more details

### EDUCATION

California State University, Fullerton  
*Bachelor of Arts in Business Administration*  
Concentration in Management  
GPA: 3.46

Expected May 2018

### Education

Institution, degree and major/concentration, graduation date, and GPA if above 3.0

See page 6 for more details

### RELATED COURSEWORK

- Advanced Business Communication
- Principles of Marketing
- Team Leadership Skills
- Human Resources Management
- Organizational Behavior
- Information Technology for Managers

### Relevant Coursework

3-6 courses, names only  
\*Also consider "Course Projects" as a header  
See page 6 for more details

### RELATED EXPERIENCE

speaLA

*Development Assistant*

Los Angeles, CA

February 2016 - Present

- Coordinate with donors, vendors, celebrities and the community to increase the reputation of the organization
- Generate monthly reports by analyzing significant data for effortless comprehension
- Manage and create newsletters through Convio with the use of basic HTML5 to market upcoming company events
- Serve as a liaison between management of various departments and sites to ensure fluid communication

### Experience

Relevant work history.  
Can also include internships, volunteering, and leadership roles.

\*Listed in reverse-chronological order

See page 7 for more details

### ADDITIONAL EXPERIENCE

The Fake Organization

Buena Park, CA

*Event Planning Intern*

June 2015 - January 2016

- Supported a firm in the creation and execution of a large fundraising gala, resulting in raising over \$20,000 for charity.
- Coordinated with organization and third parties to ensure all requirements and requests were satisfied
- Designed and created materials used at event including, but not limited to: invitations, nametags and check-in forms.
- Performed research to ensure all event goods, materials and services were purchased below budget

### SKILLS

- Proficient in Microsoft Office, including but not limited to: Excel, Word, PowerPoint, and Outlook
- Confident in Internet Research and usage of Adobe Contribute
- Knowledge of Convio and Constant Contact
- Basic understanding of HTML and CSS
- Bilingual in American Sign Language

### Skills

Include technical skills:  
Computer software/ programs, languages, etc.

See page 6 for more details

**Note for Accounting Majors:** Include both your Cumulative GPA and Accounting GPA under the education section of your resume.

## KNOW YOUR INDUSTRY AND FIELD

Writing a competitive resume requires you to know about current issues and trends in your chosen profession. You will want to have a knowledge in the following:

- Company profiles and cultures
- Prevailing theories, methodologies, and tools of the trade
- Industry leader and competitors
- Challenges, structural shifts, and other trends creating change
- Industry terminology, verbiage and lingo

## KNOW YOURSELF

### Identify and Market Transferable Skills

Transferable skills are competencies that have value in more than one type of employment setting. For example, if you have learned to read financial statements, you can offer this skill to many kinds of employers – you can integrate this skill in your professional profile for a great range of opportunities.

### Skills Employers are Looking For

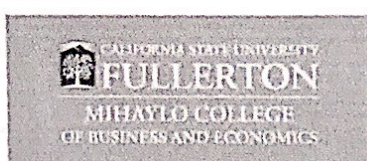
According to the National Association of Colleges and Employers (NACE) the following are attributes employers seek on a candidate's resume (NACE Job Outlook 2016).

Leadership*	Communication skills (written)*	Communication skills (verbal)*	Ability to work in a team*	Problem solving skills*	Interpersonal skills	Detail oriented
Initiative	Flexibility	Organizational ability	Analytical/quantitative skills	Technical skills	Computer skills	Strong work ethic
Outgoing personality	Strategic planning skills	Entrepreneurial skills	Tactfulness	Creativity	Risk taker	Adaptability

\*The skills with stars next to them are the ones employers ranked the highest (NACE Job Outlook 2016).

Not only think about the skills you have learned, but also the experiences you have had in college that have contributed to your success. According to NACE, the list below are some of the top attributes employers consider when screening applicants (NACE Job Outlook 2016).

Major	Involved in extracurricular activities	School attended	Fluent in a foreign language
Has held a leadership	High GPA (3.0 or above)	Has done volunteer work	Has studied abroad



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# RESUME BUILDING BLOCKS

Resumes are built in logical categories that make it easy for a reader to scan and evaluate, identify, and contact the person presented. It is best to use standard categories and order them in a way that put your most compelling qualifications on the top half of your resume. Following are some strategies to consider in each category.

