

Career Services

OUR MISSION IS YOUR FUTURE

Published by the Career Services Office – Division of Student and Campus Life
SUNY Geneseo Blake A 104 1 College Circle Geneseo, NY 14454
Phone: 585.245.5721 Fax: 585.245.5800 Web site: <http://careers.geneseo.edu>

Resume & Cover Letter Guide - Business

Self Assessment:

In order to write an effective resume, you need to sit down and answer some questions about yourself. These are the same kinds of questions that you have been asked throughout your college career and will be asked when interviewing. Can you answer them?

- What are your short and long range career goals?
- What are your strengths?
- What skills do you possess that may be of interest to someone reading your resume?
- What have you done in your academic work, summer jobs or co-curricular activities that the reader might find relevant?
- What have others said about your work through evaluations and informal comments?

Using Your Answers To Build Your Resume:

Now that you've begun to think about your best qualities you can begin to develop and organize your resume. An employer spends about 15-20 seconds on an initial review, so keep in mind that the information with the most impact should be closer to the top.

- Typically, the reader wants to know the purpose of your resume. Your objective tells what you want to do, what strengths you have to do it and, possibly, what environment you want to do it in. This is typically the hardest part of resume development, but very important in focusing the reader. The objective does not have to be too narrow (To become a Human Resources Manager at a YMCA), but it also shouldn't be too broad (To become a Manager). Some writers will have 2-3 resumes with different objectives in order to give themselves options. If you're struggling with your objective and your career focus, ask for help.
- Once you have your target field, research what qualifications the reader may be seeking. You can do this by going to our website and looking at posted openings or talking with Alumni Career Partners or other networking contacts and getting their advice. Knowing what kind of background and skills employers in your field want can help you to prioritize the rest of the information on your resume.
- Organize your resume in order of importance. Give more information about those experiences and qualifications that make you a good candidate and don't give a lot of detail about extraneous or unrelated experiences. Exception: if an unrelated experience allowed you to develop significant skills, go ahead and give more detail. An example: perhaps you served as President of a major campus organization (unrelated to your career goals), and as a result, developed strong leadership and organizational abilities. Those skills are valued by all employers and should be acknowledged in some way on the resume.
- Most people do not provide highly personal information such as age, marital status, ethnic background, religious preferences, etc.
- Finally, understand that your resume is a demonstration of your qualifications now. It is an ever-changing document and should be updated on a regular basis.

Hints On Cover Letter Composition

When sending your resume by mail to any employer, make sure you always include some type of introduction letter. Employers often receive so many inquiries about positions that they are genuinely impressed when a well-crafted, professional letter accompanies a resume. Styles and formats vary, but essentially a cover letter is a form of formal business communication, which serves as an introduction of you and your qualifications to a prospective employer.

The three most common types of cover letters are: *letters of inquiry* in which you are unaware of any specific vacancies, but want to establish your interest in opportunities which *may* become available with a particular employer; *letters of application* are written when you are aware that an opening does indeed exist and you wish to address your specific attributes which qualify you; *networking letters* for those employers you have been referred to through your networking contacts.

Keep in mind the following points when writing your cover letters:

- Your letter must be directed to a specific person and reflect that person's correct title. **If possible, do not** use Dear Sir/Madam or Dear Personnel Director salutations.
- Be sure to use the best possible printer available (laser or letter-quality). Appearance is very important when making a first impression. Use high quality bond paper in the same color as your resume. Do not use harsh or severe shades. **Boldface**, *italics*, and the use of simple graphics or multiple type fonts/sizes can be utilized but should not be overdone or distracting.
- Personalize the letter whenever possible. For example, mention the name of the organization in the body of your letter rather than referring to "your organization". Careful use of creative techniques such as anecdotes, career-relevant quotes, and the stressing of unusual qualifications can make your letter stand out. It can help to think about not only what you've done, but how well you've done it. Use these techniques to avoid simply restating information that you have included on your resume.
- Cover letters are not autobiographies. The goal is to keep your letter short enough to sustain the interest of the reader, and at the same time include enough information about your qualifications to provide the employer with the incentive to invite you for an interview. Your task is to enlighten the employer about what you know, what you can do, and what you can bring of value to the employer in question.
- Have someone proofread your letter for errors, awkward phrases, etc. Your letter must be accurate, attractive and error-free.

