Resume Writing Guidelines –
The Weatherhead Standardized Resume

Career Management Office
Peter B. Lewis Building, Suite 160
216.368.3662
wsom-cmo@case.edu
weatherhead.case.edu/careers

The Weatherhead School of Management uses a standardized, required resume format for MBA, MS-Finance, MS- Operations Research/Supply Chain and Master of Accountancy graduate students when applying for positions on our school system, CareerLink. CareerLink is a system that allows employers to request resume books of our students. Based on graduate school trends and employer needs, we have created a standardized resume that allows employers to easily access the content of our students' experiences.

Frequently asked questions about our standardized resume format:

What is a Weatherhead Standardized resume?
A single, required resume format that we use for the printing of resume books. The Weatherhead template can be found in this document or online: http://weatherhead.case.edu/careers/graduate/resume-reviews

What is a resume book?
Companies often request a book of resumes of all or a select group of Weatherhead students. Companies use resume books to review the experience and expertise of our student population. It is literally a book of each student's resume compiled together for an employer to view.

Why do we have a required, standardized resume for resume books?
Having a standardized format for resume book printing allows an employer to focus on the **content** of each applicant rather than spending time on the format or style of a resume.

How do I get my personal information into the Weatherhead Standardized resume?
Download the Word template by inserting your own information and re-saving the resume as your own. You must submit your resume for review on CareerLink in order to use it for job applications and inclusion in our resume book.

Why do I have to wait until my resume gets "approved" on CareerLink?
CMO career advisors review resumes within 24 hours of submission. By approving your resume, we ensure that it meets our standard format and that it will be professionally represented in our Weatherhead resume book. An advisor will contact you if they have questions about your resume meeting the standard format.

Other Resume format guidelines?
We use Times New Roman and a font size between 10-12. Do not exceed 1 page unless you have significant professional full-time experience that exceeds 6 years.

Are students allowed to have personalized resumes?
Yes. Our office only requires the Weatherhead standardized resume for the printing of resume books. You can utilize any resume you wish for submission to specific jobs that you find. Any jobs that require you to submit a resume on CareerLink must be in the standardized resume because the employer most likely requested those resumes to be compiled in a resume book format. You can also make appointments with a CMO advisor, and we will give you feedback and help you edit your personalized resume.

OVERALL FORMATTING GUIDELINES

Font
- Use Times New Roman, 10-12 point font.

Length
- 1 page as a general guideline if less than 6 years experience
- Second page must have name in header and enough information to fill at least 1/2 page if used

Grammar
- Use a variety of action verbs to start bullet points off on a strong note (see attached list on p 9).
- Sentence fragments are acceptable.
- Do not use first person (I, our, my, our, we).
- Do not rely on Microsoft Spell Check to be your proof reader – triple check everything.
- Use appropriate action verb tense (all positions that you currently hold should be in present tense while previously help positions should be in the past tense).

HEADING

FNAME LNAME
Address, City, State Zip Code, (216) 555-1234, fname.lname@case.edu

The heading includes your personal information.
- The heading is in the "header" section of the Word document. Double click to edit this section.
- Include your entire first name and last name. Use size 14 font and bold.
- If you have chosen a preferred name to use, please list it as "PREFERRED (FNAME) LNAME"
- Use a professional voicemail greeting on the phone number you list
- Your email address should be your case email or other professional email address. Please do not use emails such as cutie@hotmail.com or smiles@yahoo.com as they do not portray a professional image of you as a candidate.

Examples:

JAMIE SMITH
11119 Bellflower Road, Apt 160, Cleveland, Ohio 44106, (216) 555-1234, jamie.smith@case.edu

ALEX (XIAO) YEN
1234 Euclid Ave, Cleveland, Ohio 44106, (216) 555-1234, xiao.yen@case.edu

EDUCATION	**WEATHERHEAD SCHOOL OF MANAGEMENT**	Cleveland, OH

Case Western Reserve University
Degree, Completion May 2015
- Field Emphasis
- Relevant Leadership Positions
- GPA if above 3.5, GMAT if above 650
- Merit-Based Scholarship or Fellowship Award Recipient

