

DANIELS CAREER SERVICES

Daniels Career Services Graduate Resume Guide

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Introduction

Each year, Daniels Career Services prepares an online Resume Book distributed to all Daniels recruiters as well as to major graduate business employers in the U.S. and globally. The ***Daniels Career Services Graduate Resume Guide*** (“Guide”) has been created to assist you in updating your resume to a consistent format for Resume Book purposes. You will be able to update your resume throughout the year.

Resumes are your primary marketing vehicle to employers. The Daniels Career Services team will work with you to present potential employers with a resume reflective of what you uniquely have to offer. As you add target companies to your **Target List**, your employment message (“elevator pitch”) will continue to come into focus. The resume **you are currently developing is your first draft, not a final product.**

This guide provides detailed information about graduate resume development. To achieve both push and pull marketing, we recommend developing multiple resumes during your Graduate Program experience. This Guide addresses development of the first “default” resume included in the *Daniels Graduate Business Resume Book*. You will work directly with your career coach developing a second resume if needed for your unique job search. In the job search, some students further customize their resume each time they apply to a position based upon the respective company, industry, or function. You will want to keep all resumes in our career management system (CMS) up-to-date throughout your job search, and will receive instructions for uploading these soon.

Next Steps

By the due date,

- (1) review the **Guide** in detail
- (2) develop your resume based on one of the resume formatting **templates**
- (3) send your resume draft in **Word format** to danielscareers@du.edu.

NOTE: *Do not change the template formatting options provided.* This initial resume submission will help your career coach understand your background and will appear in the *Daniels Graduate Business Resume Book* once final edits are completed.

Ensuring your resume meets graduate business marketplace expectations regarding format, style, and content can typically be accomplished in two rounds of revisions to your original resume submission. We appreciate you working on this prior to Orientation so that when you arrive on campus, you are ready to move into the next phase of your job search, positioning yourself for specific jobs and companies.

We know how important career development is to you, and we’re here to help. We look forward to seeing you on campus, and Go Pioneers!

Resume Development

The following information will assist you, section by section, with creating a graduate business resume.

Name

Including your formal first, middle, and last name is the most frequently used option because all employment documents typically require your legal name. Occasionally, students prefer to use their nickname in place of an infrequently used formal first name (i.e., Ben Smith instead of Benedict Smith). Your name should appear in large bold font (16 pt.) at the top, center of the resume.

Contact Information

Include a link to your *LinkedIn* profile, current mailing address including ZIP code, email address, and mobile phone including area code. This information is typically centered below your name, or split into two columns directly below the name in a flush left and flush right format. Mailing addresses are becoming optional on resumes, so you can choose to include it or leave it off, however, mobile phone, email and LinkedIn profile link should all be included.

Objective

We recommend you place an objective on your resume to help differentiate it in the resume book, and especially if you want to pursue a career path that differs from your past work experience. The objective should be simple, preferably one line, and tailored to a specific job title, position description, functional area of interest, industry, and / or location. For example, "Internship position (in)" or "Full time role (in)":

- Brand management
- The consumer packaged goods industry
- The greater Denver area
- Corporate finance
- A start-up company
- Real estate management or construction
- Utilizing my skills in project management and financial analysis
- An entrepreneurial company applying my business development, strategic planning, and opportunity assessment skills
- Supply chain management."

Executive Summary

Students with significant experience (EMBA's and PMBA's for instance) can include an executive summary in lieu of an Objective. The Executive Summary highlights key areas and skills from your experience.