Cover letters should always reflect *your* writing style. Do not copy anyone else's or any of the examples found in this guide. If you are having trouble, consult the Career Services Office resource area for additional information. Office staff would be more than happy to review rough drafts of your cover letter; you can schedule an appointment with a staff member or come in during drop-in hours. To schedule an appointment, call 245-5721 or stop into our office in Blake A 104.

Sample Cover Letter Outline

YOUR STREET ADDRESS
CITY, STATE, ZIP
DATE

EMPLOYER NAME
TITLE
ORGANIZATION
ADDRESS

SALUTATION:

The **first paragraph** should establish why the letter is being written. Are you aware of a specific vacancy? If so, cite the source where you learned about the opening. Has someone referred you to this employer? If so, use their name (with permission). Perhaps you are just inquiring about the possibility of an opening. If so, try to write something that will attract the attention of the reader and encourage him/her to want to know more about you.

The **second and perhaps third paragraph** establishes your qualifications. You may wish to outline what you think are your unique academic, experiential and personal qualities and how they relate to the position you are seeking. **It's important to demonstrate that you're aware of what you can bring of value to an employer.** It may be a good time to mention information that points out that you've done your "homework." Ideally, through research, you've developed a certain degree of knowledge about the employing organization. Provide one or two specific examples that demonstrate your most outstanding career-related characteristics.

The next paragraph is fairly straightforward. Offer to provide additional information regarding your qualifications. You should let the employer know that you would welcome the opportunity for a personal interview and/or that you look forward to hearing their response.

Thank you for your consideration is all you need to say in the last paragraph.

Sincerely,

Signature

Typed Name

Enc. (means *enclosure*, indicating that your resume is included with cover letter.)

Quick Answers to Your Questions on Developing a Quality Resume

Probably one of the most important documents you'll ever compose, your resume, serves as a highly polished, professionally written presentation of your qualifications to prospective employers. Keep in mind that friends, family, faculty, recruiters--almost everyone has an opinion about what constitutes the "perfect" resume. No such document exists. A good resume needs to contain certain kinds of information that employers expect to see, but what you say, how you say it and the style in which you present it is entirely up to you. You need to use a little imagination and creativity to present your unique qualifications to employers. Do not copy the samples in this publication or others. Use them as guidelines and to generate ideas on how to design your resume.

For more information about resumes or cover letters, refer to one of the many books on resume writing in the career resource area or consult with the Career Services staff. The following are some key points to remember:

Length

The resume should be a concise statement of your background and qualifications. While one page is generally sufficient, in some cases a particularly capable and experienced candidate may require a second page. If a second page is needed, it needs to cover at least half of the second page, and should include your name at the top and use a paperclip, do not staple.

Format

There are many different formats and approaches to visually present your qualifications. Your choice of a format is going to depend to a great extent on the type and quantity of information you wish to provide. Avoid splashy and overly creative gimmicks, but don't be afraid to break from the norm to some extent. The use of simple linear graphics and varying type fonts/sizes can liven up an otherwise drab resume.

Appearance

Try to keep the resume pleasing to the eye. Don't present information in long, thick paragraphs. Potential employers will review this document quickly, so make it easy to read. All print on your resume should be black. If you include e-mail addresses or web sites, please remove the hyperlinks that underline and automatically turn the print blue by right clicking on the address.

Paper and Printing

Use high quality bond 8 1/2 x 11 inch paper in white or off-white colors. Your resume and cover letter paper as well as your envelope should match. We strongly recommend laser printing your resume. The Career Services Office has a Student Computer Lab area with 2 computers, printers, resume paper and envelopes available for your use. If possible, run your envelopes through a printer as well. If not, use labels or print the address carefully.

References

Your references should be listed on a separate page on matching paper with your name clearly stated at the top. Along with the names of 3-5 references, you should also list their job title, organization, address, phone number and e-mail address.

Remember, your cover letter, resume and reference page are typically your first introduction to an employer and their presentation makes a statement about you. Are you neat, organized, do you use your words well and with impact, are your sentences coherent and enlightening? Take the time and care to make a strong impression!

Sample Resume Outline

Your Name
Your Address
Your Phone Number
Your E-Mail

Objective If you decide that you wish to include an objective on your resume, make sure that it is specific and well stated. Avoid vague and ambiguous statements. Your objective can be stated in your cover letter instead of your resume.

