

RESUME 101

A GUIDE TO THE UNDERGRADUATE BUSINESS RESUME

GOIZUETA BUSINESS SCHOOL - BBA PROGRAM

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IMPORTANT NOTE ABOUT THIS GUIDE

Resume 101 is a compilation of suggestions and recommendations for creating a professional resume. Created and reviewed by BBA students who landed their “dream job,” and reviewed by recruiters, interviewers, and career management professionals, this guide provides a head start on how to prepare and structure your resume in a clear, concise, and professional way. Resume 101 has a proven track record for success, and is endorsed by the BBA Career Management Center. For a fast synopsis of the advice in this guide, see the checklist of items on the next page. If you are writing your resume for the first time or haven’t updated in awhile, we suggest reading it cover to cover!



**BBA Career
Management Center**

Resume Critique Points to Consider

- Is contact information clear; are phone numbers included? E-mail address?
- Is the objective specific, if one is included?
- Does the resume lead with strength? What stands out when you look at it for 10 seconds?
- Is the overall appearance professional? Balanced margins? Font?
- Does it look burdensome to read? Is it longer than 1 page?
- Does it look cluttered?
- Does it look too brief?
- Is education clear? Is GPA included? Major GPA? Work-related coursework? Concentrations?
- Are academic honors included? Are they substantial enough to merit an “Honors” category?
- Is high school included? If so, does it make sense to include it?
- Are other educational endeavors such as study abroad, special programs, independent studies, minors, etc. included?
- Has the resume highlighted titles or organizations? Which look stronger?
- Are descriptions written with most impressive information first? Using action verbs? Is there enough information to visualize what you did?
- Has the formal (order of Experience, Related Experience, Activities, etc. categories) allowed most important experience to be up front?
- Has the resume highlighted accomplishments? Are items quantified where possible?
- Are leadership roles well defined?
- Are language and computer skills mentioned?
- Are dates included, but not highlighted?
- Are college summers accounted for?
- Are interests or personal data included appropriate? Does this information aid the reader in understanding the individual?
- Does the resume content confirm the individual’s ability to use skills or perform roles mentioned in the “Objective” or “Personal Profile or position description?”
- Does the resume communicate a track record of success?
- Has the resume avoided personal pronouns?
- Is the highlighting “scannable?” Remember that computer scanners have difficulty with underlining.

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FORMATTING

The biggest point to emphasize in formatting is consistency. Your resume needs to be consistent so that it is easy to read and visually appealing. Avoid the ready-made resume templates and plug-in wizards that many word processing programs offer. These will limit your ability to format and personalize your resume.

If you are asked to submit your resume online, you should **convert your word document to a PDF** (unless otherwise noted by the employer). A PDF ensures that the formatting of a document remains intact, regardless of what software or operating system the employer is running.

FORMATTING TOOLS

The purpose of formatting your resume is three-fold: (1) **to make your resume easy to read**; (2) to make specific items stand out (i.e., your name, headers); and (3) to differentiate aspects of your resume (i.e. employer vs. title vs. accomplishments). Try to avoid overusing formatting tools and keep things consistent on the page.

Commonly used formatting tools

Bold

SMALL CAPS (easier to read than all caps)

Italics (use sparingly; they can be hard to read and might be a problem if the resume is scanned into a computer – which is done at some of the larger companies. Italics are often used to designate a secondary piece of information.)

Underline

- Bullets (use small standard bullets, no graphics or symbols)

Font changes

| Vertical Lines

Horizontal lines

LENGTH & MARGINS

Your resume needs to **concisely, informatively, and efficiently** convey all of your desired information. As an undergraduate student, **your resume should be no longer than one page**. Employers (particularly those at larger companies with hundreds of applicants) have a limited time to review each resume. Margins should not be less than 0.5 inches. A balanced look to the page is easily achieved by making the left/right margins equal and the top/bottom margins equal.

HEADER & CONTACT INFORMATION

Name

Make sure it is large and bold enough to be easily seen. Use your legal name, see examples below:

Ex: John Simpson (legal name) would use “John Simpson” on his resume, in introductions, and in an interview, even if his friends call him Johnny.
Ex: Chan Wong Yu (legal name) would use “Chan Wong (Cynthia) Yu” on her resume and may introduce herself as Cynthia. It is still important that she has her legal name on her resume so that it can be matched with documents that state her legal name.

Address

Provide a temporary and permanent address, if applicable.

Phone Number

Note: Be sure your voicemail message is professional and appropriate.

Email

Your school email is preferred.

Make sure your email address is appropriate (it’s time to put hotstud69@hotmail.com to rest).

Remove auto hyperlinks that underline your email address; they make underscores difficult to distinguish.

Good: john_doe@bus.emory.edu

Not so good: john_doe@bus.emory.edu

Header Examples:

LESLIE KIZER 123 Briarcliff Terrace Atlanta, Georgia 30324 404-123-4567 Leslie_Kizer@bus.emory.edu	
REBECCA MISHLER Rebecca_Mishler@bus.emory.edu 917-758-6543	
Current: 1407 Lanier Place Atlanta, GA 30306	Permanent: 102 Johnson Road Memphis, TN 32542

OBJECTIVE

While including an objective at the top of your resume is a personal preference, the CMC typically doesn’t recommend stating an objective. Objectives are often used by professionals with decades of experience to help focus their search. The same goes for Summary Statements and Profiles – we don’t recommend them.

DATES

All dates should be in one consistent location (i.e. the right hand side of the page, above the city/state) so they are easy to find for each entry. Typically, month ranges are provided for work experience (August 2009 – May 2010), while semesters/seasons can be utilized for school activities or extracurricular (Fall Semester 2010 or Spring 2009). For summer internships, list the date as “Summer 2010.” It is not necessary to include the number weeks that you worked in a summer internship. Dashes and dash style must be consistent throughout resume.

The Lowdown on Dashes

- A dash (–) should only be used in place of the word “through,” as in “Jan. 2009 through Apr. 2009.”
- For a non-continuous time period, use a comma (,)
Ex: To indicate you worked multiple summers: Summer 2008, 2009, 2010
- When using a dash, make sure you have a space before and after the dash.
Good: May 2009 – May 2010 Not so good: May 2009-May 2010
- When using dashes, be sure all of your dashes are the same length; often Word will automatically change a dash depending on the spacing and formatting around it
Ex: “-” can become “–”

EDUCATION

You’ve spent a lot of time (and probably money) getting a top-notch degree from Goizueta. We want you to be sure that your education is properly listed and conveys the most accurate information.

The School

Spell “Goizueta” correctly.

The name of our school is “**Goizueta Business School**” (not “Goizueta School of Business”).

Only list schools from which you have received a degree (or abroad programs). If you transferred to Emory from another college, you do not list that college. If you came to GBS from the College, you do not list Emory College. Oxford students should list the Associate of Arts Degree – suggestions for doing so are below.