## The Format:

The key to formatting is to make adjustments according to how much information you have in order to make sure you are limiting the document to one page. Here a few general guidelines:

- Font should be simple and easy to read—Times New Roman, Arial, and Garamond.
- Font standard size is 11 or 12 point.
- Margins can range from 1/2 an inch to 1 inch.

## The Header:

The header usually includes – name, address, e-mail address, and phone (where messages can be left) at the top of your resume. How the information is presented is your preference!

Present your **name** and **contact information** with some pride and style. Your name is the most important item on your resume, and should be the biggest thing on the page while still remaining a reasonable size (between 12 and 14 font). Selection of the font, layout, and style for your name and contact information permits you to individualize your resume in a style expressive of your professional taste and consistency within professional standards in your field.

Marketing, entrepreneurship, and entertainment and tourism management majors have greater creative latitude in resume layout. Their resume is a demonstration of their skills customized to the reader.

## Objective/Summary:

Objectives are slowly becoming a thing of the past. We suggest removing an objective and focus on your relevant experience or your transferable skills. However, if you are to include an objective, we recommend spending time crafting it and creating a summary statement. A summary statement is similar to an objective but more detailed and specific. Your summary should demonstrate to an employer that you are a match for the position.

Consider the questions below to help you brainstorm and solidify your objective:

- Is this a full-time, part-time, or internship opportunity?
- Doing what kind of work? Applying what skills and abilities? Working at what level of experience or responsibility?
- Leading to what career advancement, in what industry?

Look at page 14 for an example of how this can be done.



*Tip: One context where an objective/summary could be helpful is a career fair.*



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# RESUME BUILDING BLOCKS

## Education

Generally, your education should be listed first on your resume (unless you have extensive experience in your desired field). Start with your most recent program of study, including your major/degree and institution. Consider including your GPA if it is 3.0 or above.

Previous colleges or educational programs should follow in reverse chronological order (newest to oldest). It is only necessary to list college(s) that will or have awarded you a degree or certificate. If you earned credits that transferred into your current degree program, it is generally better to omit other colleges attended.

## Relevant Coursework

Why add relevant coursework to your resume? Sometimes you find that you could use some more relevant pieces or have some extra space on your resume. This is when you can add relevant coursework, particularly class projects.

Discussing coursework on your resume gives potential employers an idea of the relevant knowledge and proficiency you have acquired and any knowledge you are working towards in your current studies. You should only include coursework on your resume that applies to the position you are applying for, as this will show the hiring manager that you understand the position and have the necessary skill to do the job successfully.



### *Tips on Making Coursework Stand Out:*

- Focus on what you learned within the project—research, teamwork, communication skills
- Any leadership roles you took on—organized communication, delegated tasks, created goals
- Any software you may have used—Excel, QuickBooks, Adobe Photoshop

(WikiHow to Mention Relevant Coursework in a Resume)

## Honors/Awards

An honors and awards section can be added for a variety of reasons. Below are some tips to keep in mind

- Make sure your awards section is formatted consistently with the rest of your resume
- If necessary give some background information with each award
- Do not go too deep into your past – pick only the most relevant awards or honors
- Do not use too much technical industry jargon in your awards section

(3 Dos & Don'ts for Your Awards Section in Your Resume , 2016)

## Memberships

Refer to organizations by their full name, followed by an acronym in parenthesis. Be sure to also include the years that you were a member, and any positions you have held. You can also briefly describe your accomplishments of the positions you have had. By expanding on your role within the organization, you can showcase your leadership, teamwork or management skills.

(Simple Resume Writing Instructions, 2016)

# RESUME BUILDING BLOCKS

## Experience

Experience can take many forms and can fall under a variety of headings: Volunteer Experience, Internship Experience, Relevant Experience, Additional Experience, Leadership Experience, and On-Campus Involvement.

You want to present your most relevant experiences first. If your most relevant experience is not your most recent experience, you can create a category – such as “Related Experience.” This allows you to highlight a past job that you feel will help you qualify for the position you are applying for.

Drop down unrelated experience to a second category called “Additional Experience.” Make your descriptions of related experience detailed and minimize your descriptions of other unrelated experience.

**\*\*REMEMBER:** Quantify whenever possible. Use facts, numbers, and figures to show amounts and details in your work.

## Accomplishment Statements—AKA Bullets

Think of your work experience as a series of achievements rather than duties or responsibilities. You can do this by providing concrete details, expressing actions in terms of outcomes, providing quantities, and giving a sense of the work place.

