

This packet is intended to serve as a starting point for creating or improving your resume.

It includes sample resumes, as well as best practices and helpful resources for developing a successful document.



Pre-Business Resume Style Guide

UNC Kenan-Flagler Business School – Undergraduate Business Program

Career Services Team

2019

1. Resume Purpose, Design, and Mechanics

The purpose of a resume is to market yourself to employers by succinctly summarizing your education, experience, and skills, ultimately aiming to convince employers to invite you to interview. When conceptualizing your resume, think of it as a marketing tool, rather than a simple work history, as it is intended to promote you as the perfect candidate for the opportunity at hand.

* **Length:** With a few rare exceptions, when applying to Kenan-Flagler Business School – Undergraduate Business Program, students should keep their resume to one (1) page. If you have difficulty narrowing down your resume, consider removing elements that are not closely related to the career goal you are hoping to achieve.
* **Margins:** Make your resume visually attractive. Use some whitespace to allow the reader’s eye to rest. Use the “Narrow” setting or .5” margins for left and right; .5” for top; and.5” for bottom. Text should be left justified. Do not adjust margins or spacing between lines
* **Font:** Use a font that is easy to read. We prefer for students to use Times New Roman font style. It is recommended that you do NOT change the font size or spacing. Font sizes:
	+ Name, 16pt font
	+ Major Section Headings, 12pt font
	+ Text: 10.5pt font
* **Consistency:** Keep the formatting consistent throughout your resume. For example, if you choose to include a description of the company on one job, make sure you include a company description for ALL of the jobs you list. Also, make sure that all of your bullet points, section headers, dates, etc. line up neatly on the page.
* **Accuracy:** Your resume, and all other job search materials, must be 100% error free. Be sure to carefully read through your resume, checking grammar, spelling, and punctuation. It is a good idea to have at least 2-3 people proofread it as well.

# Using Numbers and Currency

Writing with numbers helps the undergraduate business program readers picture the impact you’ve made in your position. No matter what job or experiential learning opportunity you have done, you can add some numbers and data to your resume to give it that extra touch.

* **Numbers:** K=thousands, M=millions, B=billions, +=more than [e.g. $50M+], <less than [e.g. <2%], sf=square feet
* **Currencies:** Convert all foreign currencies to US Dollars; use $, not USD [e.g. $120K]
* All numbers should be digits, not words [e.g. 8, not eight]
* **Range**: Not knowing the exact figure for things is often a big deterrent for using numbers in resumes, but one way to overcome this is to use a range. It’s perfectly fine to not know exactly how many clients you see a month or how many calls you take a week, but that doesn’t mean you shouldn’t still quantify it.
* **Frequency**: One of the easiest ways to add some numbers into your resume is to include how frequently you do a particular task (after all, that’s a number that applies to pretty much everyone). This is particularly helpful in illustrating your work in high-volume situations—a hiring manager will be able to see just how much you can handle.
* **Scale:** Including the frequency of your actions give a great sense of scale. Think about all the things you do that ultimately save your company money, whether it’s streamlining a procedure, saving time, or negotiating discounts with vendors. Multiply those actions by how frequently you do them, and incorporate them into your resume bullets

# Writing Company or Organization Descriptions (Note: This is an **optional** section on your resume)

It is helpful for the application readers, UNC staff, and recruiters to provide a short 1-2 sentence description for unfamiliar companies or organizations listed on your resume. You can go to the company's "About Us" section and rewrite one or two lines of the description. This should be included right underneath the name of the company. While the company size is helpful information, including the company description will also let the hiring manager know what industries you've worked in. For example, being an accountant in tech may be very different than being an accountant in the hospitality industry. Please see examples below.

|  |  |
| --- | --- |
| **Example #1: Large Organization** |  |
| **ELI LILLY & CO** –Indianapolis, IN | January 20xx – December 20xx |
| **Business Analyst Intern** |

|  |  |
| --- | --- |
| **Example #2: Small Organization** |  |
| **KOENIG INVESTMENT** –Medford, NC | January 20xx – December 20xx |
| *Midsize provider of advisory services with a core focus on endowment funds and working with high net worth individuals.***Performance Analyst Intern** |

|  |  |
| --- | --- |
| **Example #3: Student Organization** |  |
| **CAROLINA WOMEN IN BUSINESS (CWIB)** –Chapel Hill, NC | January 20xx – December 20xx |
| **Marketing Committee Chair** |