Degrees

Even if you have a second major in the college, you receive **only one degree from Emory**. You can include your additional majors/minors in the college, but you are not receiving a Bachelor of Arts or a Bachelor of Science in addition to your Bachelor of Business Administration.

Make note: you receive a “Bachelor of Business Administration,” **not a “Bachelor’s (or ‘Bachelors’) of Business Administration.”** For dealing with double majors and minors, see the examples below.

Area Depths

Because the concept of an “area depth” isn’t widely understood, use “Concentration” instead.

GPA

If your GPA is above a 3.0, report it on your resume. Otherwise, only include your GPA if it is specifically requested by the employer. You can report either your Goizueta Business School or major GPA (which appears in OPUS) or your Cumulative GPA (the combination of your College and Goizueta course work), or both. Just be sure to accurately label which GPA is which. See *Appendix A* for a worksheet to help calculate your cumulative GPA.

SAT/ACT Scores

You may want to include SAT/ACT scores, if you are above the 75% percentile for Emory students otherwise, include SAT/ACT scores if they are specifically requested by the employer (it’s more common to see these requests from finance or consulting employers).

High School

For the most part, leave it off your resume. Exceptions: if you are a first-year college student applying for an internship, if you went to an incredibly prestigious school (i.e. Andover, Exeter, Choate), or if you went to high school in a different country. If you are one of these exceptions, your high school listing comes after your college listing (reverse chronological order).

Relevant Coursework

You may list your relevant coursework if helpful to showing your knowledge in relevant areas.

Formatting can vary, but here are a few examples to get you started:

Emory University , Goizueta Business School, Atlanta, GA <i>Bachelor of Business Administration</i> Concentrations in Marketing and Consulting Cumulative GPA: 3.78 Dean's List Fall 2006, Spring 2007, Fall 2008	May 2011
Emory University <i>Goizueta Business School</i> , Atlanta, GA <i>Bachelor of Business Administration</i> Concentration in Accounting (CPA Track) Cumulative GPA: 3.66	May 2011
<i>Oxford College</i> , Oxford, GA <i>Associate of Arts</i> Oxford College GPA: 3.50	May 2011
Emory University , Goizueta Business School, Atlanta, GA <i>Bachelor of Business Administration</i> Concentrations in International Business and Marketing Double Major in French Cumulative GPA: 3.78 Major GPA: 3.92 Study Abroad: University of Paris	May 2011 Summer 2009

WORK OR INTERNSHIP EXPERIENCE

List in reverse chronological order starting with your most recent employer first. Include:

- Company
- Location (city and state)
- Your position
- Employment dates
- Content entries (please see section for details)

Organize your work experience into categories if needed. For example, use “Internships” as a category to list summer work that is relevant, and use “Employment History” as a category for all non-relevant jobs. If you had work experience in high school then include positions in this section, but they are the first to go if you are tight on space. For a position that you currently hold, use “*present*” to signify the end-date.

CONTENT ENTRIES

Your content entries are the most important part of your resume. These entries show what you can do and show employers what skills you could bring to their company. Spend time on these entries! Focus on accomplishments, achievements and results.

- **Brainstorm about your jobs.** What did you accomplish, what skills did you gain?

- **Prioritize your accomplishments.** Example: if you filed papers for 80% of your summer internship, but you interacted with clients and helped develop planning modules for 20%, prioritize the client interaction and module development.
- **Start with an action verb.** See *Appendix B* for a list of action verbs. Remember, all action verbs should be in the past tense unless it is a current activity.
- **Look at the job description for the position for which you are applying.** Match your skills with the desired candidate qualifications.
- **Include skills that are specifically valued in your industry.** For a list of industry specific skills, see *Appendix C*, and for general business skills of a liberal arts student, see *Appendix D*.
- **Quantify your accomplishments and results.** You can enhance your resume by using quantifiable descriptions.

Examples:

Quantifiable actions can include

- Cost savings – use actual dollars or percentages
- Improved efficiencies
- Measurable increases in revenues, sales, profits, market share, customers, etc.

Content examples:

Without Quantitative Info: Led a team to revamp an internal customer satisfaction data website

With Quantitative Info: Led a 4 person IT contractor team in a \$200,000 internal customer satisfaction data website upgrade effecting over 1,500 employees

Without Quantitative Info: Analyzed previous company budgets to determine specific areas for cost savings

With Quantitative Info: Analyzed the company's previous 4 years of budgets to determine 7 specific areas that resulted in \$100,000 of cost savings

Avoid using:

- Pronouns (I, you, they) – they take away from the formality of the resume
- Helping verbs (have, had, may, might) – say “managed” instead of “have managed”
- Being verbs (am, is, are, was, were) – passive vs. active
- Subjectivity – subjective claims should be saved for your cover letter

LEADERSHIP EXPERIENCE, CO-CURRICULAR ACTIVITIES, OR VOLUNTEER EXPERIENCE

This section should mirror your work experience (i.e. listed in reverse chronological order starting with your most recent activity). *If your leadership and extracurricular activities are more substantial than your work experience, you'll want to include this section before “Work Experience.”* Remember to focus on your current activities and accomplishments.

Include:

- Club or group
- Your position
- Dates of membership or service

For organizations with widely-accepted acronyms or abbreviations, spell the organization in full and include the acronym in parenthesis. For freshmen and sophomores, you'll want to blend in *significant* high school activities or accomplishments into this section, particularly if you haven't yet had a chance to develop leadership roles in college.

HONORS AND AWARDS

List any honors and awards:

- If you have had outstanding scholarship recognition or multiple academic awards or achievements, you can move this section right below "Education"
- If you have had little work/internship experience, this section can become critical to show employers the work you *have the potential* to do for them

ADDITIONAL

This section includes computer programs you are proficient in, any languages you speak, or any other pertinent information.

Language Proficiency Levels:

Fluent: Implies written and oral language skills. You know exactly the right word to use in any situation.

Conversant: Implies that you could get along in conversation, but need improvement in oral or written skills.

Anything less than these two levels should be left off your resume.

- If you are a guru with *any* computer programs (particularly Excel) mention your advanced capabilities.
- If you have completed the Business Research Essentials Certification of the Advanced Business Research Essentials Certification, include the certification as well as the specific databases in which you are proficient (see example in *Appendix E*).
- If listing interests, be specific. While these may not be pertinent to the job, they are a great opportunity to connect with your interviewer about shared interests.