Education In this section you will want to include information about the institutions you have attended, degrees received, and your majors and minors. Optional information for this section can include your GPA, honors and awards including Dean's List and study abroad information. A typical format for a Geneseo student might look like this:

State University of New York at Geneseo
Bachelor of Science, Business Administration, May 2009
Overall GPA: 3.2/4.0 Dean's List: Spring 2008

Experience Your Experience sections can take on many different formats. You might have a separate section for **Internship Experience**. Other Experience sections might be called **Work Experience, Related Experience, Volunteer Experience, Leadership Experience**, etc. Keep in mind that you may have an Experience section with only one item in it. This is a good tactic if you want to draw particular attention to what you feel is a very important aspect of your resume. It is more important to categorize your experiences based on relatedness of the skills you used or learned rather than whether or not you were paid, received credit for the experience, or if it took place during the school year or the summer. Therefore, a Related Experience section might include a summer job, a credit-bearing internship and a research project that you did for class. A typical entry in an Experience section might look like this:

Management Intern Fall 2008	Enterprise Rent-A-Car Geneseo, NY
<ul style="list-style-type: none">•Handled customer questions and reservation requests•Solved customer problems in a team oriented environment•Developed an understanding of budgetary issues and accounting procedures•Participated in sales calls with Branch Manager	

Activities Include clubs and organizations that you have been a member of, volunteer activities that you have participated in and leadership positions that you have held not stated elsewhere on the resume.

Skills **Computer Skills:** Should include information on systems, software, hardware and languages that you have used that are relevant to your objective.

Foreign Language Skills: List written or verbal ability in any foreign language.

You may wish to separate each Skills section or combine into one depending on the focus and length of your resume.

References Can be simply stated as "Available Upon Request".

Action Verbs

The following is a list of action verbs that should help you in describing your experiences and activities on your resume.

Management Skills

Administered
Analyzed
Assigned
Attained
Chaired
Consolidated
Contracted
Coordinated
Delegated
Developed
Directed
Evaluated
Executed
Improved
Increased
Organized
Oversaw
Planned
Prioritized
Produced
Recommended
Reviewed
Scheduled
Strengthened
Supervised

Communication Skills

Addressed
Arbitrated
Arranged
Authored
Collaborated
Convinced
Corresponded
Developed
Directed
Drafted
Edited
Enlisted
Formulated
Influenced
Interpreted

Lectured
Mediated
Moderated
Negotiated
Persuaded
Promoted
Publicized
Reconciled
Recruited
Spoke
Translated
Wrote

Research Skills

Clarified
Collected
Critiqued
Diagnosed
Evaluated
Examined
Extracted
Identified
Inspected
Interpreted
Interviewed
Investigated
Organized
Reviewed
Summarized
Surveyed
Systematized

Technical Skills

Assembled
Built
Calculated
Computed
Designed
Devised
Engineered
Fabricated
Maintained
Operated

Overhauled
Programmed
Remodeled
Repaired
Solved
Upgraded

Teaching Skills

Adapted
Advised
Clarified
Coached
Communicated
Coordinated
Demystified
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Guided
Informed
Instructed
Persuaded
Set goals
Stimulated
Trained

Financial Skills

Administered
Allocated
Analyzed
Appraised
Audited
Balanced
Budgeted
Calculated
Computed
Developed
Forecasted
Managed
Marketed
Planned

Projected
Researched

Creative Skills

Acted
Conceptualized
Created
Customized
Designed
Developed
Directed
Established
Fashioned
Founded
Illustrated
Initiated
Instituted
Integrated
Introduced
Invented
Originated
Performed
Planned
Revitalized
Shaped

Helping Skills

Assessed
Assisted
Clarified
Coached
Counseled
Demonstrated
Diagnosed
Educated
Expedited
Facilitated
Familiarized
Guided
Motivated
Referred
Rehabilitated
Represented

Detail Skills

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

Accomplishment Verbs

Achieved
Expanded
Improved
Pioneered
Reduced
Resolved
Restored
Spearheaded
Transformed

Box 9999, 10 MacVittie Circle
SUNY Geneseo
Geneseo, NY 14454
February 17, 2009

Ms. Michelle Boyat
Partner
Grange and Company, P.C.
140 West Main Street
Rochester, New York 14607

Dear Ms. Boyat:

A recent article in the Rochester Business Journal indicated that the majority of the businesses that Grange and Company services are restaurants and hotels. As an accounting student with substantial experience in the hospitality industry, I feel that I make an excellent candidate for employment with your firm.