# Pre-business Resume Formatting Guidelines

|  |  |
| --- | --- |
| Resume Section | Formatting Guidelines |
| Header | * Use the your @email.unc.edu email address until you obtain a Kenan-Flagler one
* Remove any hyperlinks to your email or LinkedIn profile
 |
| Education | * Only include GPA if 3.00 or higher
* US permanent work authorization [Only for international students with the right to work in the US]
* Professional certifications [CPA, CFA]; professional association memberships
 |
| Experience/ Leadership and Community Involvement  | * List various positions under 1 employer w/ dates to show career progression if applicable
* Open resume bullets with direct action verbs and DO NOT USE “Responsible for” or “Assisted”
* Begin bullets with a variety of verbs to avoid repetition (e.g. Led, Directed, supervised – see list of power action verbs – in a separate document)
* Avoid bullets with endings that place only a one or a few words on 2nd or subsequent lines (*like this bullet*)
* Include high school related activities only if they DIRECTLY relate to target position or desired degree program
* Avoid multiple sentences in a single bullet point; the semi-colon is your friend
 |
| Other Sections: Activities, Hobbies | * Remove grammar or spelling underlines in MS Word and create .doc(x) and .pdf versions
* Native Spanish speaker; Conversational Portuguese [Native, Fluent, or Conversational]
* List non-student leadership activities, volunteer leadership, awards or unique elements
* List technical skills only if relevant to role; never list Microsoft Office suite skills
* List hobbies and interests [Be specific, e.g., “Volleyball” rather than “Sports”]
* Don’t include controversial material such as religion, politics, unless University- sanctioned organization
 |

1. Pre-Business Resume Template

See the next page for full template.

|  |  |
| --- | --- |
| **FIRST NAME I. LAST NAME** | FirstName\_LastName@unc.edu(Area Code) Phone-Number LinkedIn URL (Optional) |
| **EDUCATION** |
| **University of North Carolina at Chapel Hill** – Chapel Hill, NC | Month 20xx |
| *Pre-Business Studies; include Minor if applicable** GPA x.xx [List GPA only if 3.00 or higher and do not round up number]

  |
| **Honors and Awards** [this sub-section can be deleted if it doesn’t warrant a standalone section] |
| * Scholarships or awards received, highlight dean’s list. This information can also be included under your “UNC Chapel Hill” section if there are not enough items to include as a stand-alone area
* Should have two bullet points in each section; never have one bullet point as a stand-alone

 |
| **Global Experience** – City, Country [this sub-section can be deleted if it’s not applicable]*Study Abroad* | Month 20xx |
| * Add statement about specific transferrable skills developed during study abroad program
* Consider highlighting skills to showcase your experience: Problem-solving, analysis, cross-cultural teamwork, flexibility, language skills, ability to operate in ambiguous environments, mobility, willingness to take risks

 |
| **EXPERIENCE** |
| **Company Name** – City, State [abbreviated e.g. NC] or City, Country [if non-US location] | Month 20xx - Month 20xx |
| *Job Title [Incorporate optional company descriptors only to describe unfamiliar companies. Keep to 1 line.]* |
| * Include bulleted accomplishment statements, provide examples of times you have successfully used the skills
* Consider the following questions to help you create more effective bullet points: What was the result/outcome of your work? What were your accomplishments? How did you help the organization? What skills/knowledge did you enhance?
* HIGH SCHOOL EXPERIENCE: Include 1 high school internship/project only if it directly relates to your career goals
* Begin bullets with a variety of verbs to avoid repetition (e.g. Led, Directed, Supervised)
* Open resume bullets with direct action verbs and AVOID “Responsible” or “Assisted”
* Use Times New Roman font; font sizes: Your Name, 16; Major Section Headings, 12; Text: 10.5