AVOID

- **Any lies or exaggerations**
- Any salary information (previous, current, or what you hope to receive in the future)
- Personal statistics (age, sex, race, etc.)
- References (you can provide them when they are asked for)
- Relying only on computer editing (spell check, grammar check)
- Relying on only one person to edit your resume (pass it around; the best resumes have had lots of people edit them)
- Graphics, photos, or logos
- Confusing font or formatting
- Using too small font size, stay between 10-12 pts

- Vague statements (be specific)
- Personality profiles (adjectives like hard-working, team player, dedicated; these are all subjective and will weaken your resume)
- Testimonials (statements by former employers or teachers; they are biased and not appropriate)

GETTING YOUR RESUME REVIEWED

Suggested resources to critique and review your resume:

- Walk-in hours for career related questions are held daily from 1:30-4pm, Suite 320
- Alumni listed in the Goizueta Alumni Directory (Goizueta website)
- A trusted friend with a good resume (especially if he or she has significant experience)
- Someone you know in the industry that you are interested in
- BBA Career Management Center (sign up for an appointment on First Class Conference, “CMC-BBA” and go to “Career Advising Instructions” folder to access the calendar)

APPENDIX A – CUMULATIVE GPA CALCULATION

Your Emory transcript has two GPAs listed. One is your Emory College GPA, frozen in time from when you entered the Business School. The GPA will not change after you have enrolled at GBS. The second is your Goizueta Business School GPA, which changes each semester. Because the College and the B-School are distinct academic divisions, there is no cumulative GPA listed in OPUS or on your transcript. It's up to you to calculate. Here's how:

Each letter grade corresponds to a Grade Point:

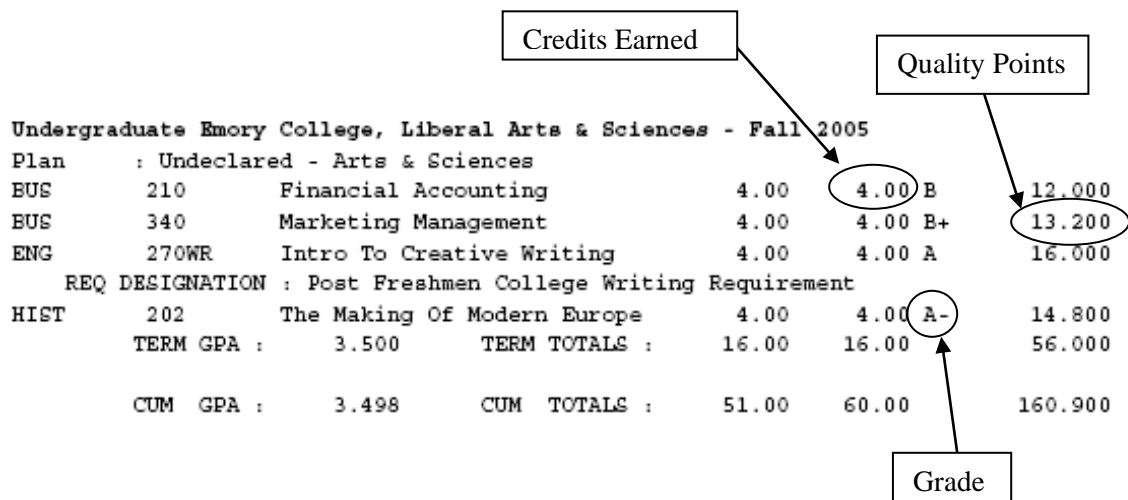
A . . . 4.0	B+ . . . 3.3	C+ . . . 2.3	D . . . 1.0
A- . . . 3.7	B . . . 3.0	C . . . 2.0	F . . . 0.0
	B- . . . 2.7	C- . . . 1.7	

Create a chart like the one below. Calculate "Quality Points" for each class by multiplying the number of Grade Points by the Number of Credits earned (this number will be on your OPUS transcript).

Course	Grade	Grade Points		Credits Earned		Quality Points
Psychology 101	A-	3.7	x	4	=	14.8
Chemistry 221	A-	3.7	x	4	=	14.8
Chemistry Lab	C	2.0	x	1	=	2
PE 101	A	4.0	x	1	=	4
Math 107	B+	3.3	x	4	=	13.2
English 111	F	0	x	4	=	0
Totals for Cum. GPA calculation:				18		48.8

Your Cumulative GPA = the TOTAL number of Quality Points divided by the TOTAL number of credits. In the example above, the cumulative GPA would be $48.8 \div 18 = 2.71$ (round to the nearest hundredth place)

Satisfactory/Unsatisfactory grades, audited classes, and non-failure withdrawals (W) are not included in the calculation. AP courses and transfer credit are not calculated in your Emory GPA.



APPENDIX B – ACTION VERBS¹

CLERICAL OR DETAILED SKILLS

- Approved
- Arranged
- Catalogued
- Classified
- Collected
- Compiled
- Dispatched
- Executed
- Generated
- Implemented
- Inspected
- Monitored
- Operated
- Organized
- Prepared
- Processed
- Purchased
- Recorded
- Retrieved
- Screened
- Specified
- Systematized
- Tabulated
- Validated

COMMUNICATION / PEOPLE SKILLS

- Addressed
- Advertised
- Arbitrated
- Arranged
- Articulated
- Authored
- Clarified
- Collaborated
- Communicated
- Composed
- Condensed
- Conferred
- Consulted
- Contacted
- Conveyed

- Convinced
- Corresponded
- Debated
- Defined
- Developed
- Directed
- Discussed
- Drafted
- Edited
- Elicited
- Enlisted
- Explained
- Expressed
- Formulated
- Furnished
- Incorporated
- Influenced
- Interacted
- Interpreted
- Interviewed
- Involved
- Joined
- Judged
- Lectured
- Listened
- Marketed
- Mediated
- Moderated
- Motivated
- Negotiated
- Observed
- Outlined
- Participated
- Persuaded
- Presented
- Promoted
- Proposed
- Publicized
- Reconciled
- Recruited
- Referred
- Reinforced
- Reported
- Resolved

- Responded
- Solicited
- Specified
- Spoke
- Suggested
- Summarized
- Synthesized
- Translated
- Wrote

CREATIVE SKILLS

- Acted
- Adapted
- Began
- Combined
- Composed
- 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

DATA/ FINANCIAL SKILLS

- Administered
- Adjusted
- Allocated
- Analyzed
- Appraised
- Assessed
- Audited
- Balanced
- Budgeted
- Calculated
- Computed
- Conserved
- Corrected
- Determined
- Developed
- Estimated
- Forecasted
- Managed
- Marketed
- Measured
- Netted
- Planned
- Prepared
- Programmed
- Projected
- Qualified
- Reconciled
- Reduced
- Researched
- Retrieved
- Set goals
- Stimulated

HELPING SKILLS

- Adapted
- Advocated
- Aided
- Answered
- Arranged

- Assessed
- Assisted
- Clarified
- Coached
- Collaborated
- Contributed
- Cooperated
- Counseled
- Demonstrated
- Devised
- Diagnosed
- Educated
- Encouraged
- Ensured
- Expedited
- Facilitated
- Familiarized
- Furthered
- Guided
- Helped
- Insured
- Intervened
- Motivated
- Prevented
- Provided
- Referred
- Rehabilitated
- Represented
- Resolved
- Simplified
- Supplied
- Supported
- Volunteered

