

Business Career Services

Department of Business Administration and Economics

RÉSUMÉ GUIDELINES

The ideal résumé demonstrates and highlights relevant skills sought by an employer for a specific job or internship description. It is not an autobiography or a simple list of paid jobs. Think of your résumé as a self-marketing document that summarizes your best attributes. A résumé is designed to get you an interview (it's the interview that gets you the job!). A résumé is used for job, internship, graduate school, scholarships, and other applications. This guide will help you create a **targeted résumé**.

Readers spend an average of 20 - 30 seconds during their initial review; make each word count.

CREATING A TARGETED RÉSUMÉ

1. Review a job description, industry, or career field

The biggest mistake candidates make, besides a lack of proofreading, is that they try to use one generic résumé for all positions. Yes, you will have one basic document if all applications are consistent (i.e. all market research jobs); however, successful job seekers target their résumé with keywords from a specific industry or job description (i.e. revenue, valuation modeling, consumer, client, etc.). This will make your résumé stand out among the other applicants. It also shows an employer that you want “this” position.

2. Determine your asset categories

What makes you a strong candidate? Beyond your education, is it work experience, class projects, research with a professor, leadership in clubs/organizations, collegiate athletics, volunteer experience, internships, etc.? Remember, this is not an autobiography. Select the categories you feel make you qualified for your goal.

3. Accomplishments not (just) duties

All jobs, leadership roles, internships, etc. have a description of tasks/duties. If you simply recite those duties on your résumé, it isn't enough. Begin to think of accomplishments or how well you did that duty/task. That shows an employer a driven, analytical, and someone who will be an asset to their staff. For example, if your job was 98 percent “basic” and two percent related to your goal, then focus on the two percent in your first two/three phrases. Always be certain to arrange phrases in order of importance.

Example:

- Provided excellent customer service – *standard, a generic statement that does not differentiate you*
- Recognized for providing exceptional customer service – *better, but who recognized you?*
- Recognized by clients and management for exceptional service through comment cards and evaluations – *excellent, a specific statement that is outcome based. Notice that it is still only one line.*

4. Proofread

Let multiple people read your résumé for errors (typos, grammar, and punctuation). You will likely get mixed reviews from everyone who reads your document due to experience, personal preferences, and opinions. If multiple people feel it reads well overall, then you have a well written document.

5. Have your résumé reviewed by Business Career Services and/or Career Services in Rakov

To arrange an appointment with the Director of Business Career Services, please call 395-2623 or visit the department office in Hartwell. Counselors are also available in the main office of career services, housed in Rakov.

TYPES OF RÉSUMÉS & THE BASICS

Chronological

This is the most commonly used format. All experiences are in reverse chronological order by date. The headings of each section may be arranged in any order with descriptive headings (i.e. Market Research and Finance Experience) or with basic headings (i.e. Experience). Headings are used to emphasize content that is listed in each section. Chronological résumés are clear, concise, and easy for employers to scan. It is also the most often recommended format for college students and recent graduates. More experienced workers and those with unique situations may use a skills format or a combination of both. Font sizes may be from a 10-12. Margins should be from .5 to 1” on all sides.

Online (paste copy), Uploaded, or Scanned

It is becoming the standard that employers either scan the résumé into a database system when applicants mail a hard copy or résumés are accepted online via their web sites. In both cases the résumé is usually converted to text, meaning all underlines or italic writing is gone. Below are tips to consider if applying online or mailing an application.

- **Scanned:** Be sure to use keywords common to the industry or words directly from the job description; employers sort through the database using these keywords or will review each résumé as the system accepts it
- **Online or past version:** Create a separate résumé that is all left aligned. Do not use Italics or underline. Use this draft when “pasting.” See the last page in this document for a sample.
- **Upload:** Some organizations will allow you to upload a résumé to their site. Most common formats are .doc (Word file) or PDF (Adobe). If the site allows you to review it, be sure to do so as their system may alter your document. If this is the case, use a PDF.
- Use only bold, capitalization, and a couple of font sizes used consistently to differentiate sections and words
- If mailing, do not fold and never staple. Mail in a large envelope (holds an 8 ½” x 11” document)

Beyond the layout, you should not have to alter content between an online copy and your “regular” version since both are designed to get you an interview. It does not matter how it is submitted!