A good strategy is to think of your accomplishments in terms of:

### **ACTION/HOW + PURPOSE/WHAT + RESULT/WHY**

Action/How – start each bullet point with an action verb (i.e. developed, created, produced, executed)

Purpose/What – what was the purpose of your action, your responsibility, your assignment, project, etc.?

Result/Why – what was the result of your action, what did you accomplish?

### Examples:

- Developed (action/how) an after school program for elementary school children focused on reading comprehension skills (purpose/what) which resulted in the participation of 20 students (result/why)
- Created and compiled investment portfolio worth \$50 - \$2M dollars for clients and senior financial advisors
- Scheduled, advertised, and hosted professional development workshops for approximately 200 students to prepare them to interview for various internship opportunities
- Assessed customer needs to match with appropriate products and services
- Serviced customers with product recovery techniques to satisfy customer needs
- Developed a “new member” packet for 30 newly recruited members
- Facilitated a focus group of six student leaders to plan strategies goals for the upcoming academic semester
- Managed advertising and client relations programs for 12 client accounts

# RESUME BUILDING BLOCKS

## Skills

There are only two items to include in a skills section: **technology** and **language**. Be sure to include your proficiency level to demonstrate to an employer how well you know a particular skill. Other skills such as communication or teamwork are stronger if they are included under a position or experience that gives the employer or recruiter context.

## Technologies:

### Coding and Programming

**Languages:** C#; C++; SQL/MySQL; SAS; Python; HTML; CSS; Java

**Software:** Microsoft Word, PowerPoint, Excel, Access; ASP.net;

**Analytical Programs:** Google Analytics; AdWords, SEO;

Windows Vista; XP; 7; Mac OS (Mountain Lion, Mavericks, Yosemite,

**Operating Systems:** El Capitan, Sierra); Linux

Pivot Tables; vLookup; Indirect; Index; Data Queries like: Data sorting and

**Excel Knowledge:** filtering; Regression Analysis;

**Social Media:** Facebook; Instagram; Twitter; Snapchat; Hootsuite

**Design Tools:** Photoshop; InDesign; Contribute; Dreamweaver

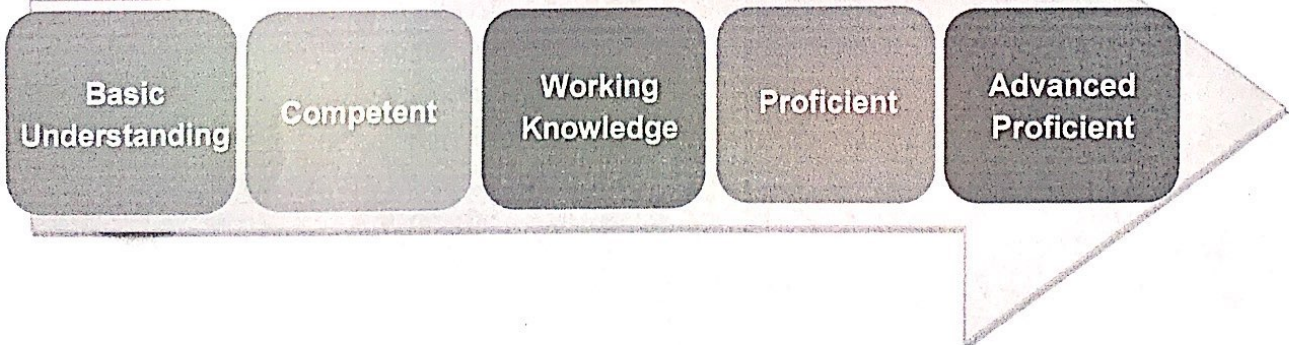
### Consumer Relationship

**Management:** Constant Contact; Convio; Blackbaud The Raiser's Edge

## Languages:

Chinese	Farsi	French	German
Japanese	Mandarin	Portuguese	Spanish

## Descriptors:





## List of Action Verbs for Resumes & Professional Profiles

### Management/ Leadership Skills

administered  
analyzed  
approved  
assigned  
attained  
authorized  
chaired  
considered  
consolidated  
contracted  
controlled  
converted  
coordinated  
decided  
delegated  
developed  
directed  
eliminated  
emphasized  
enforced  
enhanced  
established  
executed  
generated  
handled  
headed  
hired  
hosted  
improved  
incorporated  
increased  
initiated  
inspected  
instituted  
led  
managed  
merged  
motivated  
organized  
originated  
overhauled  
oversaw  
planned  
presided  
prioritized  
produced  
recommended  
reorganized

replaced  
restored  
reviewed  
scheduled  
streamlined  
strengthened  
supervised  
terminated