MANAGEMENT/ LEADERSHIP SKILLS

- Administered
- Advised
- Analyzed
- Appointed
- Approved
- Assigned
- Attained
- Authorized

- Chaired
 - Clarified
 - Coached
 - Communicated
 - Considered
 - Consolidated
 - Contracted
 - Controlled
 - Converted
 - Coordinated
 - Decided
 - Delegated
 - Developed
 - Directed
 - Eliminated
 - Emphasized
 - Enabled
 - Encouraged
 - Enforced
 - Enhanced
 - Established
 - Evaluated
 - Executed
 - Explained
 - Facilitated
 - Generated
 - Guided
 - Handled
 - Headed
 - Hired
 - Hosted
 - Improved
 - Incorporated
 - Increased
 - Informed
 - Initiated
 - Inspected
 - Instituted
 - Instructed
 - Led
 - Managed
 - Merged
 - Motivated
 - Navigated
 - Organized
 - Originated
 - Overhauled
 - Oversaw
 - Persuaded
 - Planned
 - Presided
 - Prioritized
 - Produced
 - Recommended
 - Reorganized
 - Replaced
 - Restored
 - Reviewed
 - Scheduled
 - Secured
 - Selected
 - Streamlined
 - Strengthened
 - Supervised
 - Trained
 - Organized
 - Prepared
 - Processed
 - Provided
 - Purchased
 - Recorded
 - Registered
 - Reserved
 - Responded
 - Reviewed
 - Routed
 - Scheduled
 - Screened
 - Submitted
 - Supplied
 - Standardized
 - Systematized
 - Updated
 - Validated
 - Verified
 - Measured
 - Organized
 - Researched
 - Reviewed
 - Searched
 - Solved
 - Summarized
 - Surveyed
 - Systematized
 - Tested
 - Assembled
 - Built
 - Calculated
 - Computed
 - Conserved
 - Constructed
 - Converted
 - Debugged
 - Designed
 - Determined
 - Developed
 - Engineered
 - Fabricated
 - Fortified
 - Installed
 - Maintained
 - Operated
 - Overhauled
 - Programmed
 - Rectified
 - Regulated
 - Remodeled
 - Repaired
 - Replaced
 - Restored
 - Solved
 - Specialized
 - Standardized
 - Studied
 - Upgraded
 - Utilized
- ORGANIZATIONAL SKILLS**
- Approved
 - Arranged
 - Catalogued
 - Categorized
 - Charted
 - Classified
 - Coded
 - Collected
 - Compiled
 - Corrected
 - Corresponded
 - Devised
 - Distributed
 - Executed
 - Filed
 - Generated
 - Incorporated
 - Inspected
 - Logged
 - Maintained
 - Monitored
 - Obtained
 - Operated
 - Ordered
- 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
- TEACHING SKILLS**
- Adapted
 - Advised
 - Clarified
 - Coached
 - Communicated
 - Conducted
 - Coordinated
 - Critiqued
 - Developed
 - Enabled
 - Encouraged
 - Evaluated
 - Explained
 - Facilitated
 - Focused
 - Guided
 - Individualized
 - Informed
 - Instilled
 - Instructed
 - Motivated
 - Persuaded
 - Simulated
 - Stimulated
 - Taught
 - Tested
 - Trained
 - Transmitted
 - Tutored
- TECHNICAL SKILLS**
- Adapted
 - Applied

APPENDIX C – INDUSTRY SPECIFIC SKILLS

MARKETING AND SALES	CONSULTING
<ul style="list-style-type: none"> ▪ Ability to motivate others not under your control (persuasion skills) ▪ Strategic thinking ▪ Tolerance of ambiguity; flexibility ▪ Creativity ▪ Quantitative/research skills ▪ Coordination skills ▪ Presentation skills ▪ Project management skills ▪ Ability to recognize key factors in extensive data ▪ Client-facing ability 	<ul style="list-style-type: none"> ▪ Evidence of solid intellectual capacity ▪ Ability to elicit information from others and to synthesize that information into a cohesive story ▪ Ability to see the big picture ▪ Quantitative/analytical skills ▪ Solid business judgment and desire to tackle complex business problems ▪ Creative/conceptual ways of thinking ▪ Ability to determine KEY issues from confused and incomplete information ▪ Project management skills ▪ Professional presence
INVESTMENT BANKING	FINANCE
<ul style="list-style-type: none"> ▪ Strong quantitative and financial skills; perform various valuation techniques ▪ Advanced Microsoft Excel skills ▪ Team player ▪ Handle multiple tasks/multiple bosses ▪ Ability to synthesize complicated information and communicate results to others in a concise fashion ▪ Attention to detail ▪ Work long hours in a fast paced environment ▪ Willingness to take risks, deal with uncertainty and accept occasional failure ▪ Ability to perform well under pressure ▪ Assertiveness, strong internal motivation and ambition 	<ul style="list-style-type: none"> ▪ Quantitative/analytical skills ▪ Understanding of accounting and financial management principles ▪ Ability to interpret numbers and draw conclusions from results of various financial strategy changes ▪ Ability to handle a wide variety of tasks

APPENDIX D – GENERAL BUSINESS SKILLS OF A LIBERAL ARTS STUDENT

MANAGEMENT AND ADMINISTRATION SKILLS	INFORMATION MANAGEMENT SKILLS
<ul style="list-style-type: none"> ▪ Analyze tasks ▪ Identify people who can contribute to the solution of a problem or task ▪ Identify resource materials useful in the solution of a problem ▪ Delegate responsibility for completion of a task ▪ Motivate and lead people ▪ Organize people and tasks to achieve specific goals 	<ul style="list-style-type: none"> ▪ Sort data and objects ▪ Compile and rank information ▪ Apply information creatively to specific problems or tasks ▪ Synthesize facts, concepts, and principles ▪ Understand and use organizing principles ▪ Evaluate information against appropriate standards
COMMUNICATION SKILLS	RESEARCH AND INVESTIGATION SKILLS
<ul style="list-style-type: none"> ▪ Listen with objectivity and paraphrase the context of a message ▪ Use various forms and styles of written communication ▪ Speak effectively to individuals and groups ▪ Use media formats to present ideas imaginatively ▪ Express one's needs, wants, opinions, and preferences without violating the rights of others ▪ Identify and communicate value judgments effectively ▪ Describe objects or events with a minimum of factual errors ▪ Convey a positive self-image to others 	<ul style="list-style-type: none"> ▪ Use a variety of sources of information ▪ Apply a variety of methods to test the validity of data ▪ Identify problems and needs ▪ Design an experiment, plan, or model that systematically defines a problem ▪ Identify information sources appropriate to special needs or problems ▪ Formulate questions relevant to clarifying a particular problem, topic, or issue

SAMPLE COVER LETTER - EMAIL

Good Afternoon:

Attached please find my resume, which I am sending in response to your advertisement for a summer internship at Blackstone.