RÉSUMÉ CONTENT CATEGORIES

CATEGORY	INFORMATION	ADDITIONAL SUGGESTIONS
Contact Information	<ul style="list-style-type: none"> • Name, mailing address (may list up to two), phone number (may list up to two), and a professional email address • Students may list a home and campus address • Cell phone numbers are fine 	<ul style="list-style-type: none"> • Voicemail messages must be professional • Be ready to conduct a phone interview upon answering • If others answer you phone, be sure to get your messages.
Job Objective or Summary of Qualifications	<ul style="list-style-type: none"> • Use when applying for specific openings; be very specific and contain a specific job listing or department of interest. • Optional category, never use at career fairs • Experienced workers may use a “summary of qualifications” 	<ul style="list-style-type: none"> • If using, make this your first line after contact information. If it is too vague, it will not help • DO NOT use “To obtain a challenging position that utilizes my skills in business.” –<i>Who wants a position that is not a challenge?</i>
Education	<ul style="list-style-type: none"> • College (The College at Brockport) • Degree, major and concentration • Graduation Date • AACSB accredited • GPA (3.0 or better), overall and/or major. Accounting, use 2.7 or higher • Study abroad, listed as a separate college (see sample) • Other colleges attended, if received a degree. 	<ul style="list-style-type: none"> • Don’t fret about the GPA. If it is below a 3.0, don’t list and let your other skills make the impression. • You don’t list the transfer college unless you received a degree; if you want to list, go ahead • Freshman and sophomores may list high school name and information
Honors and/or Scholarships	<ul style="list-style-type: none"> • List all honors and/or scholarships received, including Dean’s List • In addition to the name of the award, mention what it is for (i.e. leadership, academic merit, etc.) 	<ul style="list-style-type: none"> • When listing one or two, you may consider putting as a bullet in your education section
Experience (use specific headings; for example “Internship Experience or “Finance & Analytical Experience”)	<ul style="list-style-type: none"> • May include internships, work, work-study, part-time, leadership, volunteer, relevant class or research projects • List the organization name, your title, city/state, and dates “worked” • Emphasize your accomplishments 	<ul style="list-style-type: none"> • Does not have to be paid; think of it as experience that you want to highlight • Do not use pronouns (i.e. I, we, etc.) • If two experiences are more alike but far in dates, list them together in one “experience” section and use a

Experience continued	<p>through your duties/ responsibilities</p> <ul style="list-style-type: none"> • The best statements contain numbers, percentages, and outcomes • List in order of “power” or relevance • Use action words to begin each phrase (see list in this packet) 	<p>separate “Related or other experience section (this allows you to keep like information together without listing out of chronological order</p> <ul style="list-style-type: none"> • Only list experiences that are most relevant to your goals; not every experience needs to be listed
Class (relevant) projects	<ul style="list-style-type: none"> • List just as you would a work experience • Include course name, project name, school, and semester • Phrases should be similar to work experience with verbs and outcome oriented 	<ul style="list-style-type: none"> • If you can do it in class, you can do it on the job • Excellent addition for those without much relevant experience
Technical and language skills	<ul style="list-style-type: none"> • List software, hardware, and programming skills • List language(s) spoken 	<ul style="list-style-type: none"> • Proficient users (mastery) should indicate this level for software • Native English speakers do not need to list this language • International students may list both their native language and English
Activities, interests, athletics	<ul style="list-style-type: none"> • Include all involvement, positions held, organization name, and dates of involvement • Interests may be used in place of activities in the event you do not have any 	<ul style="list-style-type: none"> • When listing political or religious organizations use general terminology (i.e. Campus Political Organization)
Community Service and volunteer	<ul style="list-style-type: none"> • Another excellent section. Many business employers value community service and volunteer. • Include organization, activity involved with, dates of involvement 	<ul style="list-style-type: none"> • When listing political or religious organizations use general terminology (i.e. Church volunteer)
Certifications or presentations	<ul style="list-style-type: none"> • Relevant certifications and presentations are optional categories • List the certification or presentation, including where it was and dates 	<ul style="list-style-type: none"> • Common examples include computer certification and CPR • Scholar’s Day presentations should always be listed
References	<ul style="list-style-type: none"> • The last entry on your résumé. Only include if you have room. • References are people that an employer can call or email to find information about you and verify what is listed on your résumé • Letters of Recommendation are just that, letters. You usually need them for graduate school, not employment. 	<ul style="list-style-type: none"> • Not required anymore. Employers will ask when they want them. • Reference page: separate page with your contact information at the top and “References” as your heading. Then list 3-4 names, title, employer, phone, and e-mail • Former professors, supervisors, and club mentors are solid choices • Personal references are not much help to the employer

Résumé samples included are included in this packet

GETTING STARTED

The College at Brockport encourages students to build their résumés using *Optimal Résumé*. This easy to use software program has thousands of styles to choose from, will save you time, and provides example phrasing/actions words for positions. To access *Optimal Résumé*, log on to Banner/Student Information System and select “Career Services.”

https://banweblb.cis.brockport.edu/pls/prod/twbkwbis.P_WWWLogin

The College at Brockport, State University of New York
Department of Business Administration & Economics

Business Career Services, Hartwell Hall 110

(t) 585-395-5459

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<http://www.brockport.edu/bus-econ/career/>

HOW TO SUBMIT YOUR RÉSUMÉ

Mailed or fax copies

When sending by mail, be sure to print your résumé and accompanying documents on résumé paper (white, cream, or beige). Mail in an 8 ½" x 11" envelope with a printed label or fax using a cover sheet (fax copies may be printed on regular computer/copy paper). Never staple your documents. Be sure that your résumé and cover letter are written on the same paper. Sign your cover letter if mailing or sending by fax. Your note on the fax cover sheet must indicate what documents you are sending and for which position. It is unlikely that you will be submitting fax applications.