### Communication/ People Skills

addressed  
advertised  
arbitrated  
arranged  
articulated  
authored  
clarified  
collaborated  
communicated  
composed  
condensed  
conferred  
consulted  
contacted  
conveyed  
convinced  
corresponded  
debated  
defined  
described  
developed  
directed  
discussed  
drafted  
edited  
elicited  
enlisted  
explained  
expressed  
formulated  
furnished  
incorporated  
influenced  
interacted  
interpreted  
interviewed  
involved  
joined  
judged

lectured  
listened  
marketed  
mediated  
moderated  
negotiated  
observed  
outlined  
participated  
persuaded  
presented  
promoted  
proposed  
publicized  
reconciled  
recruited  
referred  
reinforced  
reported  
resolved  
responded  
solicited  
specified  
spoke  
suggested  
summarized  
synthesized  
translated  
wrote

### Research Skills

analyzed  
clarified  
collected  
compared  
conducted  
critiqued  
detected  
determined  
diagnosed  
evaluated  
examined  
experimented  
explored  
extracted  
formulated  
gathered  
identified  
inspected  
interpreted

interviewed  
invented  
investigated  
located  
measured  
organized  
researched  
searched  
solved  
summarized  
surveyed  
systematized  
tested

### Technical Skills

adapted  
assembled  
built  
calculated  
computed  
conserved  
constructed  
converted  
debugged  
designed  
determined  
developed  
engineered  
fabricated  
fortified  
installed  
maintained  
operated  
overhauled  
printed  
programmed  
rectified  
regulated  
remodeled  
repaired  
replaced  
restored  
solved  
specialized  
standardized  
studied  
upgraded  
utilized

**Teaching Skills**

adapted  
 advised  
 clarified  
 coached  
 communicated  
 conducted  
 coordinated  
 critiqued  
 developed  
 enabled  
 encouraged  
 evaluated  
 facilitated  
 focused  
 guided  
 individualized  
 informed  
 instilled  
 instructed  
 motivated  
 persuaded  
 set goals  
 simulated  
 stimulated  
 taught  
 tested  
 trained  
 transmitted  
 Tutored

**Financial/Data Skills**

administered  
 adjusted  
 allocated  
 analyzed  
 appraised  
 assessed  
 audited  
 balanced  
 calculated  
 computed  
 conserved  
 corrected  
 determined  
 developed  
 estimated  
 forecasted  
 managed  
 marketed  
 measured

planned  
 programmed  
 projected  
 reconciled  
 reduced  
 researched  
 retrieved

**Creative Skills**

acted  
 adapted  
 began  
 combined  
 conceptualized  
 condensed  
 created  
 customized  
 designed  
 developed  
 directed  
 displayed  
 drew  
 entertained  
 established  
 fashioned  
 formulated  
 founded  
 illustrated  
 initiated  
 instituted  
 integrated  
 introduced  
 invented  
 modeled  
 modified  
 originated  
 performed  
 photographed  
 planned  
 revised  
 revitalized  
 shaped  
 solved

**Helping Skills**

adapted  
 advocated  
 aided  
 answered  
 arranged  
 assessed

assisted  
 cared for  
 clarified  
 coached  
 collaborated  
 contributed  
 cooperated  
 counseled  
 demonstrated  
 diagnosed  
 educated  
 encouraged  
 ensured  
 expedited  
 facilitated  
 familiarized  
 furthered  
 guided  
 helped  
 insured  
 intervened  
 motivated  
 provided  
 referred  
 rehabilitated  
 presented  
 resolved  
 simplified  
 supplied  
 supported  
 volunteered

**Organization/Detail Skills**

approved  
 arranged  
 cataloged  
 categorized  
 charted  
 classified  
 coded  
 collected  
 compiled  
 corresponded  
 distributed  
 executed  
 filed  
 generated  
 implemented  
 incorporated  
 inspected  
 logged

maintained  
 monitored  
 obtained  
 operated  
 ordered  
 organized  
 prepared  
 processed  
 provided  
 purchased  
 recorded  
 registered  
 reserved  
 responded  
 reviewed  
 routed  
 scheduled  
 screened  
 set up  
 submitted  
 supplied  
 standardized  
 systematized  
 updated  
 validated  
 verified

**More Verbs for Accomplishments**

achieved  
 completed  
 expanded  
 exceeded  
 improved  
 pioneered  
 reduced (losses)  
 resolved (issues)  
 restored  
 spearheaded  
 succeeded  
 surpassed  
 transformed  
 won

# COMMON MISTAKES IN RESUME WRITING

## 1. Font is too small

Make sure that your document is legible. A recommended font size is 11 or 12.