  |
| **Company Name** – City, State [abbreviated e.g. NC] or City, Country [if non-US location] | Month 20xx - Month 20xx |
| *Job Title [Incorporate optional company descriptors only to describe unfamiliar companies. Keep to 1 line.]* |
| * Avoid resume bullets with only 1-2 words wrapping to a 2nd line (wordsmith as necessary to get to one line)
* Do not adjust margins or spacing between lines; keep to one-page maximum for an undergrad resume
* Remove grammar or spelling underlines in MS Word and create .doc(x) and .pdf versions
* Save your resume file as “First Name Last Name Resume Date” (ex: John Doe Resume 7-12-16)
* ADDING AN ADDITIONAL EXPERIENCE: If you need to add an additional work experience beyond the two examples/spaces provided, copy the table cells– don’t try to enter a new experience manually, as you risk the formatting not matching. To copy/paste table cells, first click on the Layout ribbon, then click “View Gridlines”
* Highlight and copy all 3 table rows for the previous work experience (Company Name, Job Title, and bullet points); put your cursor at the front of the cell that says “Leadership and Community Involvement” and click paste. You can then write over that experience with the new experience content

  |
| **LEADERSHIP AND COMMUNITY INVOLVEMENT** |
| **Organization Name** – City, State | Month 20xx - Month 20xx |
| *Position Title [optional, if leadership position is held]* |
| * Format positions within this section like previous experience sections, but may/may not include bullet points
* Include experiences that round out your story and add to your credibility by exemplifying a progressive work history

  |
| **Organization Name** – City, State | Month 20xx - Month 20xx |
| *Position Title [optional, if leadership position is held]* |
| * Numbers: K=thousands, M=millions, B=billions, +=more than [e.g. $50M+], <less than [e.g. <2%], sf=square feet
* All numbers should be digits, not words [e.g. 8, not eight]

  |
| **ADDITIONAL INFORMATION** |
| * Include language abilities and technology skills beyond MS Office (e.g., coding languages, Argus and Salesforce.com)
* US permanent work authorization [only for international students with the right to work in the US]
 |

1. Resume Action Verbs

Beginning each bulleted accomplishment statement with a strong action verb helps to highlight your successes and allows a reader to get a sense of your skills by scanning the page prior to reading each individual bullet point. It is a good idea to vary the action verbs on your resume in order to appeal to different audiences. Below is a list of verbs to help get you started.

|  |  |  |  |
| --- | --- | --- | --- |
| **Management**achieved | projected reevaluated | studied summarized | brought clarified |
| administered analyzed assigned | reconciledresearched sold | surveyed**Technical** | coachedcoordinated counseled |
| attained |  | analyzed | demonstrated |
| chaired consolidated | **Communication**addressed | assembled built | diagnosededucated |
| coordinated delegated | arbitrated authored | calculated computed | encouragedenlisted |
| developed directed encouraged evaluated handled | communicated counseled developed defined directed | designed devised engineered inspected maintained | expeditedfacilitated guided inspired maintained |
| implemented improved | drafted edited | operated overhauled | modifiedperformed |
| incorporated increased | enlisted formulated | programmed repaired | referredrehabilitated |
| inspired launched | influenced interpreted | solved trained | representedsupported |
| led | lectured | upgraded | upheld |
| managed | mediated |  |  |
| motivated | motivated | **Creative** | **Detail** |
| organizedoversaw | negotiatedpersuaded | acted composed | assembledapproved |
| plannedprioritized produced recommended reevaluated | promotedpublicized reconciled reported researched | conceived conceptualized created designed developed | arrangedcatalogued classified collected compiled |
| rejectedreviewed | summarizedtranslated | evaluated formed | editedestimated |
| strengthenedsupervised | **Research** | formulated founded | generatedimplemented |
| **Financial** | clarified collected | illustrated integrated | listedmonitored |
| audited balanced budgeted | critiqued detected diagnosed | introduced invented originated | observedoperated organized |
| calculated compared | evaluated examined | perceived performed | preparedprocessed |
| adjusted allocated | extracted identified | planned presented | purchasedrecorded |
| analyzed appraised | inspected interviewed | produced refined | reducedretrieved |
| computed developed | investigated organized | updated | screenedstreamlined |
| estimated | researched | **Helping** |  |
| forecasted | reported | advised |  |
| managed | reviewed | assessed |  |
| planned | searched | assisted |  |

1. How to Create Strong Bullet Points

When writing about your duties and accomplishments on your work, course projects, leadership or research experience, be sure that your words have the most impact they can. Here is an example of how to build your resume bullets using an easy formula.