E-mail submission

The most common way to submit résumés is through email or an online company website. When submitting by email, follow these instructions:

- Attach your résumé and **name the file “first name_last name résumé”**
- Your cover letter should be the body of the email
- If you wish to attach/upload your cover letter, then create a sentence that says something similar to “attached is a copy of my résumé in Microsoft Word format. If you desire another format or have difficulty opening it, please contact me”
- The subject line should indicate which position you are applying for

REMEMBER TO.....

- ✓ Use high quality paper in white, cream, or beige
- ✓ Use an easily read font such as Times New Roman, Garamond, Courier, or Arial
- ✓ Use accomplishment phrases and start each one with an action verb
- ✓ Limit your résumé to one page, use font sizes 10-12, use margin from .5 – 1” (make all sides match)
- ✓ Proofread, proofread, proofread
- ✓ Have your résumé reviewed by Business Career Services or the main office of Career Services in Rakov

DO NOT.....

- ✓ Give personal information such as your social security number, photo, age, race, marital status, religion, political affiliation, height or weight (unless applying for performing arts)
- ✓ Use any graphics or text boxes (unless applying for a creative or graphic design opportunity)
- ✓ List unrelated jobs, experiences, or duties
- ✓ Use personal pronouns
- ✓ Exaggerate anything
- ✓ Use abbreviations without spelling what it means first

CHECKLIST

- ✓ Is your résumé easy to read?
- ✓ Did you use bullets, bold, italics or capital letters to enhance its readability?
- ✓ Are bullets listed in an order of power or importance?
- ✓ Are your name, address, phone, and email listed?
- ✓ Did you proofread it?
- ✓ Does it contain keywords for your chosen position, career field, or industry?
- ✓ Is it targeted and specific to its purpose?

Megan Jones
mjones3@brockport.edu

Current Address:
123 Main Street Apt. B
Brockport, NY 14420
(315) 335-4708

Permanent Address:
502 West Oak Street
Albany, NY 13440
(518) 386-5085

EDUCATION

Bachelor of Science in Accounting, AACSB accredited program

THE COLLEGE AT BROCKPORT, STATE UNIVERSITY OF NEW YORK

- Economics Minor
- Expected Graduation May 2008
- Overall GPA 3.12

Use of numbers and percentages help to document outcomes

RELEVANT EXPERIENCE

AmeriCu Credit Union

BANK TELLER (part-time)

- Perform accurate deposits and withdrawals; entrusted with take in of up to \$20,000
- Reconciled debits and credits for each day of business
- Recognized by management for achieving 100% in “perfect balancing”
- Developed excellent rapport building and problem solving skills by attending to member complaints and needs
- Assigned to busiest station based upon accurate performance and client relation skills

2005 – 2008
ROME, NY

Brockway/Harrison Dining Hall

KITCHEN PREP/LINE

- In a team, effectively serve up to 500 customers during peak business cycles
- Attended to customer complaints, resolving or referring as needed

2007 – 2008
THE COLLEGE AT BROCKPORT

LEADERSHIP AND PROFESSIONAL ACTIVITIES

Accounting Society

ACTIVE MEMBER

- Attended presentations and networking sessions with local accounting professionals
- Discussed CPA exam, career options, and preparation for a busy season
- Proposed creative ideas in fundraising

Organization and club experience may be listed in more detail if relevant

Sorority

TREASURER

- Created a budget for \$5,000, reviewing all deposits and expenses
- Developed a detailed Excel spreadsheet to accurately manage budget operations
- Pledge Educator - Train new members
- Standards Board - Resolve conflict among members

2005 – 2008

COMPUTER SKILLS AND COMMUNITY RELATIONS

- Microsoft Excel, Access, PowerPoint, Word
- QuickBooks, TurboTax, ProSeries
- Relay for Life – Fundraiser, Spring 2008
- Cystic Fibrosis – Car Wash, Fall 2007
- Volunteer, International Fair – The College at Brockport, Fall and Spring 2005

Accounting CPA

Home Address: 1770 Jones Rd. Homer, NY 13402
College Address: 46 Monroe St. Apt.2 Brockport NY 14420
Cell#: 607-387-7109
accounting1@brockport.edu

EDUCATION

Bachelor of Science in Accounting, AACSB Accreditation

May 2008

STATE UNIVERSITY OF NEW YORK COLLEGE AT BROCKPORT

- Major GPA 3.56
- Dean's List Fall and Spring 2006

INTERNSHIP EXPERIENCE

Becker Campus Representative

Fall 2008 – Present
BROCKPORT, NY

BECKER CPA REVIEW

- Assisted in organizing promotional events during the 2007 accounting recruiting season
- Promoted CPA review amongst accounting candidates

Credit Department

LABATT USA

- Reformulated customer credit documentation for 3,000 accounts
- Coordinated with warehouse general managers throughout customer credit information
- Interacted with legal department to ensure proper documentation with NTS
- Verified that clients submitted completed UCC filings and credit applications

Use two headings to differentiate experiences. Always group like activities / experiences together. This allows you to create flow, continue listing in reverse chronological order, and to highlight specific experiences.

