



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

The Smith MBA Resume: Guidelines and Standards

Why Does The Smith School Have Resume Guidelines?

The guidelines outlined in this document set a standard that ensures a level of professionalism for our students' resumes, which helps strengthen our brand, which in turn enhances the value of your degree. The Smith MBA resume template is designed to create resumes that:

- Help prospective employers easily identify and assess your skills and accomplishments.
- Effectively market your experience and achievements for the career path(s) you are pursuing.
- Are consistent with industry standard formats that employers expect from MBA students.
- Can be easily uploaded to our online campus recruiting platform, HireSmith, and included in traditional hard copy resume books for employers.

You are required to create a resume in accordance with Smith MBA guidelines and upload it to HireSmith for approval by a career advisor in order to:

- Apply for jobs online through the Smith Office of Career Services campus recruiting platform (known as "HireSmith")
- Participate in on-campus interviewing through the Smith School Office of Career Services
- Have us endorse your resume for use at career fairs
- Have your resume included in resume books for employers

How Do I get Started? – The Anatomy of a Resume

The layout and order of your Smith resume should be as follows:

1. **Your name and contact information:** Your name should be in a larger font, up to 14 point is acceptable. Your address, phone number and email address go just below your name.
2. **Professional Summary:** The summary is not an objective and should describe what capabilities you bring, not what job you are seeking. See details below on creating a summary. **Please Note: Do not use a summary when targeting financial services positions.**
3. **Education:** List your degrees in reverse chronological order, current degree program first. Do not list high school or prep school. Do not list course work. Projects (for example, classroom-based, GA position-based, or centers of excellence-based) may be listed under your degree if they are substantial in content and results.
4. **Experience:** List your professional experience in reverse chronological order starting with your most recent job and working back to your first position after your undergraduate degree. College internships and jobs while in high school should not be included.
5. **Additional Information:** This section may include technical skills, language skills, additional training and publications. Only indicate computer skills if requested or if they relate to the job.

Writing Your Resume – Accomplishment-Based Format

We have selected the accomplishment-based resume format, which is distinctive in that it lists your capabilities in the form of what you have accomplished, rather than simply listing your responsibilities.

- Each statement begins with a past tense action verb (see sample list on page 10) and indicates wherever possible the result or impact of your actions.
- Whenever possible quantify the results by using metrics such as time saved, revenue generated, costs reduced, numbers of people trained or managed, etc.
- Each bullet point should reveal something different about you. If you have done the same thing across several jobs you don't need to indicate that accomplishment multiples times. Just include the biggest and best example of that accomplishment under one of your jobs.

Sample accomplishment statement:

Ineffective: “Built web-based project planning tool.”

Effective: “Built web-based project planning tool that decreased planning time by 50% and was adopted company-wide.”

Formatting Guidelines

Length:

- Students with less than eight years of experience should have a one-page resume. Students with eight or more years of experience should consult with a career advisor.
- Students interested in submitting their resumes in Office of Career Services or Smith student club resume books (print or electronic) will be required to use a one-page resume.

Font:

- Use Times New Roman font. Avoid use of italics. Limited use of bold.
- Font size should be 12 point maximum, 10 point minimum and consistent across your resume, except for your name at the top of the resume.
- Your name should be larger, up to a 14 point font.

Margins:

- Margins should be no less than 0.5 inches, ideally between 0.75 inches and 1 inch.
- Whenever possible, make margins consistent on all sides.

Format:

- Dates right justified across from company name. List year only, not months, e.g., 2005 – 2008.
- List location (city, state) immediately after employer or school name.
- Bold your name, the category headings (Summary, Education, Experience, Additional Information), names of educational institutions, degrees, employer names and job titles.
- Whenever possible, leave space between the header and content in each section. Also leave space after the content in each section.

Grammar and Punctuation:

- Avoid using possessives (“my”, “I”, “our”, etc.).
- Limit use of articles such as “the/an/a.”
- Spell out the word “and” and don’t use the ampersand (&) symbol.
- Use periods at the end of all statements and bullets in work experience section.

Acronyms and Abbreviations:

- Avoid abbreviations. One exception: states should be abbreviated, e.g. College Park, MD.
- Spell out degrees, e.g. “Master of Business Administration” instead of “MBA”
- Spell out acronyms the first time they are used, e.g. Department of Defense (DoD), Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis, research and development (R&D). Exceptions include GPA and GMAT (ok to use the acronym without spelling it out first).

Numbers:

- Spell out numbers one through ten, e.g. Led team of three.
- Use figures for numbers above ten, e.g. Led team of 12.
- Exception to spelling out numbers: money and percentages, e.g. \$2B in revenue, 5% growth; or \$5 million in revenue, but must be consistent throughout resume with either format.