UNDERGRADUATE UNIVERSITY   City, State, or Country
Degree, 2012
- If applicable, international study, academic projects, thesis title
- Involvements that show well-roundedness and leadership: (athletic team membership, leadership in an organization)

The education section includes your education history.
- List degrees in reverse chronological order. Include school names, locations, and graduation dates
- Specialty Masters programs should spell out degree as they are not as well known
    - Master of Accountancy
    - Master of Science in Management, Finance
    - Master of Science in Management, Operations Research & Supply Chain
    - Master of Business Administration
- If you would like to share an emphasis in a field (i.e. marketing, operations, supply chain), please enter that as the first bullet point. "Marketing Emphasis"
- Include leadership activities or clubs and start with titles held (ex: Secretary, Marketing Club)
- Remove unfinished degrees or schools transferred from unless required to explain a gap in employment
- Exchange/International study programs should be listed underneath the sponsoring school

Examples:

EDUCATION	**WEATHERHEAD SCHOOL OF MANAGEMENT**	Cleveland, OH

Case Western Reserve University
Master of Science Management, Finance, Completion December 2015
- President, Finance Club
- Merit-Based Scholarship Recipient

UNIVERSITY OF TEXAS   Houston, TX
Bachelor of Science, Economics, 2008
- Study Abroad – England, France, Germany
- Varsity Baseball Team Captain

EDUCATION	**WEATHERHEAD SCHOOL OF MANAGEMENT**	Cleveland, OH

Case Western Reserve University
Master of Business Administration, Completion May 2015
- Operations Emphasis
- 4.0 GPA, 700 GMAT

UNIVERSITY OF CHINA   Province, China
Bachelor of Arts, Marketing, 2009
- Senior Thesis: Effects of Sports Drink Marketing on Young Children

EXPERIENCE SECTION

EXPERIENCE MM/YYYY - MM/YYYY	**COMPANY** (1 line description if unknown international company) **Position Title** • Achievement and Action Oriented Bullet Points • Add numbers/percentages where applicable • Show results	City, State, or Country
Total MM/YYYY - MM/YYYY	**COMPANY** (1 line description if unknown international company) **Position Title,** MM/YYYY – MM/YYYY • Use this format when you held multiple positions at the same company • Achievement and Action Oriented Bullet Points **Position Title,** MM/YYYY – MM/YYYY • Use this format when you held multiple positions at the same company • Achievement and Action Oriented Bullet Points	City, State, or Country

The experience section includes your professional experience applicable to your career goals.
- List experience in reverse chronological order back to Bachelor's degree date
- List the company as well as the city, state, and dates of employment.
- If the company is not well known, include a brief description that states the products, services, and/or size (revenue, facilities, employees) – this gives the reader context for the jobs that you held.
- Always start with a strong action verb. Describe meaningful **accomplishments**, showing where and how you added value to the position you held. Include some quantifiable (if at all possible) results
- Use numbers and characters instead of writing out words. This will draw the eye directly to the page. (e.g. 7 vs. "seven", $ vs. "dollars," % instead of "percent")
- Highlight transferable skills to demonstrate alignment with desired positions

Achievement Phrases

It is important to describe your experience in terms of your accomplishments and achievements. The following questions can help you identify and write your career achievements.

- Did you help increase sales? Membership? Contributions?
- Did you save the company money? Time?
- Did you implement a new procedure or system?
- Did you suggest or "roll out" any new products or programs for your company?
- Did you receive any awards or special recognition?
- Was your proposal/plan adopted? Throughout the division? The company?
- Did you solve a major or recurring problem for your area, section, or division?
- Did you do anything for the first time at your company?
- Did you make a job easier or more efficient?
- Did you train anyone?
- Were you asked to do a special project?
- Did you do a job with fewer people or in less time? Under budget?
- Did you exceed your goals or objectives?
- Did you initiate a task force? A research project?
- Did you decrease absenteeism? Turnover?