RELEVANT EXPERIENCE

Receiving Department

09/2006 – Present
BROCKPORT, NY

SUNY COLLEGE AT BROCKPORT

- Receive and classify 200 incoming receivables around campus per day
- Formulated a new chart (using excel) of departments to accurately order and ship 1,600 phone books to departments at SUNY Brockport
- Transferred college records and property to different departments around campus

Customer Service and Inventory Analyst

08/2004 – Present
SYRACUSE, NY

MAYNARD LIGHTING

- Achieved ~\$2,500 in sales per day
- Ensure accuracy on inventory across # lines to accurately control costs
- Recorded incoming product shipments
- Gained experience dealing with customers, both account customers and walk-in customers
- Assisted sales representatives by filling and preparing their orders for the day

Service Department

06/2002 – 08/2004
ROCHESTER, NY

DORSCHER AUTOMOTIVE

- Gained experience working long hours to get cars ready for delivery
- Inventoried new and used cars
- Gained experience working on a team of three of my peers, doing the tasks mentioned above

LEADERSHIP AND ACCOUNTING ACTIVITIES

- Peer Mentor for fellow classmates that need help in accounting courses
- Accounting Society SUNY College at Brockport (Academic Chair)

01/2005 – Present
09/2006 – Present

John R. Smith

4 Holleyside Street • Brockport, NY 14420 • 716-491-1234 • jrs2116@yahoo.com
5 Valley Circle Place • Hamburg, NY 14075

EDUCATION

May 2007

Bachelor of Science in Business Administration, AACSB
THE COLLEGE AT BROCKPORT, STATE UNIVERSITY OF NEW YORK

- Concentration in management
- GPA: 3.14 Major GPA: 3.24

May 2004

Associate of Science in Business Administration
MONROE COMMUNITY COLLEGE

FINANCE EXPERIENCE

February 2006
to May 2006

Assistant to Certified Financial Manager (Intern)
MERRILL LYNCH, THE BROWN GROUP (Rochester, New York)

- Prepared asset allocation models of clients' current holdings
- Created spreadsheets for clients comparing different retirement plans
- Participated in conference calls with mutual fund families to perform research on funds
- Tracked mutual fund progress, provided comparative analysis/research for competitive mutual fund selection

RELEVANT EXPERIENCE

Summer 2006

Experiential Education & Permit Assistant
LATTERAL LINERS INC. (Sterling, Virginia)

- Visited high-end residential and commercial job sites with CEO to observe client services and interactions that yield business contracts
- Contacted local counties throughout Virginia and DC to obtain permits

Summer 2001
to Winter 2007

Installer, Trainer, Assistant
TRS HEATING & A/C (South Buffalo, New York)

- Operate using just-in-time ordering techniques to minimize excess inventory
- Trained new employees to manage in-house operations
- Reviewed client contracts (i.e. pricing & products used) and answered questions
- Interacted with new home supervisors from Marrano and Ryan Homes to clarify project needs
- Performed monthly inventory cycle counts for 10 major product lines

TECHNICAL SKILLS

- Proficient in Microsoft Office; very strong in Excel
- GPC Wealth Management Workstation Software, Morningstar Principia Software, ACT Software

LEADERSHIP AND COLLEGIATE ACTIVITIES

Vice President, Finance club, 2006-2007

- Trained for the Rotman International Trading Competition
- Assisted with a business plan that details the operations of a student managed investment fund

L. Jacquie Smith

52 Erie St. • Brockport, NY 14420 • 716-531-8039

EDUCATION

Bachelor of Science in Business Administration

May 2008

State University of New York College at Brockport

- Concentration in Marketing
- AACSB accredited program
- Marketing Club

Spring 2007 – Present

MANAGEMENT, SALES, AND CUSTOMER SERVICE EXPERIENCE

Management Trainee Internship at Enterprise rent-a-car

May 2007 – Present

- Evaluate, analyze, and develop solutions to a variety of complex problems during the rental process
- Exceed average customer service by building rapport with customers
- Assist with rental management goals through car sale and corporate leads
- Market to dealerships, body shops, and agents to build **strong** relationships
- Meet monthly sales goals by selling coverage and **type of vehicle**
- Perform proper underwriting of rental contracts to prevent future loss control issues

Currency Exchange Associate and Cashier at Duty Free of America

May 2006 – Jan.2007

Sales Associate

Lewiston, NY

- Train new employees in store operating procedures and customs' regulations
- Reconcile and exchange American and Canadian currency of up to \$25,000
- Assist international customers with financial transactions
- Provide apparel and fine jewelry recommendations to clients
- Recommend changes to store merchandising plan to maximize sales

Fossil Co. Store

July 2002 – Aug. 2005

Staff Motivational Leader & Sales Associate

Niagara Falls, NY

- Assist customers in selecting watches based on style, function, performance, and personal preference
- Perform inventory cycle counts, count and review daily shipments, and assist in store merchandising plans
- Manage the monthly and seasonal goal recognition signage
- Motivate the other associates to reach the designated sales goals