**Step 1: Choose a strong action verb(s)** to describe the skill you used. Ex. create, design, research, write, interview, communicate, collaborate

**Step 2: Identify the subject of your action (Could be a project, duty or task)** Ex. multipage website, marketing materials, constitutional law, weekly opinion column,abstract technical concepts

**Step 3: Identify who benefited** from your work when possible.

Ex. small start-up, the dance marathon, UNC debate team, student newspaper, undergraduate computer science students

**Step 4: Provide descriptors** of the project, the result or the benefactor.

**Step 5: Quantify or qualify your work or the results** of your work when possible. Ex. promotion after 6 months, increased attendance by 20%, awarded 2nd place in the national competition, resulting in 200 new customers…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Verb** | **Project/Subject of Action** | **Who Benefitted** | **Descriptors** | **Results** |
| Designed | Tutoring program | Participating computer science students | To increase student success, 5 weeks | Raised GPA, 2.77 to 3.04 |
|  |  |  |  |  |

Final Bullet Point: Designed and delivered a 5 week tutoring program helping to raise participating students’ average grade from C+ to A-.

Ask yourself the following questions to give depth to the experience on your resume.

|  |  |
| --- | --- |
| Question | Sample Accomplishment |
| Who? | Who did the work – one individual, two people, or a team? | Independently wrote a report |
| What? | What was the subject matter? | Independently wrote comparable transactions report outlining 5 companies  |
| Why? | What was the purpose of your work? | Independently wrote comparable transactions report outlining 5 companies to update senior analyst to aid in acquiring a small investment firm |
| How? | How did you do this work? What programs or tools did you apply? | Researched relevant metrics such as multiples and EBITDA using technical journals, online research, and interviews |
| When? | Did you have to work within a certain timeframe? | Completed report one week ahead of schedule |
| How Much? | Can you quantify your work? | Independently researched and wrote a 20-page report on consumer goods market |
| What Happened? | What happened to your work after you completed it? | Conducted two-hour presentation of findings for senior analyst and managers. |
| Big Picture? | Did your work have an overall impact on the organization? | Report persuaded management to consider acquiring a technology start-up that would increase revenue by 15%  |

1. Frequently Asked Questions (FAQ)

## **Can I have multiple sentences within one bullet point?**

Ideally each bullet point should contain one thought/item, and there should not be a period at the end. If you need to include two thoughts/items in one bullet point, the semi-colon (;) should be your friend.

Examples:

* Managed the month-end close and monthly P&L reporting activities for a portfolio of strategic projects with $55M+ in funding; investigated variances to budget and presented analysis to key decision makers
* Managed the team’s quarterly process to validate and report cost savings achieved by strategic projects; quarterly process has provided independent validation of $33M+ in cost savings

The first word following the semi-colon should not be capitalized unless it is part of a list.

## **Should my Experience and Additional sections have periods at the end of the bullet points?**

No.

## **Should I have multiple versions of my resume?**

This is usually unnecessary unless you are exploring two distinctly different career paths (e.g., investment banking and marketing). However, even if you are exploring two distinctly different career paths, you should still have a default, general resume. It is okay to include info like “consulting area of emphasis” on your consulting resume and exclude it from your non-consulting resume version.

## **What’s the difference between a short hyphen and a long hyphen?**

Without going into too much literary detail around en-dashes, em-dashes and hyphens, make sure that you are using the correct punctuation on your resume.

An elongated hyphen should be used in the Education section and the Experience section when listing your school and work locations, i.e.:

* James Madison University – Harrisonburg, VA
* Deloitte Consulting – Atlanta, GA

You get an elongated hyphen by typing a space before and after the hyphen, and adding a space after the final word.

A regular hyphen is used for joining two words and is shorter in length, or when listing the years on your resume, i.e.:

* Co-created
* Video-on-demand
* 2008-2012

There should not be a space before or after the words/numbers

## **How do I list a first or middle initial?**

If you want to include an initial in your name, be sure to add the period.

Example:

* SHANNON G. SIMMONS
* S. GRACE SIMMONS

## **Should I use my legal name or my nickname?**

Your name is part of your brand, so the important thing is to be consistent. Your resume name, email address, LinkedIn profile name and name tag should all match. If you need to change your email address, contact the IT Helpdesk.

The name on your resume should be the name you wish to use in a professional setting – it does not have to be your full legal name. If you are an international student using an American nickname, either use only the American nickname, or incorporate both names.

Example:

* WEIQING (JESSIE) LOUNG
* SIWEN (KELLY) LU

## **What phone number should I include?**

Use your mobile phone number.

## **My name is very long and doesn’t fit within the space at the top of the resume – what should I do?**

If you have a long name, we recommend decreasing the 16 pt. font size used for your name so it still fits in to the template, but ideally to no less than 14 pt.