General:

- Customize your resume as much as possible for individual job description.
- **Proofread diligently to ensure no spelling or grammar mistakes.**

Basic Resume Template (one-page)

FirstName LastName

Street Address ■ City ■ State (XX), Zip ■ Phone Number (XXX.XXX.XXXX) ■ Email Address

SUMMARY

The summary is a brief paragraph of transferable skills, experiences, accomplishments, and strengths that directly relate to your career direction. Concentrate on what you can bring to an employer, not what you hope to receive from the position. The goal is to intrigue the reader to read the rest of the resume. Do not make this an objective statement such as, “seeking a job in marketing.”

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD 2012

Master of Business Administration, Focus Area: xxx

- (List scholarships, school leadership positions, memberships, and relevant projects here)
-

Undergraduate Institution, City, State
[Bachelor of Science or Arts], [Major]

(graduation year) XXXX

EXPERIENCE

Employer 1 Name, City, State

XXXX – XXXX

Title

- Create accomplishment bullets that start with past tense action verb and focus on results.
-
-
-

Employer 2 Name, City, State

XXXX – XXXX

Title

- Create accomplishment bullets that start with past tense action verb and focus on results.
-
-
-

Employer 3 Name, City, State

XXXX – XXXX

Title

- Create accomplishment bullets that start with past tense action verb and focus on results.
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 -
-

ADDITIONAL INFORMATION

- Language Skills / Publications / Affiliations if applicable
- Specialized software or technical skills (if relevant to job)

Sample Student

11 Greenbelt Road, Apt 100 ■ Greenbelt, MD 20773 ■ 301.555.1212 ■ sstudent@rhsmith.umd.edu

SUMMARY

Finance professional with experience in business development, research and analysis. Established emerging market investment fund and managed assets cultivating and consulting investors, and conducting diverse industry and company analyses. Led process improvement teams requiring business forecasting, solution implementation and relationship management. Bloomberg certified.

EDUCATION

Robert H. Smith, University of Maryland, College Park, MD 2008
Master of Business Administration, Focus Area: Finance, GMAT: 720

- Dean's Scholar; Graduate Assistantship in Business Telecommunications
- Vice President, MBA Association

University of Mumbai, Mumbai, India 2003
Bachelor of Engineering, Information Technology

- Graduated in top 5% of class; Vice President, Finance Club; Inter-collegiate festival organizer

EXPERIENCE

Smith Investments, Mumbai, India 2003 – 2006
Investment equity portfolio for family and associates

- Raised capital worth INR 5 million; managed portfolio growing 200% in just over two years.
- Provided customized investment solutions for investing in initial public offering (IPO) and secondary markets.
- Applied customized financial models for technology and consumer packaged goods (CPG) companies, conceptualized risk-reward investment strategies, and forecasted returns based on fundamentals.

Infosys Technologies Limited, Pune, India and St. Louis, MO 2003 – 2006
Project Manager (2005 – 2006)

- Awarded for developing models for risk assessment and resource allocation of projects.
- Conducted projects with multinational teams for VeriSign, Paypal and AT&T in U.S. and India; created domain registration business, defect tracking system and security and payment services.
- Forecasted business viability of domain registration business for client. Created business growth plan and managed re-launch of client's product resulting in benefits of \$5 million.
- Spearheaded project to analyze business of 200 projects and implemented solution to monitor, analyze and report defects, resulting in savings of \$2 million.
- Generated business by identifying optimizing solutions in existing applications worth \$2 million.

Program Analyst (2003 – 2005)

- Applied Carnegie Mellon's quality improvement, saving maintenance cost of \$1 million.
- Founder of award winning Infosys Linux User Group (InfyLUG); providing consultancy services to projects and generating tools worth \$1.5 million revenue.
- Organized Open Source Symposium 2003 for InfyLUGs which brought knowledge management, training and projects worth \$2 million.

ADDITIONAL INFORMATION

- Database administrator for SQL Server and MS Access; StatPro statistical analysis toolkits.
- Bloomberg Equity Certified, 2004

John Smith

111 16th Street, #11 Silver Spring ■ MD 20910 ■ 301.555.1212 ■ sstudent@rhsmith.umd.edu

SUMMARY

Seasoned consultant and leader with experience creating and launching a new branch office for Latin American consulting firm. Led warehousing, supply chain and multinational company IT implementation projects across diverse industries. Initiated and developed business relationships contributing to firm achieving prominence in two countries in Latin America.

EDUCATION

University of Maryland, Robert H. Smith School of Business, College Park, MD 2011
Master of Business Administration, Focus Area: Strategy and Supply Chain Management

- Vice President of Finance, Consulting Club
- Awarded Dean's Fellowship for outstanding academic and professional performance

Universidad Catolica, School of Science and Engineering, Lima, Peru 1998
Bachelor of Science, Industrial Engineering, summa cum laude, GPA 3.7

- President of the Class of 1998. Student Representative: University Council and Assembly

EXPERIENCE

ABC Consulting and Technology Services, Ecuador, Colombia, Chile and Peru 2002 – 2006
Leading Latin American consulting firm with services in strategy, operations and IT.