MARKETING AND FINANCE PROJECTS

Principles of Marketing

Fall 2006

Corporate Review: Adidas

Brockport, NY

- Analyzed target market through current product and apparel offerings
- Gathered issues and trends that influence the company
- Provided a market product grid comparing products with top two competitors

Principles of Finance

Spring 2007

Financial Statements

Brockport, NY

- In a team of four calculated an income statement, balance sheet and cash flow statement for two companies
- Compared and decided which company would be the better investment based on the financial statements
- Created a PowerPoint to present results

LANGUAGE AND COMPUTER SKILLS

Proficiency in Microsoft Office: Excel, Access, PowerPoint, Word; Basic French and Spanish

Sarah R. Schlenker

15 Main Street • Spencerport, NY 14559 • 585-671-1056 (cell) • srs0892@gmail.com

EDUCATION

Bachelor of Science in Marketing, AACSB

May 2009

THE COLLEGE AT BROCKPORT, State University of New York

- Faculty award, academic merit and perseverance
- Work an average of 20 hours per week while enrolled full-time
- Marketing GPA of 3.27

INTERNSHIP EXPERIENCE

Account Services Intern

January 2009 – May 2009

DIXON SCHWABL ADVERTISING

VICTOR, NY

- Assisting Account Managers with various office duties and client responsibilities including meetings and special events
- Assisted in the development and orchestration of a major marketing event involving an excess of 500 sponsors
- Developing lists of multiple organizations utilizing Microsoft Excel in order to contact them in the future

Marketing Intern

June 2008 - Present

DUPLICATING CONSULTANTS

ROCHESTER, NY

- Administered a customer relationship management (CRM) database which exceeds 5,000 agencies
- Utilized an extensive list of potential customers to generate leads by making outbound telephone calls
- Observed various sales techniques while shadowing sales representatives

CUSTOMER SERVICE & SALES

Production/Server

August 2007 – June 2008

PIZZA HUT

BROCKPORT, NY

- Recognized by management for efficient and prompt service
- Promoted from production to service and training, resulting from excellent customer interactions and for following organizational policies
- Sold promotional packages and “meal deals” using basic consultative sales techniques
- In a team of two, achieved 100% order efficiency during peak business periods

Associate – Pharmacy

October 2004 – January 2007

RITE AID (FORMERLY ECKERDS)

ROCHESTER, NY

- Contacted customers to retrieve medical and personal history
- Reviewed and discussed HIPPA regulations with customers
- Maintained a detailed focus while counting and packaging medicines
- Handled inquiries from customers and used active listening skills to make proper product recommendations

MARKETING PROJECTS

Marketing Campaign - Boydell & Brewer

Spring 2008

ORGANIZATIONAL BEHAVIOR

SUNY BROCKPORT

- Met with B&B representative to determine their printing needs and budget constraints
- Research local and national commercial printers to determine best quality within set price range, given by B&B
- Present recommendations to company officials in a team of five

Product Assessment – Cambodia

Spring 2008

INTERNATIONAL MARKETING

SUNY BROCKPORT

- Analyzed the economy, infrastructure, monetary value, government and political issues, and marketing channels to determine successful delivery of a product
- Recommending four products to market and sell in Cambodia
- Conducted a professional presentation using PowerPoint and summary data

TECHNICAL SKILLS

- Microsoft Excel, Access, PowerPoint, Word
- Excellent persuasion, team, mathematical, and listening skills

HIRE ME

578 Old Country Road • Rochester, New York 14612 • 585-281-9123 • towe0213@brockport.edu

EDUCATION

THE COLLEGE AT BROCKPORT

Bachelor of Science in Business Administration

May 2008

- Concentration in Management; Minor in Mathematics
- AACSB accredited
- Major GPA 3.3/4.0 scale

RELEVANT EXPERIENCE

UNIVERSITY OF ROCHESTER - DIVERSITY OFFICE, Rochester, New York

Internship

May 2007 to July 2007

- Reviewed candidates' resumes/cover letters and matched to available job postings
- Trained full-time HR Assistant on recruitment initiatives and office operations
- Scheduled interviews and conducted reference checks
- Referred potential matches to all parts of the University (i.e., Medical Center, Academic & Administration)

WELCOME CENTER & PARKING SERVICES, Brockport, New York

Customer Service Representative

August 2005 to Present

- Test and utilize the new online parking system for employees and students
- Create Excel spreadsheets for management, i.e., summarization of various survey results
- Organize parking for campus-wide events

EMPLOYMENT INFORMATION

WEGMANS, Rochester, New York

Deli Assistant

May 2006 to Present

- Receive excellent performance evaluations from management
- Develop outstanding communication skills by providing exceptional customer satisfaction

DANC'LETICS OF ROCHESTER, Rochester, New York

Assistant Dance Instructor

September 1999 to Present

- Conduct and lead dance classes in tap, ballet, and jazz
- Assist the dance instructor in creating and implementing choreography

HOME DEPOT, Rochester, New York

Garden Assistant/Cashier/Service Desk Representative

June 2002 to March 2006

- Trained cashiers on the registers and service desk operations
- Conducted inventory counts throughout different departments in the store
- Received positive comment cards from customers