I am a junior at Emory University with a full academic scholarship, a 3.97 GPA and a strong background in finance. I have spent the last five summers working on Wall Street, most recently at Lehman Brothers in their global private equity group. I have worked on live deal teams in a variety of industries and am highly-proficient in Microsoft Excel. Additionally, I have been trained to value companies through a variety of methods and have achieved Deal Maven certification in applied financial modeling and discounted cash flow analyses.

I hope that my multiple summers of relevant experience, passion for the financial world and proven track record of motivation and success qualifies me for the position you are seeking to fill. I look forward to hearing from you soon.

Regards,

Student Name

SAMPLE COVER LETTER - CONSULTING

Your Name

P.O. Box 123456 ▪ Atlanta, GA 30322 ▪ (404)123-1234 ▪ Email@bus.emory.edu

September 16, 2009

Recruiting Coordinator
Bain & Company, Inc.
3280 Peachtree Road NE, Suite 2400
Atlanta, Georgia 30305 USA

Dear Ms. Blank,

I am applying for the Associate Consultant position at Bain & Company. Currently, I am a fourth year BBA student in the Goizueta Business School at Emory University. Based on my coursework and previous work experience, I believe I would be an excellent fit for Bain's Associate Consultant position. My strong analytical skills, emphasis on teamwork, and entrepreneurial spirit will help add value to the team. Each of these qualities is reflected in my prior experiences and academic achievements:

- **Analytical Skills:** At Launch Funding Network, I utilized my analytical skills in determining the adequacy of business plans for companies across various industries. Through careful consideration of the financial projections and the business model, I prepared reports for CEOs with recommendations about how to proceed with investor funding.
- **Emphasis on Teamwork:** While working for (r)evolution, inc., I constantly improved my individual contribution to the team, as well as my ability to take a lead role when needed. In addition, teamwork has shaped my involvement in Alpha Kappa Psi by requiring me to work alongside the President and the executive board to challenge the status quo and ensure the successful execution of all chapter initiatives.
- **Entrepreneurial Spirit:** Through my time at Goizueta, I have consistently sought opportunities to develop my own ideas and to challenge my thinking. One example of this can be exemplified by my internship experience at (r)evolution, inc. This experience forced me to constantly go beyond the obvious, but also take the initiative to explore new areas of growth for the company. In developing my entrepreneurial spirit, I have learned the importance of hard work, dedication, and the persistence to think both creatively and analytically in order to achieve superior results.

I have enclosed my resume for your review. I welcome the opportunity to discuss my background with you further in person. Thank you for your time and consideration.

Sincerely,

Student

Enclosed: Resume

Office Preferences:
Atlanta, Georgia
New York, New York

SAMPLE COVER LETTER - FINANCE

CITI INSTITUTIONAL CLIENTS GROUP
ALUMNI NAME
390 Greenwich Street
New York, NY 10013

NAME
email@emory.edu | 205.123.4567
605 Asbury Circle P.O. Box 123456
Atlanta, GA 30322

January 10, 2010

RE: Summer Analyst – Capital Markets Origination

Dear Mr. Blank,

I am writing to express my interest in working for the Capital Markets Origination division of Citi as a summer analyst. I am currently a junior at Goizueta Business School of Emory University pursuing a double concentration in Finance and Accounting, as well as a minor in Arabic. I am specifically interested in working in the Leveraged Finance group in CMO due to both the execution focus of the group and the in-depth exposure within one particular product area this opportunity would provide.

At Emory, I have maintained a competitive GPA while interning and being involved in multiple extracurricular activities. I was a Business Analyst Intern at Argo Systems, a premiere Program Accounting and Affiliate Management Software Company, where I analyzed client company annual reports using Excel, as well as worked directly with C-level executives to assess client feedback. Additionally I have held numerous leadership positions, including being selected as a Teacher's Assistant for Arabic as well as a Calculus and Statistics Tutor, indicating my strong quantitative and analytical abilities. I am very motivated and consistently take an active initiative to gain as much knowledge in the financial services industry; I recently shadowed several investment bankers from SunTrust Bank, as well as completed the "Training the Street" financial modeling course.

Citi has a truly global presence and access to products and markets that is unmatched, but also people who are extremely smart and down-to-earth. This is an environment where I am confident that with my academic, extracurricular, and financial background, I can make a strong and immediate contribution.

I would greatly appreciate the opportunity to work in the CMO division of Citi as a summer investment banking analyst. Please feel free to contact me at (phone) or via email. Thank you again for your time and consideration. I look forward to hearing from you.

Sincerely,

Student Name

Student Name

231.123.1234 • Email@bus.emory.edu • 200 College Address Dr NE • Atlanta, GA 30306

EDUCATION

Goizueta Business School, Emory University • Atlanta, GA

Bachelor of Business Administration (BBA)

May 2010

- Concentrations in Consulting & Venture Management and Social Enterprise
- Major in African Studies
- Cumulative GPA: 3.9/4.0
- SAT: Math 700/Verbal 680/Writing 770
- Goizueta Business School Robert Strickland Scholar
- Class Gift Book Award Scholarship, 3 years
- Top 100 Emory Community Builders
- Relevant course work: Consulting, Advanced Strategic Management, Decision Tools & Visualization

EXPERIENCE

Aon Consulting • Atlanta, Georgia

Intern, Executive Benefits

2009

- Created a NPV model to compare the executive benefits packages (defined benefit, defined contribution, deferred compensation, 401k) offered by the 100 largest Southeastern companies used for a sales publication
- Reported monthly and annual holdings of corporate owned life insurance to companies totaling ~\$65B in revenue
- Communicated with executives, human resource directors and insurance carriers to transact plan enrollment and termination for a Fortune 5 company with a 5000 person executive life insurance plan
- Monitored and executed daily investment reallocations in deferred compensation plans for nearly 20 clients

Women in Progress • Cape Coast, Ghana

Program Developer, Global Mamas Consulting

2008

- Developed the strategic framework for a non-profit consulting initiative that advises women-led small businesses on basic accounting, finance, operations, strategy, and marketing
- Authored the consultant manual, cross-cultural guides, organizational recordkeeping forms and program evaluation materials
- Contributed to a team-led pilot case and communicated progress between outgoing and incoming team members

Quality Control Consultant, Global Mamas Fair Trade Clothing

2006

- Interviewed 35 artisans and analyzed their production processes to determine a more efficient use of raw materials
- Validated production specifications for over 100 products including size measurements, pattern layout and textile patterns
- Collected operational data for the creation of a quality control system which reduced customer returns by 60%

