

Creating a Resume for Business Majors

3 phases of developing a resume:

1. Formatting

- a. Focuses on proper layouts that are esthetically pleasing to the eye and that successfully pass through employers' [applicant tracking systems](#) (ATS)
- b. DO NOT use a resume template. Resume writing varies across majors and your unique experiences often do not fit within the standard template. Start with a blank Word document and we'll make it visually pleasing to the eye later
- c. DO NOT limit to one page at this stage (list all experiences, etc., which can be referenced and tailored down in phase 3)

2. Content Development

- a. Focuses on sharing your experiences by using strong verbiage, quantification, and proper use of present vs. past tenses
- b. Use www.onetonline.org to review content from similar job descriptions, which can be adapted to "beef up" your bullet points
- c. The page 4 of this document provides a template on how to create strong bullets points

3. Tailoring

- a. Focuses on [tailoring your resume](#) to specific job descriptions
- b. Provide yourself with a colorful reminder of the important skills/traits listed on the job description
- c. Write the top 3 core competencies, from the job description, on the top of your resume, select a color for each, and highlight them that color
- d. Go through your resume, and highlight all of the action verbs that speak to each of those key areas. See page 4 for more information on action verbs
- e. If your resume lights up like a Christmas tree you're on the right track, if not, more time needs to be dedicated to tailoring

Notes:

- Never print your resume "double-sided" and NO templates
- When applying for jobs/internships, submit your resume in PDF format
- Visit www.clarion.edu/resumes for more resources and examples
- Contact the [Center for Career and Professional Development](#) to discuss each phase in more detail
 - 419 Becht Hall
 - careers@clarion.edu
 - 814-393-2323
 - www.clarion.edu/careers

The following is a composite of several resumes and is merely an example of types of information that may be included.

One size does not fit all, you should always consult a career coach with your resume!

John Doe

Clarion, PA 16214

555-123-4567

idoe@eagle.clarion.edu

Commented [JD1]: Margins can be "Narrow" (.5") to "Normal" (1")
Font: Calibri or Times New Roman

EDUCATION

Clarion University of Pennsylvania, Clarion, PA (AACSB International Accredited)

Bachelor of Science in Business Administration, May 20XX

Major: **Management and Marketing**

Minor: Entrepreneurship

GPA: 3.7/4.0

Commented [JD2]: -"Name" should be bolded and 2 font sizes larger
- Include City, State Zip (no street address)
- Use a professional email address and voicemail

Commented [JD3]: Important to list as a business major. Some employers only hire candidates from accredited institutions

Commented [JD4]: Know the EXACT name of your degree

Commented [JD5]: Expected graduation date

Commented [JD6]: Include GPA if 3.0 or above

Commented [JD7]: List upper level (300/400+) coursework to showcase foundational knowledge

Relevant coursework: Labor Relations and Public Policy, Operations and Supply Chain Management, Buyer Behavior, Advanced Decision Making

Studied Abroad, New Zealand (20XX) and Costa Rica (20XX)

- 2019: Conducted research, wrote a comparative study, and presented on environmental sustainability practices to include a new sustainable and profitable business plan to a panel of hypothetical investors
- 2017: Studied culture, economy, ecological assets, and environmental sustainability through native interviews

CAREER RELATED EXPERIENCE

Intern - Consultant, Clarion Small Business Development Center, Clarion, PA, August 20XX-Present

- Assisted business consultants in approx. 25 financing proposals, 80 business plans, and 50 marketing plans
- Identify and analyze breakeven analysis using Excel database
- Evaluate financial statements of start-up and established businesses to increase profitability
- Conducted research for various topics relating to small business and proficiently used Hoovers First Research and Propector, Info USA, Alteryx, and Industries CFO, IBIS World, and BizMiner research databases
- Perform a wide range of supporting and administrative duties

Commented [JD8]: Employers value career related experience (i.e., internship, full-time, or part-time)

Commented [JD9]: Proper layout:

Title, Organization, City, STATE, Date

Commented [JD10]: Experiences should be listed in most-to-least recent date order

Phonathon Supervisor, Clarion University Foundation, Clarion, PA, August 20XX-May 20XX

- Transformed a group of 13 new callers and 2 returning callers into a productive and successful fundraising team that was able to raise over \$50,000 for the Clarion Opportunity Fund in one semester
- De-escalated potential donors by conveying information in a calming and reassuring manner
- Ensured the accuracy of donor information and prepared the donation packets for distribution

Commented [JD11]: List responsibilities, accomplishments, or special projects using a bulleted list of phrases, not sentences

Marketing Class Project, Ernie's Landing, Clarion University, Clarion, PA, August 20XX-December 20XX

- Conducted marketing research to improve company's website traffic and sales; later presented at the 20XX Penn York Conference to a panel of professionals
- Designed and managed content on social media pages, and collected and analyzed data to test validity of the project, while communicating with company to ensure completion of goals