## 2. Spelling mistakes

Use the spell-check tool, but remember that the best proofreading is another set of eyes. Be sure that there are no spelling errors, poor word choice, or misuse of language. These mistakes are not acceptable as it might appear that you are negligent with your work.

## 3. Repetitive words

Do not use the same verb to describe your experiences. Use a variety of action verbs to showcase your transferable and diverse skills. Utilizing different action verbs can highlight the wide range of skills and knowledge that you possess.

## 4. Leaving out dates

Include dates on your resume. Leaving them out might seem like you are trying to hide certain information.

## 5. Inconsistent layout of your resume

Present your resume in a consistent layout. Set your margins evenly. Have an even amount of space between each heading. Be consistent with your verbiage. For example, if you are describing current jobs, use all verbs in present tense.

## 6. Using someone else's words

It can be obvious that what is written is not in your own words when you do not speak like you write. It is important to prepare your resume in your own words.

## 7. Just having one version

Resumes need to be "fluid." The critical part is to tailor your resume content to the job for which you are applying. You may have several different versions depending on the jobs you are targeting.

## 8. No cover letter

A cover letter should be sent out with every resume. The cover letter is your sales document. It will augment your resume.

## 9. Unprofessional e-mail address

Use an e-mail address that is professional. Your professionalism has to come through in your resume.

## 10. Cluttered information

Filter out information that might seem irrelevant to the position. Be wise in choosing certain facts to be included on your final resume.

## 11. Including personal information

Personal information, such as age, gender, and head shot should not be included on your resume—unless you are applying abroad. If you are applying abroad, check out Going Global (through CSUF Career Center) for tips and samples.

## 12. Using abbreviations or contractions

Remember your resume is a formal document, be sure to omit abbreviations or contractions in your text.

# For Graduate Students

## Things to Consider

# THE CAREER SUMMARY

**What is it?** A section at the top of your resume that conveys a summary of your skills and experience as they relate to the position you are applying for.

**When to use it?** As objectives become less necessary in the digital age, the career summary serves as a replacement section that allows you to include key words from the job description and provide the reader with a summary of your resume, saving the employer time while giving them a snapshot of your skills and experience.

**Length?** A professional summary section should be at least two lines long and no longer than 4 lines on your resume. Any longer and there is less of a chance of it being read.

### Composing the Summary Statement:

**Step 1:** Before composing your summary, you need to think about how to position your resume for the future. Where are you going, and how do you intend to use your skills and experiences to leverage you in your pursuits?

**Step 2:** Keeping this mind, analyze and summarize your past positions, education, and community activities.

**Step 3:** Next, conduct a careful analysis of your strengths, interests, experience, and personal characteristics.

*Not sure where to start? Consider brainstorming around some of the words below.*

### Values Words:

Teamwork	Integrity	Productivity
Security	Results	Achievement
Structure	Innovation	Diversity
Efficiency	Cooperation	Creativity
Communication	Variety	Growth

### Personal Adjectives Words:

Dedicated	Driven	Intuitive
Conscientious	Industrious	Detailed
Vivacious	Energetic	Efficient
Innovative	Dynamic	Analytical
Creative	Organized	Attentive

### Orientation/Motivation Words:

Creating an impact	Social justice	Positive organizational
Results-oriented	Sustainability	Future-oriented

# For Graduate Students

## Things to Consider

### THE CAREER SUMMARY

**Step 4:** Now, write as many activity and accomplishment statements as you can, and summarize what they say about your strengths. Then cluster these statements into the categories below.

**Experience:** How long? What types? What kind of environments? What kind of industries?

Examples:

- *A results-oriented manager and administrator of commercial real estate with extensive corporate, trust and full-service management experience.*
- *Account manager with 6+ years of experience in customer service, sales and accounting in two major corporations.*

**Strengths:** Greatest skills and strengths – which are most frequently found in your accomplishment statements? Clusters of technical skills?