## **What email should I use?**

Please use your UNC campus email until you gain entrance into the program. Once you gain entrance into the program use only your “@kenan-flagler.unc.edu” email address.

## **How do I list scholarships?**

Scholarships should include the name and either Full tuition or Partial tuition. Selective awards can also carry a descriptor. Please ensure that you are correctly representing your funding sources. Specific $$ amounts should not be included.

Examples:

* Morehead-Cain Scholars Program (Merit Scholarship)
* Robertson Scholars Leadership Program (Full Tuition and Stipend)

## **How do I list my undergraduate minor?**

You can include your undergraduate minor if it is relevant to your career aspirations. Ideally list your minor immediately after your major.

Example:

* Bachelor of Science, Business Administration; Computer Science (minor)

If space precludes you from including it on the same line as your degree and major, include it as the first bullet point.

Example:

* Minor in Statistics

## **Can I include my GPA?**

We recommend that you include your GPA only if 3.00 or higher. You can use one or two decimal places. Only include overall GPA, not a major GPA.

## **How do I list my club memberships and leadership roles?**

List your club memberships on one line, including any leadership roles. If the content doesn’t fit on one line, prioritize which ones to include.

Example:

* Undergraduate Consulting Club, Marketing Club

## **Can I include my STAR or GBP project?**

Yes, you can include your STAR or GBP project in the Kenan-Flagler Education section.

Examples:

* STAR Consulting Project Leader, 4-month product introduction strategy project for a
* $21M US apparel brand
* STAR Consulting Project, UNC Health Care
* Global Business Project, PPG Industries – Shanghai, China

## **If I win a case-off or casing competition, how should it be listed?**

If you place in the top three of an internal or external case competition or case-off, you can include it in the Education section of your resume. Multiple achievements can be listed on one line. Years do not need to be listed.

Examples:

* EY Consulting Case Off, 1st Place
* Deloitte Case Competition, 1st Place; GE Internal Case Competition, 1st Place

## **What if I don’t have quantifiable results?**

Quantifiable results can include increased revenues, decreased cost, decreased production time, student pass rates, reduced employee sick time, increased employee retention, improved efficiency, increased customer satisfaction and many other factors. Also remember that 100% completion and 0% error rate are “quantified.”

## **What if I have time gaps on my resume?**

Try and minimize gaps that were longer than 1 year. Consider self-employed consulting initiatives or volunteer leadership positions to reduce long periods of non-labor market activities. Explain significant gaps during your resume walk.

## **How should I list my internship(s)?**

When updating your resume for full-time recruiting, your summer internship(s) should contain 2-4 bullet points and the date should be listed as “Summer 201X”.

## **How many bullet points should be included in my Additional Section?**

Ideally your Additional Section should include 3-5 bullet points

## **How do I list my language skills?**

If you have language skills other than English, include this in the Additional section.

Examples:

* Native Spanish speaker; Conversational Portuguese
* Fluent Mandarin

English should never be listed on your resume. It is assumed that you are fluent in English based on your undergraduate experience at UNC-Chapel Hill.

## **How do I list my volunteer work?**

Volunteer work should be listed in the Additional section of your resume.

Examples:

* Big Brothers, Big Sisters (Durham County); Junior League of Durham and Orange Counties
* Relay for Life, Team Leader

It is not necessary to include years with your volunteer work.

## **How do I list my hobbies?**

Activities should help you build a common connection with the resume reader, so be specific and diverse with what you include so that the reader has a direction in which to take the conversation.

Example:

* Outdoor kayaking class 5 rivers; Cooking eastern European cuisine

## **I am an international student, but have my permanent US work authorization. How can I let employers know that I have the right to work in the US and don’t require sponsorship?**

Under the Additional section, proactively list your work authorization.

Example:

* US permanent work authorization

## **I am an international student, and hope to get my permanent US work authorization soon. How can I let employers know that I will hopefully have the permanent right to work in the US by the time of my internship/full-time position?**

Feel free to mention this while networking with the employer or during the recruiting process. However, this should NOT be included formally in your resume.

## **I have permanent US work authorization, but recruiters may think I am an international student based on my name and/or my international work experience. Can I let employers know that I have permanent US work authorization?**

Yes. Under the Additional section, proactively list your work authorization.

Example:

* US permanent work authorization