Goizueta Business School • Atlanta, Georgia

Assistant, BBA Program Office

2006-Present

- Direct student concerns and assist students with advising and administrative issues
- Support the coordination of daily tasks and special events including conferences, orientation, admissions and commencement

The Crib • Leland, Michigan

General Manager

2001-2006

- Managed employee relations including hiring, training, scheduling and dismissals for a staff of approximately 15 people
- Assisted with the purchase, tracking and return of inventory amounting to approximately \$500,000

LEADERSHIP & ACTIVITIES

Goizueta Consulting Club (GCC)

Co-President

2008-Present

- Correspond with firms to organize networking events, case competitions, mock interviews, resume critiques and other events
- Founded the annual Inter-Georgia Consulting Case Competition for students from Georgia's largest universities

Kappa Kappa Gamma

Social Chair

2008-Present

- Revamped operations to increase participation at events by 25% and decrease costs by 50%
- Fortified risk management procedure at events to ensure the safety of all members and protect the liability of the organization

Student Commitment Empowering Emerging Nations

Business Indicator Analyst

2007-2008

- Researched the economic, political, and financial conditions of developing nations around the world
- Wrote and published country profiles for eStandardsForum.org to promote responsible investment and development

Goizueta Guides

Tour Guide Coordinator

2007-2009

INTERESTS

Social enterprise, travel, Africa, modern dance, wine, and cooking

Your Name

student@emory.edu

CAMPUS ADDRESS

P.O. Box 123456
Atlanta, GA 30322
404.123.4567 (cell)

PERMANENT ADDRESS

100 Home Pkwy
Marietta, GA 30067
770.123.4567 (home)

EDUCATION

Emory University, Goizueta Business School **Atlanta, GA**
Concentrations: *Marketing, Consulting / Venture Management* **May 2010**
3.94 / 4.00 GPA, Dean's List (2007-2009)

Consulting Projects: Coca-Cola & Six Flags (Group MVP), Horizon Media (Group Leader), Georgia Lions Lighthouse (Group Leader), Brickstore Pub (Top 10 Pub in Nation)

EXPERIENCE

InterContinental Hotels Group (IHG) – Social Marketing Intern Summer 2009

- Provided strategic advice and support for seven brands and 4,200 hotels across the world
- Moderated private and public online communities for loyalty program members
- Maintained social marketing section of IHG global corporate intranet site
- Monitored Twitter and Facebook, providing weekly reports to senior brand managers
- Managed user-generated content, resulting in a 24% incremental lift in revenue for related marketing collateral

Atlanta Silverbacks – Marketing / Public Relations Intern Summer 2007-2008

- Developed 65+ press releases, match previews / reports, and statistical analyses
- Provided full scale website service / maintenance, as well as document creation
- Created ticket promotions, including FamilyPack, FlexPack, and Corporate Packages
- Awarded “Organization of the Year” for the W-League (#1/35 franchises)
- Men's / women's teams reached first championship appearances in franchise history

Prudential Financial – Marketing Intern Summer 2008

- Developed campaign to increase market penetration for financial planning team
- Coordinated and facilitated seminars to raise client awareness of available products
- Assisted with preparation for client meetings

ACTIVITIES

Emory Student Ambassador 2008-present
Student Alumni Association Member 2006-present
Kappa Sigma Fraternity – Executive Committee, Treasurer, Awards Chair 2007-present
Emory Head Varsity Soccer Team Manager 2006-present
Goizueta Investors Club Member 2006-present
Emory Intramural Sports Team Member (Football, Basketball) 2006-present

HONORS / AWARDS

Emory Class Book Award / Scholarship 2009
Kappa Sigma Man of the Year Award (Alpha Chapter) 2009
Kappa Sigma Scholarship-Leadership Award (National & Alpha Chapter) 2008-2009
IFC Top Scholar Award, IFC Recruitment Captain, Order of Omega 2008-2009
Goizueta Business School Advanced B-Research Certificate Program Award 2008
College Football Hall of Fame Whitey Zimmerman Manager Award / Scholarship 2006
Faculty Service Award (The Westminster Schools) 2006
F. James Funk III Memorial Award (The Westminster Schools) 2005

SKILLS

Microsoft Word / Excel / PowerPoint / Visio, Adobe InDesign / Photoshop / Acrobat, HTML, FTP, Spanish (conversational)

NAME

email@emory.edu
123.456.7890

Permanent Address

22 USA Street
Boston, MA

Campus Address

PO Box 123456
Atlanta, GA 30322

EDUCATION

Emory University, Atlanta, Georgia

May 2011

Goizueta Business School - Bachelor of Business Administration

- Business Concentration: Finance, Double Major: Economics
- Overall GPA: 3.76, Economics GPA: 4.0
- Study Abroad: University of New South Wales, Sydney, Australia

Fall 2009

WORK EXPERIENCE

CNBC, Alpharetta, Georgia

Spring 2010 - Present

Digital Products Intern

- Worked as a member of the Mobile Products team to develop and maintain the CNBC Real-Time mobile application for the iPhone, Android, and WebOS operating systems
- Produced and analyzed statistical traffic reports using Omniture data in order to determine trends in CNBC digital product usage
- Prepared and presented reports regarding CNBC appearances in other digital products to help drive CNBC traffic growth

Citigroup/Smith Barney, Paramus, New Jersey

Summer 2008

Operations Assistant

- Created and dispatched informative portfolio reports for Financial Advisor clientele
- Developed systematization techniques to assist Financial Advisors and Sales Assistants in organizing client portfolios
- Accessed and prepared specified client accounts to facilitate productive account management
- Collaborated and positively interacted with operations team to optimize department effectiveness and efficiency

Universal Pool Maintenance & Services, Waldwick, New Jersey

Summer 2005 - 2007

Lifeguard/Maintenance

- Surveyed pool to ensure safety of swimmers and supervised operations
- Maintained pool equipment and overall aquatic facility while maintaining proper pH and chlorine levels on a daily basis

LEADERSHIP / ACTIVITIES

Sigma Alpha Epsilon Fraternity, Atlanta, Georgia

Winter 2008 - Present

Recruitment Captain

- Selected to serve as Sigma Alpha Epsilon's Recruitment Captain on Emory's Inter-fraternity Council and helped organize and run the campus-wide Greek life recruitment process involving over 350 students and all fraternity houses and their members
- Participated in Sigma Alpha Epsilon's philanthropic events, including Habitat for Humanity

Emory Club Tennis, Atlanta, Georgia

Fall 2007 - Present

Member

- Helped Emory Club Tennis receive USTA recognition and temporary charter from Emory's Club Sports Council
- Actively participated in weekly practices and competitive tournaments held at Emory and surrounding schools