Examples:

- *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.*

**Character/Motivation/Uniqueness:** Traits and drive that set you apart and make you a desirable candidate to the employer. What is different about you and how can you sell this quality to the employer?

Examples:

- *A creative, dynamic self-starter who values excellence, has high standards and effectively meets tight production deadlines.*
- *Committed to excellent customer service and to creating and leading effective teams.*

**Step 5:** Compose your statement by picking and choosing the best skills and experience to emphasize when applying to a specific job. Consider the qualities and skills the company is looking for in a candidate. If you are changing industries, consider focusing on transferable skills acquired in your previous positions.

Example:

- *Strategic leader with demonstrated ability to motivate others in both academic and professional business settings. Motivated to create a positive and lasting impact in the realm of business processes. Adaptive and dynamic with a passion for technology.*

JANN CHO  
2345 Rocky Place, Fullerton, CA 92831  
714-404-1212|jcho@fullerton.edu

**SUMMARY:**

To use my internship experience, leadership, communication, and teamwork skills as a bookkeeper at Nike

**EDUCATION:**

California State University, Fullerton  
Bachelor of Arts in Business Administration, Accounting Concentration  
Overall GPA: 3.4, Accounting GPA 3.5

May 2015  
CPA Eligibility: May 2016

**INTERNSHIP EXPERIENCE:**

KPMG, Irvine, CA  
Auditing Intern

June 2014 – August 2015

- Worked collaboratively with accountants to identify accounting and auditing issues  
Communicate with team members from senior level or partner level to deliver the best client service in a timely manner
- Performed analytical review of audit documents using KPMG's methodology and tools
- Prepared accurate financial reports and documentation supporting audit opinions
- Assisting in identifying operational risk factors for clients, and responding with a process focused approach

**ADDITIONAL EXPERIENCE:**

Wells Fargo Bank, Placentia, CA  
Customer Service Representative/Teller

November 2013 – Present

- Process various customer banking transactions totaling \$5,000 weekly in compliance with bank guidelines and procedures
- Coordinate sales referrals to appropriate personnel and cross-sell bank services and products
- Respond to customer problems or issues and resolve them in a timely manner
- Utilize auditing skills to identify fraudulent activities to prevent losses

Admissions and Records, CSUF, Fullerton, CA  
Administrative Student Assistant

February 2012 – September 2013

- Created and implemented procedures to improve office efficiency including a document tracking system
- Maintained records and processed confidential documents over 100 weekly
- Served as a liaison between technicians and students by answering and directing telephone inquiries

**AFFILIATIONS:**

Beta Alpha Psi, Membership Chair, CSUF

May 2014 – May 2015

- Promoted involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members
- Increased membership by 20% in 1 year

**HONORS & AWARDS:**

Dean's List, CSUF

May 2015

Tax Executives Institute Scholarship, CSUF

May 2014

**SKILLS:**

Technology: Proficient in Microsoft Suite, Advanced in Excel (vLookups and Regression Analysis) and Intuit QuickBooks  
Language: Intermediate in Korean



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657-278-8738

business.fullerton.edu/careerservices

mihaylocareers@fullerton.edu

## Lucy Castille

(562) 234-1567 | lcastille@hotmail.com | Long Beach, CA 90804

### EDUCATION

California State University, Fullerton  
*Bachelor of Arts in Business Administration*  
Concentration: Marketing      Minor: Spanish

December 2015

### Class Projects

*Analysis of PacSun Marketing Patterns*  
Retail Marketing Strategies

Spring 2014

- Collaborated with a group of four peers to evaluate the effectiveness of PacSun's marketing patterns
- Delegated appropriate tasks to meet deadlines and ensure completion of research, data coding, and presentation
- Assumed leadership role to delegate responsibilities of gathering data, research, and coding of various marketing materials used by the company

### RELEVANT EXPERIENCE

Advanstar Communications Inc., Santa Ana, CA

September 2013-Present

#### *Promotions Coordinator*

- Supervise promotional campaigns through social media (Facebook, Instagram, Twitter) to increase new customer base
- Design and execute new training procedures to increase effectiveness of new staff
- Build and maintain relationships and negotiate sales contracts with new and returning customers
- Cultivate relationships with five local radio stations to advertise company trade shows and expand reach of services within the location area