Education

This section should be short, easily scanned, and focused to support your objective. First, list your registration in the Graduate Program. Include in this section your course track/concentration area

if your program has concentrations or tracks and you have chosen one. If your GMAT score and / or GPA enhance your candidacy, list them also. Include any fellowships (but not the fellowship amount) or academic honors, and Daniels Club(s) you intend to join and in which you are or will be participating; don't include Clubs that are unrelated to your objective. The university / school should be formatted flush left; and the year a degree was granted or is expected should be aligned flush right as in the template example:

University of Denver	Denver, CO
Master of Business Administration candidate, [Concentration]	May 2016
<ul style="list-style-type: none">• GPA / GMAT• Fellowships• Honors• Clubs	

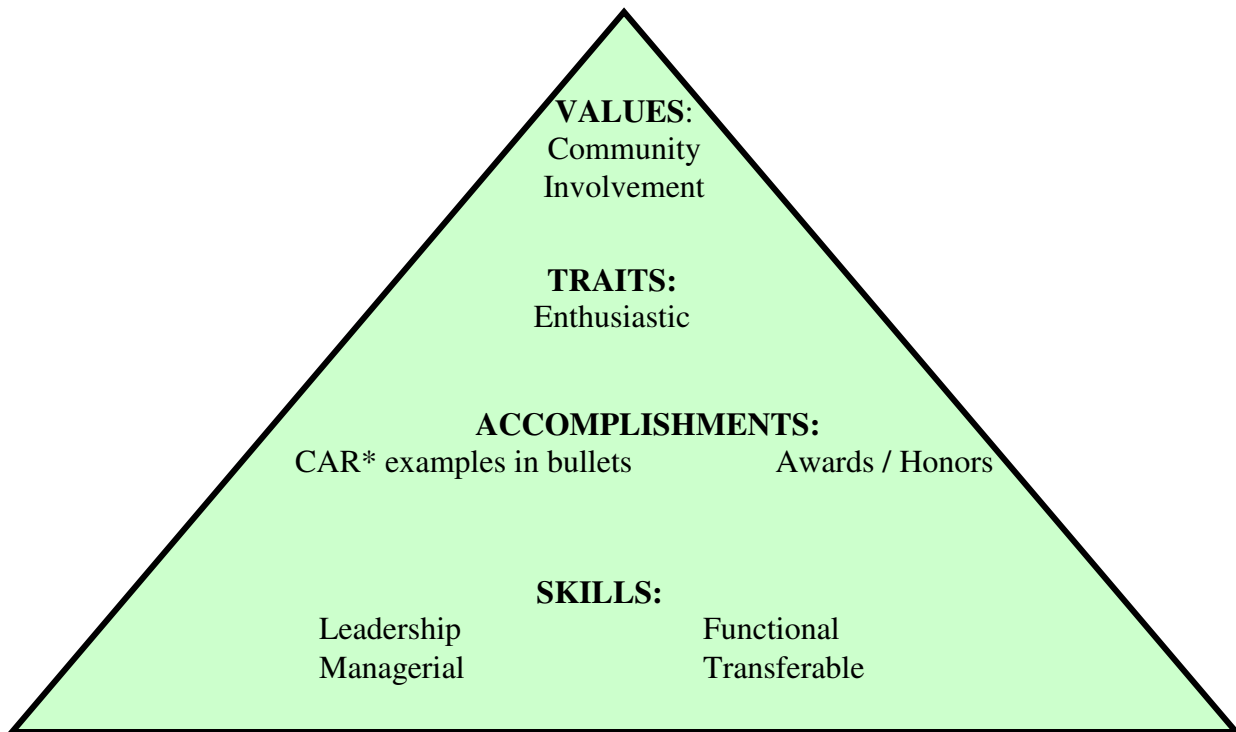
Next, list any other degrees in reverse chronological order, with a blank line between each degree.

Experience / Related Experience

This section should be very *focused*, only providing information that supports your objective. This is the most important section of the resume and should cover a third to half of the page. You may call the section "*related experience*" if you are going to be selective about which experiences to include. Experience should be arranged in *reverse chronological order* with the most recent experience listed first, both within employers and across employers listed.

Only include *paid* work experience (exceptions discussed with your career coach during your first face-to-face meeting). Only include your *strongest experiences* or experiences that can be described in language related to your job search focus.