RESEARCH

Economics Research, Atlanta, Georgia

Spring 2009

Research Assistant for Dr. Shomu Banerjee

- Ongoing research on the works of Nobel Prize winning Economist Leo Hurwicz ranging from 1943 to 2008
- Compiled and organized scattered published and unpublished works through databases and inter-library loans

ADDITIONAL

Entrepreneurship: www.primedesktopwallpaper.com website creator and company founder

Volunteer Work: DACKKs Group Charity for Supportive Housing Development, Angels of Hope Breast Cancer Fundraiser

Honors/Awards: National Merit Commended Scholar, Edward C. Syder Scholarship Recipient

Computer Skills: Business Research Essentials Certificate, *Advanced:* PowerPoint, Excel and AutoCAD, *Basic:* InDesign, PageMaker, Photoshop and HTML coding

Hobbies/Interests: Tennis, skiing, film, traveling, photography, computers, skydiving, scuba diving

YOUR NAME
Student_Name@bus.emory.edu
319.123.4567
Atlanta, Georgia 30022

EDUCATION

Emory University, Goizueta Business School, Bachelor of Business Administration, Atlanta, GA May 2011
MBA Institute, Paris, France Fall 2009
Double Concentrations in Finance & Accounting
Goizueta Business School GPA: 4.00
Emory College GPA: 3.85

INTERNSHIP & WORK EXPERIENCE

Alex Bay Rental Properties / ConTech Building Systems *Gouverneur, NY*
Intern *July-August 2009*

- Developed and implemented a new business plan for the day to day and long-term management of 5+ residential and commercial lease properties
- Created a QuickBooks accounting system, drafted new lease agreements, created filing systems and a client database, and drafted promotional and communication materials to be used with clients
- Assisted project managers to develop bid proposals for commercial construction projects ranging from \$100,000 to \$5MM+ by soliciting quotes for subcontract work and managing flow of information to and from third parties

FiberUtilities Group LLC *Cedar Rapids, IA*
Intern *May-June 2009*

- Managed complete overhaul of FiberUtilities.com website, which included redefining target audience to C-level executives, crafting new tailored content and message, and working with a web design firm to redesign visual presentation of the website
- Developed new strategy, focused on co-investing alongside local businesses, to allow not-for-profit customers in the healthcare and municipal government sectors to finance large capital expenditures on private communication networks

Riccolo & Semelroth, P.C. *Cedar Rapids, IA*
Intern *Summer 2008*

- Created 7 bi-monthly firm newsletters comprised of 60+ articles concerning legal issues pertinent to clients
- Drafted and distributed survey to 200+ potential clients in order to improve firm marketing strategies and materials

Williams Grand Prix Engineering Ltd. *Grove, Oxfordshire, U.K.*
Sponsorship Acquisitions Intern *July 2006*

- Compiled information on all corporate sponsors present in Formula 1 for the 2006 season, including profiles, contract details, and non-financial partnership contributions, totaling over \$2.5B annually
- Drafted presentation materials for targeted sponsors, specifically the ExecuJet Aviation Group and Grob Aerospace, and assisted in their presentation and delivery

Horizon Marine *Alexandria Bay, NY*
Dock Master, Assistant Store Manager *Summer 2005, 2007; July 2008*

- Managed gas dock, yacht club, and marine store services on a day to day basis with up to three other team members

LEADERSHIP & EXTRA-CURRICULAR EXPERIENCE

Alpha Tau Omega Fraternity, President Spring 2010 - Fall 2010
Emory Mock Trial, Attorney, Witness 2007 - 2009
GBS Hedge Fund Case Competition, 1st Place Fall 2008 - Spring 2009
ATO Regional Leadership Conference Fall 2008
Intramural Soccer Spring 2008

ADDITIONAL INFORMATION, AWARDS, & DISTINCTIONS

Raised \$2600 for Leukemia Research Fall 2008
San Antonio Marathon (3'57") Fall 2008
Additional Skills: Proficient in written and spoken French; Microsoft Word, Excel, PowerPoint; Factiva, LexisNexis
Interests: Investing, Distance Running, Water Sports, Skiing, Formula 1 Racing, Traveling

Student Name

student@emory.edu · 201-123-4567

Emory University · P.O. Box 123456 · Atlanta, GA 30322 · 28 Home Drive · Tuxedo, NY 10987

EDUCATION

Goizueta Business School, Emory University Atlanta, GA	Class of 2011
Bachelor of Business Administration	Cumulative GPA: 3.85/4.00
Concentration in Marketing and Organization & Management and Double Major in Educational Studies	
Manhattan School of Music New York, NY (Flute Major)	Class of 2007

AWARDS / HONORS

Goizueta Business School Deans List (2010)	Student Employee of the Year Nominee (2009)
Emory College Deans List (2007, 2008, 2009)	Emory Class Gift Book Award (2008, 2009)
Phi Eta Sigma National Honor Society (2008)	Michael J. Kaufman Scholarship Award (2008)
Reader's Digest Essay Contest Winner (2006)	

RELEVANT EXPERIENCE

U.S. Fund for UNICEF National Headquarters Marketing Intern	New York, NY Summer 2009
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- Liaised with various departments regarding campaign strategy, development, and execution
- Developed campaign materials including content, production, and integrating brand guidelines
- Researched partner/media leads, industry trends and competitors and informed appropriate departments

Innovative Cosmetic Concepts (Incoco Dry Nail Appliqué) Intern/Sales Associate	Clifton, NJ Summer 2009
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- Researched business opportunities in various locations and provided appropriate recommendations
- Achieved highest monthly sales average and resolved any product related issues and inquiries

Korean American Voting Council (KAVC) Intern/Field Registration Staff for Presidential Election	Fort Lee, NJ Summer 2008
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- Obtained highest number of citizens registered at voting registration station
- Researched current events and wrote opinion articles published in local newspapers
- Corresponded with and presented research to Washington D.C. District Congressmen, local Mayor, Board of Education, and City Council

MBC Broadcasting Corporation Intern/Production Assistant	Seoul, Korea Summer 2007
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- Developed and hosted a live, nation-wide English program which resulted in a significant increase in ratings
- Researched on-line blogs and other station programs in order to enhance programming
- Organized daily shows and presented new ideas and events which had favorable responses by bloggers

OTHER EXPERIENCE

Emory Pathways to Academic Success for Students (EPASS) English as a Second Language (ESL) Tutor	Atlanta, GA Aug. 08 – Present
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- Teach over 50 students through individual tutoring for 8-10 hours per week
- Counsel and mentor students in learning grammatical and conversational skills

University Telefund Student Fundraiser	Atlanta, GA Spring 2008
--	----------------------------

- Consistently raised approximately \$100/day out of \$515,000 raised in the semester (FY2007-2008)
- Served as a liaison to maintain good relations between Emory University and its alumni
- Updated alumni contact information, persuaded alumni to give financial support