Enterprise, Anaheim, CA

June 2013-August 2013

#### *Intern*

- Developed relationships with customers, vendors, and co-workers by delivering excellent customer service and providing product knowledge
- Resolved problems and negotiated positive outcomes for varying complex situations
- Managed inventory and deployment of a fleet of 30 vehicles to individual clients, small business and large corporations
- Marketed services to local businesses through cold calling, visits and foster partnerships to meet the varying needs of clients

Disneyland Anaheim Resorts, Anaheim, CA

October 2012-May 2013

#### *Server*

- Provided a high level of service utilizing the "Disney Way" for hundreds of guests daily
- Addressed guest concerns and resolved conflicts according to Disney's policies and practices
- Trained over 20 servers and cashiers in basic service operations set by company's protocols and training manuals

### MEMBERSHIPS

American Marketing Association, Member  
Finance Association, Treasurer

September 2013-December 2015

January 2013-December 2015

### SKILLS

Technology: Facebook, Instagram, Twitter, and Adobe Systems Photoshop

Language: Fluent in Spanish both written and oral



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[mihaylocareers@fullerton.edu](mailto:mihaylocareers@fullerton.edu)

# Graduate Student Resume

John F. Smith

Fullerton, CA 92831 (657) 278-7943 mbacareers@fullerton.edu

## EDUCATION

- California State University, Fullerton – Mihaylo College of Business and Economics** 2012  
*Master of Business Administration*
- University of California, Irvine** 2010  
*Bachelors in Science—Management Science, International Relations*
- London Business School—London** 2009  
*International Studies*

## CORE COMPETENCIES

Microsoft Office Suite      Consumer Behavior      Market Intelligence      Consumer Relations Management  
Interpersonal Relationships      Data Mining      Project Management      Qualitative Research

## EXPERIENCE

### MBA Projects

- Strategic Management Analysis—Confidential Client (Electronic Manufacturing Services)** Fullerton, CA 2012  
Analyzed company's business strategy with emphasis on marketing and presented comprehensive strategic analysis and recommendation to the company's executive team.
- Business Intelligence Solution—Confidential Client (Private Health Services)** 2012  
Identified and evaluated the company's BI needs and custom-designed an ERM/CRM solution and implementation package.

### University of California, Irvine

#### Executive Assistant to Dean

2008—2009

Reported directly to the Dean and a team of 5 Central Administration employees; served as liaisons between the 5 branches of Med Ed and Central Administration  
Managed the Dean's day-to-day personal schedule and infectious disease clinic  
Planned, executed, and hosted Division meetings, conferences, seminars for CME credits for MDs and PhDs, and campus events.  
Trained new employees; welcomed and hosted foreign academic dignitaries; managed purchasing & receiving and maintained inventory records; supervised the NIH Grant programs  
Implemented the department's Account Reconciliation by incorporating the budget, invoices, and projections in coordination with the Finance Department

### Office of Dentistry, Jonathan F. Smith, D.D.S., Inc.

2005—Present

#### Dental Assistant/Consultant

Effectively coordinated duties with 6 coworkers, 3 dentists.  
Generated and maintained financial reports, patient and insurance billing records, account reconciliation, and other clerical duties.  
Modernized the office through updating processes and protocols in addition to managed logistics for efficient daily operations.  
Eliminated staff turnover rates by guiding HR problems and increasing office training, communication, trust, and cultural understandings.

## AFFILIATIONS

**Lineage-based service organizations:** promoting patriotism, preserving history and supporting veterans & education programs

### 2000-Present Second Harvest Food Bank of Orange County

Public Relations, Events Coordinator, Events Promoter, Newsletter Editor, Photographer, Social Media Specialist

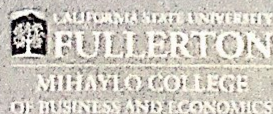
### 2004-Present MBA Association

Current Vice President. Past Recording Secretary, Registrar, Treasure, Commemorative Events Chairman

## RECOGNITION

**2010-2012 Graduate Business Scholarships:** Anna B. Spangler Memorial, Dr. Alma Adams

**2006-2010 Business Management Scholarship:** CWIT, Franklin G. Adams, American Management Society (AMS), Future Business Leaders



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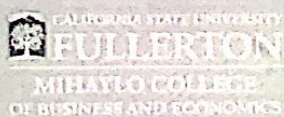
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*Job Outlook 2016: Attributes employers want to see on new college graduates' resumes*. National Association of Colleges and Employers. Retrieved from: <http://www.naceweb.org/s11182015/employers-look-for-in-new-hires.aspx>

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