Sample Achievement Phrases

- Developed a new accounting system that eliminated duplications and resulted in savings of $25,000
- Developed a safety training program for supervisors that reduced incidents by 46%
- Led company in sales each of last 3 years
- Automated the inventory system that reduced warehouse materials by 30%
- Improved customer service and reduced complaints by 12%
- Contracted for outside services and saved company $70,000 in cost
- Led company- wide safety meetings, developing content, and coordinating schedules
- Researched order entry errors, developed forms, and procedures, reducing down-stream delays 73%
- Created form letters which handled over 40% of all customer correspondence
- Identified and negotiated contract for new telecommunications supplier, resulting in saving $105,000 in annual costs in an improved and expandable system
- Directed audit of shippers, recapturing over $80,000 in rate error billings
- Collaborated with inventory control, manufacturing, and customer service functions to reduce average shipping time by 11%
- Recommended simple change in order processing which increased speed of handling by one-third
- Developed customer assistance center, solving over 89% of all customer problems by telephone without expense of field trip
- Implemented and purchased software program which enabled increase in contract billing over $1.5 million (a 50% increase) in one year
- Even if the initiative or project is still in process, state the goals of the project -- *"designed to save the division $20,000 in…"*

PROJECTS SECTION

PROJECTS	**COMPANY NAME or ACADEMIC PROJECT TITLE** City, State
Semester Year	• Optional section for specialty program students
	• Use this section if you do not have extensive professional experience and want to supplement your experience with academic projects that showcase your work related to a company
	• Action words that describe your work and your goal
	• Showcase the results of your project to show purpose to your work

If you do not have internship or professional experience, the project section allows you to expand on *academic* projects to enhance your experience in the field of interest.

- List experience in reverse chronological order
- List the company as well as the city, state, and semester and year of engagement
- If you did not work on a specific company, you will need to create an academic title for your work
- Always start with a strong action verb. Describe meaningful **accomplishments**, showing where and how you added value to the position you held. Include some quantifiable (if at all possible) results
- Use numbers and characters instead of writing out words. This will draw the eye directly to the page. (e.g. 7 vs. "seven", $ vs. "dollars," % instead of "percent")
- Highlight transferable skills to demonstrate alignment with desired positions

The Projects section may be re-ordered and placed under the Experience section if your academic projects are the strongest, most relevant experiences you have in relation to the job you are applying.

ADDITIONAL SECTION

ADDITIONAL
- Academic Projects, Year
- Awards Received, Year
- Community Involvement, Year
- Volunteer Experiences, Year
- Personal Competitive Advantages
- Computer Skills
- Languages

The additional section allows you to add other relevant, important information to your resume. Please include a year and applicable company/organization information.
Experiences may include
- Additional trainings or certifications
- Military background, training
- Applicable academic coursework and projects
- Achievement-oriented awards
- Community and volunteer experiences
- Language skills with fluency level
- Computer or technical skills/certifications
- Do not include references or "References available upon request"

Examples:
ADDITIONAL
- University of Hospitals Finance Portfolio Project, Fall 2013
- Top Performer, Customer Sales Representative, Verizon Wireless, Inc., December 2012
- Language Skills: Bilingual In English and Mandarin
- Marathon Runner