Commented [JD12]: -Use action verbs
-Use correct tense – present tense to describe current responsibilities; past tense to describe past responsibilities
-Use numbers, data, dollar amounts, and percentages to quantify job duties and results

See the last page of this document for an example of how to write strong bullet points

PRESENTATIONS AND PUBLICATION

- Singh, N., & Kealey, K. (2019, December 30). Understanding Millennials' Motivations to Visit State Parks. Retrieved from <http://journals.iupui.edu/index.php/ETR/article/view/23259>
- Presenter, *Excess Migration and Urbanization in Uganda*, Penn York Conference, November 20XX

WORK EXPERIENCE

Sales Associate, Victoria Secret, Bethel Park, PA, November 20XX-December 20XX (Part-time; Seasonal)

- Performed cashier duties, stocked merchandise, and handled shipments; providing positive customer service

MILITARY EXPERIENCE

Security Forces Officer, Pennsylvania Air National Guard, United States Air Force, Pittsburgh, PA, May 20XX-May 20XX

- Led and supervised approximately 20 airmen through high security clearance trainings and exercises
- Assisted in the coordination of security activities to safeguard civilians and military personnel
- Communicated security status, updates, and actual or potential problems, using established protocols

LEADERSHIP AND INVOLVEMENT

University Activities Board, Clarion University, Clarion, PA, September 20XX-Present

- Arts Committee, October 20XX-Present
 - Assists in the execution of over 35 events to include preparation and facilitation
- Public Relations Committee, Campusfest, September 20XX-April 20XX
 - Created marketing materials such as posters and ticket designs, while contacting vendors for printing, which attracted nearly 2,000 students

Phi Delta Theta International Fraternity (Social Fraternity), PA XI Clarion University, Clarion, PA, August 20XX-Present

- President, November 20XX-Present
 - Increased chapter participation and engagement by nearly 60%
 - Decreased outstanding chapter debt from \$14,000 to \$6,700 through policy and fundraising
 - Collaborated with internal and external community members to promote Greek life; raising \$1,100 for a local family affected by ALS in 4 weeks
- Scholarship Chair, August 20XX-May 20XX
 - Tracked GPA's, in charge of finding internships/job fairs, and logged study hours
- Risk Management Chair, August 2016-May 2017
 - Created safety plans for all members and houses, created a designated driver list, and oversaw harmful actions towards establishment

Society for the Advancement of Management, Clarion University, Clarion, PA, August 20XX-Present

- Recruitment Chair, Fall 2015-Spring 2016
 - Organize tables on campus to recruit students to join SAM/SHRM
 - Prompted a 200% increase in membership from Spring 2016 to Fall 2016

PROFESSIONAL DEVELOPMENT

- National Greek Leadership Conference, 20XX
- Pennsylvania Free Enterprise Week (PFEW), 20XX

COMMUNITY SERVICE

- CU Community Day of Service, 20XX - Volunteered at a nursing home in Clarion County
- Pancake Breakfast, 20XX - Raised money for leadership conferences and educational programs

HONORS AND AWARDS

- The Honor Society of Phi Kappa Phi, April 20XX-Present
- Beta Gamma Sigma, February 20XX-Present
- Awarded 12 scholarships totaling over \$21,000 to support educational costs
- Placed 2nd in BizPitch Competition (received \$1,000), Fall 20XX

LANGUAGES

- Spanish (fluent)

A Guide to Writing Strong Bullet Points

Bullet points are informative statements that describe your experiences and accomplishments on your resume. They should use powerful action verbs and include specific details that allow your readers to learn about your experience quickly and in an easy to understand format.

Consider using this **three-part formula** to create stronger bullet points:

1. Select the best **action verb** (samples provided below).
2. Add the necessary **details and skills**.
3. Conclude the statement with impactful **results**.

Action Verb		Details/Skills		Results
Begin each statement with your best skill.	+	Who? What? What skills (or systems) did you use? Can you quantify?	+	What was the positive outcome of your effort? How did it impact the organization?

Start by brainstorming information within each category. Remember to tailor your details and skills to reflect the most relevant information to the position you are applying to.

Example:

Action Verb		Details/Skills		Results
Led	+	13 new and 2 returning students	+	Raised money to support the Clarion Opportunity Fund
Transformed		Productive and successful team		
Trained		Raised over \$50,000 in a semester		

Original bullet: Led a team of callers to raise money.

New bullet: Transformed a group of 13 new callers and 2 returning callers into a productive and successful fundraising team that was able to raise over \$50,000 for the Clarion Opportunity Fund in one semester

Sample action verbs and skills (more action verbs are available on [page 6 of this document](#)):

Adapt	Coordinate	Forecast	Prioritize	Survey
Analyze	Create	Implement	Publicize	Synthesize
Assess	Critical thinking	Interpret	Recruit	Train
Budget	Design	Lead	Research	Transform
Collaborate	Evaluate	Manage	Review	Tutor
Communicate	Examine data	Oversee	Schedule	
Confidentiality	Facilitate	Prepare	Supervise	