For the past three tax seasons, I have worked each Saturday as volunteer office help in an accounting firm. This experience, coupled with my education, helped me to develop an understanding of the day-to-day operations of an accounting organization. Along with knowledge of accounting, I have several years experience working in restaurants. I believe that my understanding of your customer base would allow me to better service your clients.

I understand that in addition to an ability to do the job, a critical concern of employers in hiring new people is whether the person has suitable personal characteristics. In this area, taking initiative to solve problems or originate projects and keeping customers satisfied are my two greatest strengths. I demonstrated initiative in originating the volunteer office help position described above. While working in various restaurants, I developed excellent customer service skills. These skills will readily carry over into my accounting career.

I hope that you will consider me for any openings within Grange and Company, P.C. I plan to contact you in two weeks to discuss the possibility of a personal interview.

Thank you for your time and consideration.

Sincerely,

Susan Reinke
Enc.

SUSAN REINKE

sir99@geneseo.edu

Current Address

Box 9999, 10 MacVittie Circle
SUNY Geneseo
Geneseo, NY 14454
(585) 245-3297

Permanent Address

420 Plum Rose Lane
Fairport, NY 14450
(585) 377-6032

CAREER OBJECTIVE

Position in public accounting that will use proven abilities to manage data accurately and relate to people.

EDUCATION

Bachelor of Science in Accounting, May 2009
State University of New York at Geneseo
John Wiley Jones School of Business, AACSB Accredited
Accounting GPA: 3.6 Overall GPA: 3.3

In addition to required Accounting coursework, also completed 27 credit hours of Management and Economics coursework including Micro and Macro Economics, Operations Management, Marketing, Finance, and Personnel Management.

RELATED EXPERIENCE

Volunteer Office Assistant, Peters and Frennel, P.C., Fairport, NY
Gained a working knowledge of the operation of an accounting firm, as well as an understanding of the demands and pressures of the field. Provided assistance to accountants by researching and summarizing client information and tax laws. Worked on Saturdays during tax seasons 2008 - 2009.

Member, Geneseo Accounting Society, Spring 2007 - present
Organized and promoted a career night featuring accounting alumni as guest speakers and in small group discussions.

WORK EXPERIENCE

Have consistently worked summers and during the academic year and have gained significant customer service experience, developed time management and organization skills, and demonstrated responsibility and a strong work ethic.

Assistant	Career Services	SUNY Geneseo	Fall 2007 - present
Waitress	The Irish Inn	Fairport, NY	Summer 2009
Server	Union Snack Bar	Geneseo, NY	Fall 2007 - Spring 2008
Counter Help	McDonalds	Fairport, NY	Summers 2006-2007

COMPUTER SKILLS

Microsoft Word, Excel, Access and PowerPoint
Peachtree and Quickbook Accounting Software

ACTIVITIES

NCAA Division III Swimming, 2006 - present
Emerald Career & Employee Development Leadership Certificate, 2009
Member, Activities Commission, 2007 - 2009

REFERENCES

Available upon request.

Box 8888, 10 MacVittie Circle
SUNY Geneseo
Geneseo, NY 14454
March 21, 2009

Ms. Lydia Weston
Senior Associate
Maxima Financial Planning, Inc.
1918 State Street
Syracuse, NY 13057

Dear Ms. Weston:

Please consider this letter as an initial application for a position as a Financial Consultant for Maxima Financial Planning, Inc., a position listed through the Career Services Office at SUNY Geneseo.

Recently graduated from the State University of New York at Geneseo, I was a strong student, achieving a 3.2 GPA, and was an active participant in Residence Life and Greek activities. Although a recent graduate, I am not a typical new graduate. The internship that I completed at Dean Witter, Inc. provided me with a professional experience that will allow me to hit the ground running in my first full-time position. Feedback from that experience consisted of "...amazing worker!" and "not afraid to learn and do new things".

I financed 100 percent of my college education by holding a series of jobs, each with substantial responsibility. During the school year, as well as during breaks and summers, I worked and still found time to fulfill leadership roles in several campus organizations. As a member of a sorority, I have been able to take on the roles of Pledge Chairman and Treasurer, teaching me not only practical applications of my business courses, but the value of leading vs. managing. And, I am currently a Resident Advisor and have been involved as a Floor Representative to Inter Residence Council. I believe I have the maturity, salesmanship and analytical skills to embark on a career in financial services, and would like to do this in New York, my home state.

I would be happy to provide you with any additional information you may require to evaluate my qualifications. I will follow up this letter with a phone call to see if I can arrange a time to meet with you.