LEADERSHIP ACTIVITIES

- The College at Brockport, Relay for Life
- BSG, The College at Brockport
- National Honor Society Member, East High School
- Officer, East School Orchestra

HONORS

- Received Wegmans Employee Scholarship
- Earned a position on the Dean's List at SUNY Brockport
- Received Presidential Scholarship at SUNY Brockport

SKILLS

- Microsoft Word, Excel, PowerPoint, Access, and Internet experience

Karen Byrd

25 Hill Street • Webster, NY 14450 • (585) 723-5055 • kbyrd1@brockport.edu

EDUCATION

Dec. 2007

THE COLLEGE AT BROCKPORT

Bachelor of Science in Business Administration, AACSB

- Concentration: Management
- Additional courses in Finance, Accounting, Marketing, and International Business
- Overall GPA 3.2
- Paid 100% of collegiate expenses while working 25+ hours per week

MANAGEMENT EXPERIENCE

2006 – Present

BLACK & BLUE, Pittsford, New York

Manager

- Forecast employment needs for one month cycles and schedule 11 employees
- Oversee operations, including sales and customer service
- Created a new workflow that maximized employee efficiency
- Assisted with menu development; assigned projects to staff

2004 – 2006

DISTILLERY, Henrietta, New York

Manager

- Supervised evening operations and activities; managed four employees
- Managed closing duties, including closing out cash of up to \$2,000
- Worked in a team of 5-8 to efficiently serve up to 200 guests per evening

CUSTOMER SERVICE EXPERIENCE

2006 – Present

BOCACCINIS ITALIAN BISTRO, Fairport, New York

Server- Trainer

- Train new employees on customer service, sales techniques, and organization policies
- Developed strong rapport with clients which generated regular list of clientele

2004 – 2005

DONNELLY'S PUBLIC HOUSE, Fairport, New York

Server

- Achieved high turnover rate
- Performed server closing duties including, restocking products, and closing out checks

2003- 2005

COBBLESTONE CREEK COUNTRYCLUB, Victor, New York

Bartender, Server, and Beverage Cart Attendant

- Utilize interpersonal skills and production knowledge to meet customer demands and needs
- Conducted weekly and monthly inventory for three major lines
- Learned professional golf etiquette on and off the course

COLLEGIATE EVENTS & ACTIVITIES

- ASL Benefit Performance Event- Bernard Bragg "Theatre in the Sky" at NTID, Fall '07
- American Sign Language Performance at NTID, Fall '07
- Attended Guest Speaker for RPO, Spring '07
- **Captain**, of Field Hockey Team Fall '02

TECHNICAL SKILLS AND INTERESTS

- Microsoft Project Manager, Excel, PowerPoint, Word
- Micros Computer System
- Enjoy golfing, networking, and comfortable traveling in new environments
- Knowledgeable in American Sign Language

Sample with dates appearing
on left side

Maria Jones

124 Maple Street • Buffalo, NY 14802 • Maria.Jones@gmail.com • (716) 082 - 8036

EDUCATION

Bachelor of Science, Major in Business Administration, Concentration in Management, AACSB, May 2008
State University of New York College at Brockport

- Cumulative GPA: 3.30
- Dean's List: three semesters

INTERNSHIP EXPERIENCE

Management Intern, WAL-MART, Bath, NY May 2007 – August 2007

- Learned the day to day operations of certain areas within a Wal-Mart Store, i.e. receiving, claims, invoicing, personnel, accounting, front-end and many departments throughout the store
- Created weekly schedules for 15 – 20 associates in five departments
- Conducted hiring process, i.e. sourced candidates, performed reference checks, conducted interviews
- Attended morning sales meetings and held evening meetings for all late shift employees
- Observed personnel evaluations and store-wide conference calls
- Attended a market meeting to learn about the process of managing 10 stores within the market
- Created merchandise layouts to maximize sales and to move product more efficiently
- Help organize a walk-a-thon to raise money for Children's Miracle Network
- Assisted in organizing and implementing the Personal Sustainability Project into the store

Marketing Internship/Associate, STATE FARM INSURANCE, Brockport, NY February 2007 – May 2007

- Contact prospective customers in surrounding cities to collect information for automobile quotes
- Process payments from customers in person
- Compile marketing packets (company information and services) for mailing and file confidential client records

MANAGEMENT EXPERIENCE

Co-Owner/Operator, CONCESSION STAND, Buffalo, NY April 2006 – September 2006

- Participated in a bid process through city hall and completed all contracts (i.e. health codes)
- Managed all operations for a small business with weekly sales averaging \$2,000
- Conducted inventory cycle counts for five product lines and placed bi-weekly orders from vendors
- Performed general accounting tasks using ledger sheets

Manager, CONCESSION STAND, Buffalo, NY, Summers 2004 & 2005

- Reviewed daily sales figures and determined revenue earned each shift
- Train and familiarize new employees with procedures and policies
- Developed excellent customer service skills (generated loyal clients)