Employers want to develop a full picture of you as an employee before making an employment decision. Provide a complete profile in your resume, including a variety of relevant skills (leadership, managerial, functional, and transferable), accomplishments, traits, and values.



Example graduate business resume key words by type and frequency.

*CAR – Context, Action, and Result format for behavioral interview responses.

List two - five *bulleted items* under each work experience. Your most recent experience should include the most relevant bullets. Anything over three years ago should list no more than two - three bullets. These bullets should “tell a story” about who you are as an employee. Include accomplishments and quantifiable results; don’t simply list responsibilities (examples follow). If you plan to have several resumes for applications to different functional areas (marketing and finance, for example), include only the most relevant examples on each.

Use the CAR acronym to help you select content: describe briefly the **C**ontext, the **A**ctions, and the **R**esults of a work experience. *Examples of the language* to describe your experiences can be found in graduate business job descriptions from potential employers of interest. These job descriptions will give you some idea of the content for the resume, including key words, skills, accomplishments, traits, and values to emphasize. Use *action verbs*, *functional key words*, and *traits* such as customer orientation, financial data analysis, writing, leadership, teamwork, and project management to describe your experience. Sample lists of action verbs, functional skills, and traits follow.

If you are a *career changer*, describe your experience in “*transferable skill*” language. For example, use terminology to make your resume sound more like a marketer than an engineer. There are many resources addressing how to write a resume using transferable skills. We suggest you consult one before turning in your resume.

Other Experiences

The bottom fifth or less of the resume can include a category or categories of your choice. Samples are "Technical Skills", "Achievements", "Activities", "Extra-curricular Achievements", "Honors and Awards", "Professional Designations", "Interests and Hobbies", "Community Involvement", or "Leadership Activities." The category content and name depend on your job search focus, background, and the items you want to highlight. If you don't have much full time work experience, use these sections to fill up your resume page.

Technology-Compatible Resumes

Most large companies require applying online and / or scan resumes using OCR (Optical Character Recognition) software. An initial scan of resumes results in a match percentage between a job description and an applicant resume. To determine the match percentage, key words are identified within the job description and searched for in the resume. The higher the match percentage, the more likely the applicant will be reviewed by a human being in human resources and line management.

Strategically choosing key words to include in your resume is likely to increase your resume visibility with employers. Saving your resume in plain text or ASCII format will strip the document of much of the formatting, making it more accessible to OCR scanners.

Finally, to make your resume highly portable and virus free, save the document as a Portable Document Format (PDF). This will allow you to email your resume to others without fear of your document being altered.

Internet sites such as [The Riley Guide](#), and [The Wall Street Journal Executive Career Site](#) provide additional information and resources for making your resume technology compatible.

International Student Resumes and International Experience Content for Domestic Students

These additional tips will help you in applying to U.S. positions and / or explaining international experiences.

Name: If you use an alternate first name that is familiar in the U.S. culture, please put your full name at the top of the resume and include your user-friendly name in parentheses in the middle. For example: Loudi (Linda) Wang. This facilitates communication between you and U.S. recruiters.

Education: If you received a degree in another country, convert the name of the institute or university name to English.

Experience / Related Experience: If you have international work experience, convert any currency figures to U.S. dollars in your bulleted work experience details.

Work Authorization: If you have permanent authorization to work in the U.S. and want to work in the U.S. post-graduation, include this information in the bottom section of your resume. Also list dual citizenship, green card authorization, etc. Consult the DU [International Student and Scholar Services](#) office (ISSS) for additional information about visa and work authorization issues.

Resume Formatting

The most compatible word processing software is *Microsoft Word*. Additionally, it offers a Track Changes Function useful in receiving edits to your resumes and cover letters from coaches, mentors, and peers. Students also find the tool useful in their course work.

Once you have developed your resume content, enter or cut and paste it into the provided resume formatting template. *Please do not change the template formatting options provided.*

Resume Submission

After you have developed and formatted your MBA resume draft in *Microsoft Word*, send it to danielscareers@du.edu.