Thank you for your consideration.

Sincerely,

Lisa Giannini
Enc.

LISA GIANNINI

lig92@geneseo.edu • (585) 245-7688

Current Address: Box 8888, 10 MacVittie Circle, SUNY Geneseo, Geneseo, New York 14454,

Home Address: 643 Arbor Street, Elma, New York 14059, (716) 674-2140

PROFESSIONAL OBJECTIVE

To obtain a position as a financial consultant with an investment advisory company.

EDUCATION

Bachelor of Arts Degree, Economics, May 2009

John Wiley Jones School of Business, AACSB Accredited

State University of New York at Geneseo, Geneseo, New York

Overall Grade Point Average: 3.2

INTERNSHIP

Dean Witter, Inc., Buffalo, New York

Spring and Summer 2008

Trained in sales, phone solicitation, stock research, processing of reports and filing.

Participated in weekly company meetings and seminars. Completed a survey of retirement plans used by businesses in the Buffalo area and compiled data using an Excel spreadsheet.

Received six academic credits.

WORK HISTORY

Resident Advisor, SUNY Geneseo

August 2007 - present

Provided various social and educational programs for students in the residence hall.

Developed skills in communication and assertiveness, as well as management and organizational abilities.

Orientation Advisor, SUNY Geneseo

Summer - Spring 2008

Organized and assisted in the delivery of summer and spring orientation programs for Geneseo's incoming students and their parents. Led student and parent discussion groups, planned activities and social programs and assisted in daily scheduling of participants' time.

Tour Guide, SUNY Geneseo

Spring 2007 - Spring 2008

Selected from over 50 applicants to direct groups of visitors, usually comprised of prospective students and their parents, on a walking tour of campus. Used public relations skills while sharing information about the College, academic programs, residence life and social atmosphere.

LEADERSHIP ROLES AND ACTIVITIES

Economics Society * Finance Club * Resident Advisor Council Member * Greek Task Force Committee Member * Allegany Hall Council Member/Treasurer * Inner Greek Council Executive Board * Phi Phi Phi Sorority Member * Erie County 4-H Junior Leader * Tri-Town Camp Supervisor

COMPUTER SKILLS

Microsoft Word, Excel, Access and PowerPoint

Intermediate level knowledge of web design

REFERENCES ARE AVAILABLE UPON REQUEST

16 Court Street
Geneseo, New York 14454
April 18, 2009

Mr. Reginald Winston
Personnel Director
General Food Corporation
1 Industry Circle
Binghamton, New York 13902

Dear Mr. Winston:

I have the skills and the potential to fill the Human Resources Assistant position that you advertised for in the April 15, 2009 edition of the *Binghamton Press and Sun-Bulletin*.

I will receive my **B.S. in Business Administration** from the State University of New York at Geneseo next month. As part of my curriculum I have studied Organizational Behavior, Human Resource Management and completed a seminar on Special Topics in Personnel and Human Resources. Through my research and studies, I have gained an understanding of current personnel practices and policies. I have worked extensively with both Macintosh and PC platforms and feel that I have the necessary computer literacy that this position requires.

To further support your base requirements, I would bring an **enthusiastic and energetic approach** to this position. I take direction well, but am also capable of working independently. Finally, my **knowledge of Spanish** may be of value to you in dealing with a diverse work force.

In today's competitive job market, I recognize that you may well be inundated with applications for this position. Therefore, I will plan to contact you in a few days to determine where you are in the hiring process and discuss the best way to proceed.

Thank you for your time and consideration.

Sincerely,

William "Bill" Cruz
Enc.

William Cruz

16 Court Street • Geneseo, New York 14454 • (585) 243-1919 • wpc85@geneseo.edu

OBJECTIVE

Entry-level position in Human Resources with a particular interest in recruitment and hiring.

EDUCATION

State University of New York at Geneseo
Bachelor of Science in **Business Administration**, May 2009

Highlights of Coursework

Completed 52 credit hours of business coursework and 15 credit hours in organizational and occupational behavior including:

Human Resources Research Project

Completed an in depth study of the personnel policies and procedures of a local company. Spent over 50 hours interviewing various employees and personnel representatives at this company. Made recommendations on changes to their policies and procedures manuals, several of which were used. Received an "A" for the classroom presentation.

Special Topics in Personnel and Human Resources

Reviewed and discussed current issues in Human Resources such as diversity, downsizing, retraining, and the Americans with Disabilities Act. Required to research one topic in depth and present to the class. Gained specific knowledge of initiatives Fortune 500 companies are taking to attract minority candidates.