ADMINISTRATIVE AND CUSTOMER SERVICE EXPERIENCE

Cashier, WAL-MART, Brockport NY, September 2007 – Present

- Answer questions from customers about products or procedures
- Conduct re-shops at the end of the night; zone aisles while customers are not waiting in line

Townhomes Office Assistant, SUNY BROCKPORT, August 2007 – Present

- Answered in person, on the phone and via email questions from current and prospective students
- Held tours of a townhome for area guidance counselors and incoming students
- Created spreadsheets containing work orders and wait lists for professional staff

Office Assistant, PSYCHOLOGY DEPARTMENT, SUNY Brockport, February 2005 – May 2006

- Make application packets to be sent out to prospective students
- Reviewed and analyzed degree audits to determine student graduation dates

LEADERSHIP, ACTIVITIES, AND COMPUTER SKILLS

Brockport Student Government, SUNY Brockport, 2005 – Present

Dance Team, SUNY Brockport, September 2005 – 2007

Peer Mentor, SUNY Brockport, Fall 2007

Proficient in Microsoft Office: Word, Excel, Access, PowerPoint

Iwanna Job

307 McLean Hall • Brockport NY 14420 • Cell: (585) 201-1371
Ijob1@gmail.com

EDUCATION

Bachelor of Arts in International Business and Economics, AACSB

05/2009

Second major: Political Science

The College at Brockport, State University of New York

- Finance Minor
- Majors GPA 4.00/Overall GPA 3.95

RESEARCH INTERESTS

Economic Reforms in Bulgaria after the fall of Communism

spring 2009

- Researched the stages and levels of economic development of Bulgaria after 1989
- Examined the introduction and role of the Currency Board in bringing about economic stability
- Analyzed the impact of the European Union and the International Monetary Fund on trade agreements between Bulgaria and its neighbors
- Presented the findings and analysis in a 20-page paper

Politics of European Integration: How democratic is the European Union

spring 2008

- Completed a detailed study of the institutions of the EU in regard to membership, role, and practical implications
- Studied the relationship between Bulgaria & Romania's membership and the prospects of Turkey joining the EU

AWARDS AND ACTIVITIES

Simon Graduate School of Business Administration, University of Rochester

November 2008

Early Leaders Business Case Competition, 3rd Place Award

- Worked in a team to create a business strategy for continued revenue growth of Ikea in the U.S.
- Proposed a strategic collaboration with Starbucks and outlined the mutual benefits for the two companies
- Presented in front of seven judges

Scholarships and Recognitions

- Distinguished Scholarship, Recognition Scholarship 2006, 2007, 2008
- President's List (2006-2007) and Dean's List with Honors (2005-2006)

Co-curricular Activities

- Finance Club member fall 2009
- International Student Organization Vice President 2006-2008
- *The Stylus* Photography Editor fall 2006-spring 2007

FOREIGN LANGUAGE PROFICIENCY

- English and Bulgarian- fluent in writing and speaking
- German- fluent in speaking, proficient in writing
- Russian- basic speaking and writing

EMPLOYMENT

Student Assistant

09/2007-present

Drake Memorial Library (Brockport, NY)

- Help students and faculty with scholar research using online database and print sources
- Assist students with PowerPoint presentations layout
- Received positive feedback on customer service and work performance

CAD/Network Administration Student Assistant

05/2006-05/2007

SUNY Brockport Facilities and Planning (Brockport, NY)

- Created graphs, charts, and tables in Excel for water and heating consumption on campus
- Completed a project of digitalizing blueprints of the college from 1920 until today

COMPUTER SKILLS

- Familiar with both Microsoft Windows and Mac OS
- Microsoft Word, Excel, PowerPoint; SPSS Workshop (09/2007)

BRIANNA EDWARDS

(607) 753-0389

e-mail@brockport.edu

Present Address (Sept. '08 – Dec. '08)

259 Main St.
Brockport, NY 14420

Permanent Address

634 County Route 3
Cortland, NY 13045

EDUCATION

Bachelor of Science in Finance, AACSB accredited

THE COLLEGE AT BROCKPORT, State University of New York

- GPA 3.2/4.0
- Fulfilled four college math courses, including statistics & calculus
- Presidential Scholarship

December 2008

TECHNICAL AND ANALYTICAL EXPERIENCE

Summer Technician

TECHNOLOGY DEPT., JEFFERSON SCHOOL DISTRICT

Summers 2005 – 2008

Watertown, NY

- Created a detailed database in Access that contained over 3,000 inventory records with supervisor
- Installed, updated, and/or removed hardware and software for five schools within the district
- Achieved 100% accuracy for all administrative installations and upgrades
- Implemented problem solving techniques to improve user efficiency
- Performed computer imaging
- Consulted with faculty/co-workers to assist with computer-based information problems
- Worked with a team of four others in the department to complete all projects within the allotted time frame

RELEVANT FINANCE PROJECTS

General Motors: Corporate Governance

CORPORATE FINANCIAL POLICY

- Conducted a regression analysis in Excel using firm's return against the S&P 500 index
- Found beta to use for the CAPM to determine to required return on the stock