Frequently Asked Questions

How many pages should my graduate business resume be in length?

Graduate business resumes are expected to be no more than one page in length. Each resume typically gets less than 30 seconds of review time by the employer. Begin by focusing on the content, then edit to make the resume more concise and focused. If you are an experienced

candidate with ten or more years of work experience, you can take your resume to two full pages, but no more.

How should I include multiple languages on my resume?

Graduate business employers typically value candidates who know multiple languages. Be sure to specify, in the bottom section of the resume, your level of language expertise. For example, if the language is your primary language, describe your expertise as “native” or “fluent” (i.e., Native Spanish language skills). If you have significant experience in additional languages, describe your expertise as “fluent.” Finally, with basic or rudimentary language skills, refer to this as “proficient.”

Do I need to list references?

It is not necessary to state “References available upon request.” This is assumed and expected if you want the job.

What type of personal information should I include?

U.S. employers are expected to comply with applicable non-discrimination laws. Do not list personal information such as age, marital status, health, sexual orientation, or religion. Stay away from references to political or religious affiliations if you are concerned about discrimination. Do not include personal photographs.

Should I list my Facebook page on my resume?

Recruiters are increasingly using *Facebook* to learn more about potential candidates. We do not recommend listing your *Facebook* profile on your resume, regardless, use caution in posting personal items about yourself on any Internet site. Use *LinkedIn* to network professionally with recruiters and colleagues, and to follow companies. A session on *LinkedIn* will be offered on campus.

Should I list my LinkedIn page on my resume?

LinkedIn and other professional social networking sites can be useful tools for communicating additional information to employers beyond what fits on a one-page resume. Again, post only professional, accurate information on these sites.

Can my outbound voicemail message be career-limiting?

Leave a professional message on your outbound mobile and home voicemail.

Additional Resources

Books

Resume Magic, 4th Ed: Trade Secrets of a Professional Resume Writer (Resume Magic: Trade Secrets of a Professional Resume Writer)

By Susan Britton Whitcomb

What Color Is Your Parachute? 2015: A Practical Manual for Job-hunters and Career-Changers
by Richard N. Bolles

What Color Is Your Parachute? Guide to Rethinking Resumes: Write a Winning Resume and Cover Letter and Land Your Dream Interview
By Richard N. Bolles

Leave Your Mark: Land Your Dream Job. Kill It in Your Career. Rock Social Media.
By Aliza Licht

Websites

Career Insider (formerly Vault)

Access *FREE* downloadable Vault career guides detailing careers, industries, and employers using our Daniels membership. The link to access Career Insider is in the Daniels Careers system.

CareerJournal from The Wall Street Journal Online,
<http://online.wsj.com/public/page/news-career-jobs.html>

Indeed.com, indeed.com

A great resource for job descriptions.

US.Jobs, <http://US.jobs/>, go to Career Resources, Resume Help

MBA Highway, <http://www.mbahighway.com/>

*O*Net Online, <http://online.onetcenter.org>*

A more condensed listing of jobs than the Occupational Outlook Handbook.

Action Verbs

Begin the bullets under your work experience with action verbs. Action verbs are concise, dynamic, and indicate high-energy initiative and creative action. They should be used throughout your resume, specifically in the experience section. These words should be used in place of “responsible for.” Here are some examples:

Communication/ People Skills	Financial Skills	Management/ Leadership Skills	Organizational Skills	Research Skills	Technical Skills
Addressed	Administered	Analyzed	Approved	Analyzed	Adapted
Advertised	Adjusted	Appointed	Arranged	Clarified	Applied
Arbitrated	Allocated	Approved	Charted	Collected	Assembled
Arranged	Analyzed	Assigned	Classified	Compared	Built
Articulated	Appraised	Attained	Coded	Conducted	Calculated
Authored	Assessed	Authorized	Collected	Critiqued	Computed
Clarified	Audited	Chaired	Compiled	Detected	Conserved
Collaborated	Balanced	Consolidated	Corrected	Determined	Constructed
Communicated	Budgeted	Contracted	Corresponded	Diagnosed	Converted
Composed	Calculated	Controlled	Distributed	Evaluated	Debugged
Condensed	Conserved	Coordinated	Executed	Examined	Designed
Consulted	Corrected	Delegated	Filed	Experimented	Determined
Conveyed	Determined	Developed	Generated	Explored	Developed
Convinced	Developed	Directed	Incorporated	Extracted	Engineered
Debated	Estimated	Eliminated	Inspected	Formulated	Fabricated
Defined	Forecasted	Enforced	Maintained	Gathered	Fortified
Developed	Managed	Established	Monitored	Inspected	Installed
Directed	Marketed	Executed	Obtained	Interviewed	Maintained
Drafted	Measured	Generated	Operated	Invented	Operated
Edited	Netted	Headed	Ordered	Investigated	Overhauled
Elicited	Planned	Hired	Organized	Located	Printed
Enlisted	Prepared	Hosted	Prepared	Measured	Programmed
Formulated	Programmed	Improved	Processed	Organized	Rectified
Incorporated	Projected	Incorporated	Provided	Researched	Regulated
Influenced	Qualified	Increased	Purchased	Reviewed	Remodeled
Interacted	Reconciled	Initiated	Recorded	Searched	Repaired
Interpreted	Reduced	Inspected	Registered	Solved	Replaced
Judged	Researched	Led	Reserved	Summarized	Restored
Lectured	Retrieved	Managed	Reviewed	Surveyed	Solved
Mediated		Merged	Routed	Systematized	Specialized
Moderated		Organized	Scheduled	Tested	Standardized
Negotiated		Overhauled	Screened		Studied
Outlined		Oversaw	Submitted		Upgraded
Promoted		Prioritized	Supplied		Utilized
Proposed		Produced	Standardized		
Publicized		Reorganized	Systematized		
Reconciled		Replaced	Updated		
Reinforced		Restored	Validated		
Resolved		Secured	Verified		
Translated		Supervised			
Wrote		Terminated			

Sample Functional Skills and Traits Sought by Recruiters

FINANCE

Skills

Prioritizing work
Dealing with ambiguity
Listening
Finding problems
Research
Time management
Working with others
Questioning
Financial analysis
Quantitative analysis
Number manipulation
Working independently
Following through
Finding opportunities
Accounting

Qualities

Dependable
Analytical
Quantitative
Detail oriented
Team player
Articulate
Responsible
Self confident
Quick learner
Cooperative
Integrity
Decisive

MARKETING

Skills

Following through
Time management
Prioritizing work
Listening
Negotiating
Explaining
Problem solving
Initiating action
Diplomacy
Dealing with ambiguity
Working with others
Influencing others
Developing ideas
Working independently
Questioning
Motivating others
Finding opportunities
Market analysis
Expediting
Coordinating
Evaluating risks
Implementing solutions
Selling

Qualities

Persuasive

Results oriented

Cooperative
Articulate
Self Starter
Organized
Doer
Conscientious
Dependable
Assertive

PRODUCTION

Skills

Trouble shooting
Listening
Coordinating
Time management
Working independently
Working with others
Negotiating
Problem solving

Qualities

Enthusiastic
Trustworthy
Organized
Doer
Dependable
Calm under pressure
Global view
Flexible
Conscientious
Responsible
Creative
Cooperative
Enterprising

HUMAN RESOURCES

Skills

Communication skills
Influencing others
Mentoring
Motivating others
Listening
Negotiating
Coordinating
Time Management
Working with others

Qualities

Team Player
Organized
Persuasive
Articulate
Administrative
Resourceful
Cooperative
Flexible