LEADERSHIP / EXTRACURRICULAR ACTIVITIES

Goizueta Investors , Active Member	Fall 07 – Present
Alcohol and Other Drug Review Honor Board (AOD) , Conduct Panelist	Fall 08 – Present
Students Helping Immigrants in Naturalization and English (Project SHINE Atlanta) , Volunteer	Spr. 09 – Fall 09
Department of Residential Life , Sophomore Advisor	Fall 08 – Spr. 09
Phi Eta Sigma National Honor Society Executive Board (PES) , Vice President of Scholarship	Fall 08 – Spr. 09
Model UN (MUN) , MUN-Emory Interschool Liaison, Conference Facilities Manager	Fall 08 – Spr. 09

SKILLS

Language: English Fluency, Korean Fluency, Basic Level Chinese, Basic Level Spanish

Computer: Microsoft Word, PowerPoint, Excel, Outlook and Basic Research Engines. Goizueta Business Research Certification

Name

Address- Home
Phone/Cell
EMAIL@bus.emory.edu

EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration Candidate

May, 2007

- Concentration in Finance with a second major in Economics through Emory College
- Business GPA: 3.9/4.0, Cumulative GPA: 3.7/4.0
- Dean's List: Fall 2004, Spring 2005, Fall 2005
- Relevant Coursework: Financial Accounting, Corporate Finance, Managerial Accounting, Global Trade and Finance, Microeconomics, Macroeconomics, Statistics, Marketing, Operations Management

EXPERIENCE

UBS Financial

Tampa, FL

Global Wealth Management Intern

Summer 2005

Ten week internship in the office of the Southern Atlantic Regional Director and Regional Sales Manager

- Worked closely with senior management on presentations to be delivered by Regional Director concerning the current state of the region
- Coordinated with management on new initiatives and strategies of implementation
- Developed performance tracking templates and issued weekly reports on regional performance
- Created technology manuals for region-wide initiative
- Generated recruiting leads for manager and financial advisor level positions

Tampa Bay Buccaneers

Orlando, FL

Training Camp Assistant

Summer 2004

Worked with the Buccaneers during training camp at Disney's Wide World of Sports

- Regular interaction with players and coaches while responding to their time-sensitive needs and demands
- Ensured smooth operations of training camp
- Helped to coordinate the logistical layout of the practice facilities
- Greeted media and VIP's and ensured that they had a first-class experience

Commercial Design Services

Tampa, FL

Summer Intern

Summer 2003

Three month internship with office furniture supplier and building planners

- Categorized inventory and constructed merchandise section of website
- Helped with the loading and unloading of furniture in warehouse

Mark Wiskup Communications

Tampa, FL

Summer Intern

Summer 2002

Three month internship with communications firm specializing in leadership communication skills for large corporations

- Researched the pricing and services offered by competing communications firms throughout the country
- Designed and assembled customer workbooks for use during communication training
- Handled client inquiries

ACTIVITIES

- Active brother in the Alpha Epsilon Pi fraternity
- Co-Founder and current Secretary of Emory Club Tennis
- Member of EM-Trade (Emory University's Investing Club)

ADDITIONAL INFORMATION

- Proficient in Microsoft Office
- Hobbies include: playing and watching sports, reading (mostly non-fiction), and working out

YOUR NAME HERE

Current: 123 College Ave • Decatur, Georgia 30033
Permanent: 123 Home Ave • Westbury, New York 11590
cstudent@emory.edu • 123.456.7890

EDUCATION

EMORY UNIVERSITY, Atlanta, Georgia

May 2010

Bachelor of Business Administration, Majors: Marketing, Communication
GPA: 3.9/4.0

- Dean's List Fall 2007, Spring 2008, Fall 2008, Spring 2009
 - Elected to the National Society of Collegiate Scholars
-

WORK EXPERIENCE

Turner Broadcasting System, Inc., tbs/TNT/truTV, Atlanta, Georgia

Fall 2008

ENTERTAINMENT MARKETING RESEARCH INTERN

- Updated a brand health project to examine consumer awareness of tbs, TNT, and truTV
- Worked on C3 project to analyze commercial ratings in various positions
- Analyzed a Frank TV spot test
- Examined ITV and likeability for spot, radio, and on-air promotional efforts from 2007 to 2008 in order to track effectiveness of testing questions

NBC Universal Oxygen Media, New York, New York

Summer 2008

AD SALES MARKETING INTERN

- Compiled and updated a weekly binder with competitive advertisements
- Researched competitive websites and compiled a monthly report on their advertisements, sweepstakes, contests, and other non-network related material
- Researched and coordinated venues for promotional and premiere events
- Brainstormed new ideas for high end premiums to give to agencies

PILOT PROGRAM PARTICIPANT

- Accepted into and participated in the NBCU Pilot Program to create a business plan for a proposed new show for the NBC network

Kidz Therapy Services, Garden City, New York

Summer 2006, 2007 and 2009

ADMINISTRATIVE ASSISTANT

- Used QuickBooks to input payroll
 - Prepared spread sheets for inventory and for construction costs for 2006 and 2007
 - Created Excel worksheet for employees' salaries and benefits for 2008 and 2009
-

LEADERSHIP/VOLUNTEER ACTIVITIES

SOCIAL SKILLS/ PHYSICAL THERAPY GROUP ASSISTANT

Summer 2006, 2007 and 2009

- Worked with children with autism in developing their social skills
- Assisted children with functional limitations to build up their physical strength
- Shadowed Speech, Occupational, and Physical Therapists

ALPHA EPSILON PHI SORORITY

August 2008-January 2009

- Assisted freshmen girls through the recruitment process as a Pi Chi
- Worked on corporate sponsorships for our fashion show benefiting the Susan G. Komen Foundation, which raised over \$40,000

FERNBANK ELEMENTARY SCHOOL

January 2007- March 2007

- Tutored a third grade class of 25, at Fernbank Elementary School, in mathematics, science, grammar and social studies
 - Prepared and taught lessons in mathematics
-

ADDITIONAL

- Extensive knowledge of Microsoft Word, Excel, PowerPoint, Outlook and Publisher
- Familiar with QuickBooks
- Proficient in Italian

SAMPLE THANK YOU LETTER

Dear Mr. Blank,

Thank you for taking the time out to meet with me this afternoon, it was a pleasure to meet with both you and Andrew. I enjoyed our meeting, which was quite helpful in reinforcing my interest in being a part of the Search Discovery team.

From our conversation, the internship seems to nicely complement my previous experience in web analytics, research and consulting. It also would provide a solid platform for me to apply my academic training in marketing, and utilize my strengths in analytic and strategic problem solving. The most impressive aspect of the internship is being a part of, and learning from, an engaged and dynamic team – which sets Search Discovery apart from many other companies.

Thanks again, and I look forward to hearing from you.

Sincerely,

Your Name