Risk & Return / Managing Portfolios

INVESTMENT ANALYSIS

- Managed a portfolio of 10 stocks, making recommendations as to buy, hold, or sell
- Managed an active portfolio, like a day trader would
- Worked with average returns, standard deviations, coefficients of variation, and correlation coefficients while comparing the monthly indexes of several countries

Database Management

ACCOUNTING SYSTEMS & SOFTWARE

- Categorized inventory data and created reports using Access

Use of class projects showcases additional skill sets and demonstrates what you accomplished during your program

SUNY Brockport

Spring 2008

SUNY Brockport

Spring 2007

SUNY Brockport

COMPUTER SKILLS

Software: Proficiency in Microsoft Excel, Access, PowerPoint, and Word; hardware

Accounting: QuickBooks and Great Plains

Chris Jones

10 Main Street • Brockport, NY 14420 • 607-329-7216 (Cell) • cjones1@brockport.edu

EDUCATION

Bachelor of Science in Finance, Minor in Economics, AACSB

May 2010

State University of New York College at Brockport

- Overall GPA 3.49/4.0

Associate of Science in Business Administration

Jefferson Community College

- Overall GPA 3.43/4.0

Notice the information is similar to the previous resume; however, this sample implements a different layout (uses italic and underline)

May 2008

FINANCE AND MARKETING EXPERIENCE

Marketing Internship, American Portfolios, Rochester, NY

Summer 2009

- Created marketing collateral that outlined AP's benefits and sent materials to 500 prospective clients – all documents adhered to IRS standards
- Followed up with each contact by phone to arrange appointments

Intern (On school breaks) Ameriprise Financial, Painted Post, NY

June 2007 – January 2008

- Prepared reports for client review using: CDS-Client Data System, PMT-Portfolio Management Tool, OST-Online Services and Transactions, SAO Forms Tool
- Generate stock reports using Morningstar and Standard & Poor data
- Researched stocks for clients and developed an Excel spreadsheet containing overall performance
- Provided buy/sell recommendations to a senior financial advisor

Student Assistant, Orientation Office, SUNY Brockport

May 2007 – Present

- Assembled ~400 SOAR (welcome) packets and other decorative gifts for incoming students
- Serve as customer contact for the entire department

CUSTOMER SERVICE EXPERIENCE

Shift Leader, Family Video, Brockport, NY

June 2009 – Present

- Rank number one in commission sales out of nine employees (excluding store manager)
- Manage up to three employees – delegate tasks and ensure divisional checklist met each shift
- Promoted from customer service based upon performance

Server, Friday's Restaurant

May 2007 – August 2008

- Developed excellent customer care skills as demonstrated by customer requests
- Managed closing procedures for dining area (i.e. stocking inventory)

LEADERSHIP EXPERIENCE

Vice President, Up'Till Dawn

Spring 2009 – Present

- Attended national collegiate seminar in Dallas, TX
- Presenting to 300 attendees at the Eastern Divisional Colleges meeting in Albany, NY

Co-Chair, Relay for Life

Spring 2009 – Present

- Other positions held: Team captain, Survivorship / Luminary / Advocacy Chair, and fundraising

Team Captain, Debate Team

October 2008

HONORS AND AWARDS

- Josie Smith, Community Leadership Award
- Dean's List: three semesters; Dean's List with Honors (Fall 2006)
- President's List (Spring 2006)

Allison R. Crandall

awhite1@brockport.edu

2 Winston Woods
Brockport, NY 14420
585-490-1234

55 Delancey Drive
Rochester, NY 14620
315-781-2165

EDUCATION

The College at Brockport, State University of New York

BACHELOR OF SCIENCE IN ACCOUNTING

- Overall GPA: 3.2
- AACSB accredited program

Brockport, NY
December 2008

Study Abroad, Beijing University

- Completed courses in Chinese Economic History, Management and Finance in Modern China, and Chinese Language

Beijing, China
Spring 2006

ACCOUNTING EXPERIENCE

Cash Program – United Way of Greater Rochester

TAX PREPARER – IRS CERTIFIED

- Prepared 50+ tax returns for individuals and families earning less than \$40,000 per year
- Participated in a 12-hour tax preparation course

Rochester, NY
Fall 2005 – Present

CUSTOMER SERVICE EXPERIENCE

Cracker Barrel

SERVER

Received excellent performance evaluations, with emphasis in the areas of teamwork and communications skills

Henrietta, NY
November 2006 – Present

Pizza Hut

TEAM MEMBER

- Assisted in training new employees on job duties and customer service
- Excelled in a fast-paced work environment

Albion, NY
March 2003 – June 2006

LEADERSHIP ACTIVITIES

Accounting Society

MEMBER

- Attended presentations by local accounting professionals

SUNY Brockport
Spring 2007

Marketing Club

VICE PRESIDENT

- Planned a trip for 15 members to visit Toronto and network with business professionals
- Organized and led a fundraiser that generated \$350 for travel expenses

SUNY Brockport
Spring 2007

TECHNICAL SKILLS

TaxWise, Excel, Access, PowerPoint, Word