ACCOUNTING

Skills

Following through
Number manipulation
Financial analysis
Collecting data
Working with others
Coordinating
Problem solving
Explaining
Accounting
Prioritizing work
Time management
Listening
Finding problems
Questioning
Budgeting
Computer modeling

Qualities

Team player
Results oriented
Analytical
Integrity
Cooperative
Responsible
Trustworthy
Quantitative
Dependable
Administrative
Detail oriented
Adaptable
Organized
Quick learner
Conscientious
Self starter

CONSULTING

Skills

Collecting data
Problem solving
Researching data
Number manipulation
Dealing with ambiguity
Questioning
Coordinating
Market analysis
Explaining
Working with others
Developing ideas
Computer modeling
Initiating action
Working independently
Prioritizing work
Following through
Influencing others
Listening
Creating concepts

Qualities

Analytical
Quick learner

Articulate
Quantitative
Dependable
Conceptualizer
Responsible
Team Player
Energetic
Adaptable
Resourceful
Integrity
Flexible
Cooperative
Calm under pressure
Self starter

MANAGEMENT

Skills
Coordinating
Initiating action
Working with others
Following through
Influencing others
Expediting
Prioritizing work
Organizing people
Managing people
Explaining
Delegating
Time management
Problem solving
Inspiring others
Diplomacy
Motivating others
Dealing with ambiguity
Supervising
Managing projects
Implementing solutions
Negotiating

Qualities

Doer
Dependable
Adaptable
Responsible
Decisive
Conscientious
Leadership
Integrity
Hands-on
Self starter
Mature
Organized
Trustworthy
Cooperative
Results oriented
Flexible
Self confident



Quantifiable Results Statements

- Oversaw the daily operations of eleven Midwestern states with annual revenue of approximately \$10-15M
- Wrote a successful business plan for new product line introduction in the commercial lighting section, leading to a 40% increase in sales since September 2010
- Streamlined online loan origination process which saved \$20K per month in administrative costs
- Contributed to winning more than \$2M in new business revenues by designing and creating websites to accompany traditional proposal media
- Earned year-end bonus of 15% of total annual salary after only four months by focusing on customer needs
- Exceeded cross-sales ration goal of 2.75 products per new customer with a ration of 3.12
- Directed the deployment of 120 soldiers and their equipment 7,700 miles in less than 72 hours
- Redesigned store lumber department to allow easier customer shopping, increased targeted merchandise sales by 24%
- Supervised more than 20 operational audits and participated in a total of 60 business unit audits
- Led bi-yearly physical inventory audits for ten U.S. locations with teams of two to ten employees leading to distribution center protocol improvements
- Modernized brand-packaging portfolio in Mexico, which entailed the redesign of existing bottling facilities. Launched eleven newly packaged products to recover 13 market share points from the competitor
- Underwrote and conducted due diligence for \$300M in commercial loans purchased by the corporation
- Negotiated a 19% reduction in the cost of student all-sports passes
- Initiated and successfully implemented a new distribution strategy resulting in 25% increase in sales
- Instituted and developed the first ever Customer Satisfaction Program for all 50 locations after conducting customer focus group research

- Raised \$500K in equity capital in six months from institution investors
- Achieved President's Club past three years for outstanding production and closing volume, creating over \$35M in gross added value
- Directed a 30 person multi-national team based in Brazil in the implementation of a global technology product that provided a \$2.5M return on investment
- Revitalized two neighborhood community centers; completed more than ten service projects
- Generated \$4.2M in closed mortgage revenue over a six month period
- Implemented client tracking and contact system to manage service for over 500 client groups
- Recaptured approximately \$250K in past due accounts while managing account receivables and customer service
- Pioneered a new practice of business leasing operations resulting in two leasing projects in the energy industry with a total investment of \$5M

Note: Use consistent formatting in your resume. Financial figures should be expressed as \$K, \$M, or \$B. Numbers ten or less that are not financial figures should be spelled out (i.e., "2" should be "two.")