Collective Bargaining

Prepared a twenty-page paper based on research into the legal framework of collective bargaining.

SPECIAL SKILLS

Foreign Language: Fluent in Spanish
Computer Knowledge: Microsoft Word, Excel, Access and PowerPoint

EMPLOYMENT HISTORY

Bartender	The Idle Hour	Geneseo, NY	April 2007-Present
Landscaper	The Greenery Inc.	Watertown, NY	May-Aug. 2006, 2007
Coach	Youth Soccer League	Watertown, NY	June-Aug. 2006

HONORS AND ACTIVITIES

Dean's List, 3 semesters
Minority Business Society member
Board Member, Undergraduate Alumni Association
Participant, Geneseo Externship Program, New York City
Spanish Club

27 Center Street
Geneseo, New York 14454
March 8, 2009

Mr. Tom Preston
Regional Sales Manager-NE
Sports Unlimited
120 Highway Boulevard
Bangor, Maine 21529

Dear Mr. Preston:

Jim Eiger, District Sales Manager for Sports Unlimited, suggested that I contact you regarding a sales position with your organization. It is my understanding that currently there are no openings within Mr. Eiger's district but opportunities may exist elsewhere. I am very interested in working for Sports Unlimited and am geographically flexible.

While pursuing a Business Administration degree at the State University of New York at Geneseo, I have learned a great deal about marketing and sales. I was able to successfully apply this information in both classroom exercises and in my work experience.

One particular classroom exercise stands out in my mind. We were required to make a "sales pitch" to fellow students for a product of our choice. Students then indicated whether they would buy this product or not. After my presentation for an innovative athletic shoe, the class unanimously agreed they would purchase this shoe. I was the only student whose presentation prompted this response.

My numerous sales awards indicate that I bring this same persuasive ability to my retail sales position. In this position, I have learned about the products of the major manufacturers of athletic equipment, including Sports Unlimited. Therefore, I would need only limited product training before beginning to generate sales for your company.

My discussion with Jim Eiger piqued my enthusiasm for the sales field and in Sports Unlimited as an employer. Perhaps I can travel to meet with you over our upcoming break. I will contact you in a few days to see if that time frame is convenient for you.

Thank you for your time and consideration.

Sincerely,

Jeff Richardson

Enc.

Jeff Richardson

27 Center Street Geneseo, NY 14454 (585) 243-4241 jdr89@geneseo.edu

OBJECTIVE Sales position with an athletic equipment company

HIGHLIGHTS OF QUALIFICATIONS

- Two years retail experience in a sporting goods store
- Knowledge of major manufacturers of athletic equipment and their products
- Able to work independently
- Strong presentation skills
- Willing to travel and/or relocate

EDUCATION

Bachelor of Science Degree, Business Administration, May 2009

State University of New York at Geneseo, AACSB Accredited

Minor: **Integrated Marketing Communications** Marketing GPA: 3.2

Associate of Science Degree, Business Administration, May 2007

Monroe Community College, Rochester, NY GPA: 3.4

SALES RELATED EXPERIENCE

Customer Relations Skills

- Easily developed rapport with different types of customers
- Once customer was at ease, followed line of questioning to determine individual's needs
- Advised customers on their product choices, recommended suitable purchases
- Developed a significant repeat customer base in a very competitive business

Sales and Promotion

- Recognized as "Sales-Person of the Month" five times in a two-year period
- Developed successful promotional campaign to encourage students to support the college athletic teams including posters, radio spots, and ticket "give-aways"

Presentation/Communication

- Received an "A" in Business and Professional Speaking
- Frequently "selected" to represent a class or group interests to professor, coach, or employer
- Proficient in Microsoft PowerPoint presentations

EMPLOYMENT HISTORY

Retail Help	Joe's Sporting Goods	Waterloo, NY	Summers, Breaks 2008-2009
Assistant	College Athletics	Geneseo, NY	School Year 2008-2009
House Painter	All Pro Painters	Waterloo, NY	Summer 2007

COLLEGE ACTIVITIES

Geneseo Marketing Association, 2007 to Present

NCAA Division III Soccer, 2006 to 2008, Captain – 2008

Intramural Lacrosse and Broomball, 2006 – 2008

Activities Commission, 2006 – 2008

REFERENCES

Available upon request.

Updated Summer 2009