ACTION WORD LIST

Accelerated	Confronted	Explored	Motivated	Rewrote
Accomplished	Consolidated	Facilitated	Named	Routed
Achieved	Constructed	Figured	Negotiated	Scheduled
Acquired	Continued	Financed	Observed	Searched
Activated	Contracted	Focused	Obtained	Selected
Adapted	Conveyed	Forecasted	Operated	Served
Adjust	Convened	Formed	Ordered	Serviced
Administered	Coordinated	Formulated	Organized	Shaped
Advised	Corresponded	Fostered	Originated	Shared
Allocated	Counseled	Functioned	Outlined	Showed
Analyzed	Created	Generated	Oversaw	Simplified
Annotated	Critiqued	Governed	Participated	Sold
Anticipated	Defined	Grouped	Perceived	Solicited
Applied	Delegated	Guided	Performed	Solve
Appraised	Delivered	Handled	Persuaded	Sought
Arranged	Demonstrated	Identified	Planned	Specified
Articulated	Derived	Illustrated	Predicted	Spoke
Assembled	Designed	Implemented	Prepared	Staged
Assessed	Detected	Imposed	Prescribed	Stimulated
Assigned	Determined	Improved	Presented	Structured
Attained	Developed	Increase	Presided	Studied
Authored	Devised	Influenced	Printed	Succeeded
Balanced	Detected	Initiated	Processed	Suggested
Briefed	Diagnosed	Inquired	Produced	Summarized
Budgeted	Directed	Inspected	Programmed	Supervised
Built	Displayed	Installed	Promoted	Supported
Calculated	Distributed	Instructed	Protected	Surveyed
Carried out	Dramatized	Insured	Provided	Synthesized
Catalogued	Drew up	Interpreted	Questioned	Systematized
Categorized	Earned	Intervened	Raised	Targeted
Chaired	Edited	Interviewed	Rated	Taught
Changed	Effected	Investigated	Recommended	Tested
Channeled	Elicited	Judged	Recorded	Trained
Charted	Employed	Lecture	Recruited	Translated
Clarified	Encouraged	Led	Reduced	Tutored
Coached	Endured	Licensed	Regulated	Updated
Coded	Enlisted	Located	Reinforced	United
Collaborated	Entertained	Maintained	Reported	Utilized
Collated	Examined	Managed	Represented	Verified
Collected	Exchanged	Market	Reproduced	Visualized
Committed	Executed	Mastered	Researched	Wrote
Communicated	Exercised	Measured	Resolved	
Compared	Exhibited	Mediated	Responded	
Competed	Expanded	Modeled	Restored	
Compiled	Expedited	Modified	Retained	
Conceived	Experienced	Molded	Reviewed	
Conducted	Explained	Monitored	Retrieved	

LIST OF SYNONYMS

Ability
  Aptitude

Adopt
  Use
  Utilize
  Employ
  Apply
  Mobilize
  Exert
  Restore

Authorize
  Entitle
  Delegate
  Empower
  Quality
  Invest
  Endow

Authority
  Command
  Charter
  Scope
  Field
  Control
  Jurisdiction
  Commission
  Province
  Circle
  In charge of

Business
  Undertaking
  Pursuit
  Venture
  Affair
  Concern
  Transaction
  Company
  Concern
  Enterprise
  Establishment
  Institution
  Corporation
  Firm
  Organization

Carry Out
  Discharge
  Execute
  Pursue
  Fulfill
  Perform
  Practice
  Exercise
  Undertake
  Transact
  Assume
  Accomplish
  Achieve
  Attain
  Assist
  Dispatch
  Expedite
  Co-operate
  Maintain
  Promote

Continue
  Keep Up
  Remain
  Resume
  Persevere
  Persist
  Adhere to

Develop
  Originate
  Create
  Derive
  Cause
  Effect
  Generate
  Bring about
  Result in
  Give rise to
  Design
  Devise
  Make
  Build
  Construct
  Synthesize
  Form
  Prepare

  Organize
  Sponsor
  Prompt

Earn
  Merit
  Exceed
  Surpass
  Better
  Top
  Progress
  Advance
  Excel
  Contribute
  Support

Emphasize
  Stress
  Accentuate
  Feature

Effective
  Forceful
  Potent
  Valid
  Strong
  Vigorous
  Productive
  Influential
  Dynamic

Get
  Obtain
  Secure
  Implement

Job
  Situation
  Position
  Post
  Status
  Footing
  Appointment
  Capacity
  Occupation
  Calling
  Profession

Manage
  Handle
  Deal with
  Represent
  Operate
  Oversee
  Designate
  Engineer
  Execute
  Supervise
  Conduct
  Engage in
  Regulate
  Check
  Direct
  Administer
  Take charge of

Pointout
  Indicate
  Exhibit
  Display
  Reveal
  Demonstrate
  Show
  Assign to

Participate
  Share
  Collaborate
  Coordinate
  Synchronize
  Combine
  Pool
  Take part in
  Contribute

Plan
  Design
  Project
  Proposal
  Scheme
  Outline
  Map
  Model
  Program

Promoted
  Elevated
  Raised

Responsible
  Accountable
  Answerable
  Account for

Way
  Method
  Means
  Systems
  Policy
  Procedure

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Degree, 2013
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EXPERIENCE
MM/YYYY –
MM/YYYY

COMPANY   City, State or Country
(1 line description if unknown international company)
Position Title
- Achievement and Action Oriented Bullet Points
- Add numbers/percentages where applicable
- Show results

PROJECTS
Semester Year

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