Consulting Manager, Corporate Strategy Board, Ecuador and Colombia (2005 – 2006)

- Launched new office in Ecuador. Increased the corporation's total sales in 10% after one year.
- Designed and implemented country sales strategy teaming with the Board, exceeding 25% first quarter sales budget.
- Developed relationships with clients, including the second most important Ecuadorian retailer ("Mi Comisariato" \$280M sales/year) and with "Colsubsidio" (\$350M sales/year) a Colombian retailer.

Senior Consultant, Supply Chain Expert Division, Peru and Chile (2002 – 2005)

- Led a supply chain management strategic project for the top Peruvian retailer, increasing the productivity of the main distribution center by 50% and saving \$2.5M/year in transportation and cross docking costs using radio frequency.
- Led a multi-national warehouse management project team for a major Peruvian drug wholesaler. Standardized logistics and distribution practices across two countries and 10 distribution centers applying mySAP WM solution.
- Created and sold an "Easy Retail" product used to optimize sales to the medium-sized retail market, reducing enterprise resource planning (ERP) implementation costs by 20%. Product is now part of SAP solutions portfolio and implemented in ACE Hardware (Peru).
- Developed and ran the junior and senior consultant SAP retail training path for 80 consultants in Peru and Chile.

ADDITIONAL INFORMATION

- Peruvian Fulbright Recipient – One of the three Peruvians selected to be sponsored for MBA program, 2005
- Languages: Spanish (native), English (fluent), French (conversational)

Smith Student

1111 29th St. NW, #100 ■ Washington, DC 20008 ■ 301.555.1212 ■ sstudent2008@rhsmith.umd.edu

SUMMARY

Consumer-focused marketing professional with nine years experience in project management, sales management, marketing analysis and promotion. Established partnerships and managed sales accounts in the beverage industry, and conducted marketing analyses and programs in hospitality and IT services and established and ran a non-profit organization.

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD 2008

Master of Business Administration (MBA), Focus Area: Marketing and Strategy, GMAT: 760

- Dean's Fellow, selected for outstanding achievement
- Vice President of Marketing, Black MBA Association, Graduate Marketing Association
- Social Venture Consultant, Dingman Center for Entrepreneurship: Created marketing plan for DC non-profit.

Otterbein College, Westerville, OH 1997

Bachelor of Fine Arts, Theatre, Cum Laude

- Vice President and Treasurer of *Eta Phi Mu* Fraternity; Presidential Scholar
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EXPERIENCE

Rockside Education, Inc., Fairfax, VA 2005 – 2006

Marketing Associate

- Initiated and implemented a new customer relationship management system that enhanced customer service and created efficient analysis of our advertising outlets for this online IT education and consulting company. Results included 20 % increased customer contact and follow up and revised product offerings.
- Conducted competitor and advertising analyses that identified competitive pricing and promotion strategies and determined the impact of advertising on enrollment and revenue. Modified marketing strategy.
- Proposed and implemented a successful overhaul of the company web site.

Washington Wines Liquor Co., LLC, Washington, DC 2004 – 2005

Wine Division Sales Representative

- Managed wine sales to over 30 accounts throughout DC. Transitioned to straight commission ahead of schedule by rapidly developing buyer relationships.
- Initiated a new supplier/retailer relationship by negotiating a product and promotion deal that led to surpassing retailer goal by 30%.

Paradiso, LLC, Saint Croix, US Virgin Islands 2002 – 2003

Front of House Manager

- Implemented revenue-focused sales training that increased customer-focused service.
- Built systems, including restaurant layout, menu production, beverage inventory control, point of sale programming, and customer service policies. Analyzed and implemented new service system.
- Ensured a competitive, team-oriented, customer focused environment, while maintaining labor flexibility.

Black Coffee Theatre Company, Chicago, IL 1997 – 1999

Co-founder and Treasurer

- Founded and established the non-profit incorporation and 501(c)3 status of this theater company.
- Conducted marketing, accounting, grant writing, and community outreach and directed and acted.

Helpful Hints

1. **Dates for Multiple Jobs Within a Single Company:** Place in parentheses after the job title.

AIR PRODUCTS AND CHEMICALS, Allentown, PA, Mexico and China 2004 – 2008

Project Engineer, Allentown, PA and Tianjin, China (2007– 2008)

- Designed and sold a \$10M bulk gas system using integrated valve matrix to allow customer maximum flexibility during tool hook-up while maintaining quality and minimizing cost.
- Negotiated \$2M in cost savings through negotiations and detailed contract definition.

Process/Operations Engineer, Allentown, PA and Cosoleacaque, Mexico (2004 – 2007)

- Conducted process improvements in multiple plants working with all levels of plant management while garnering headquarter support for project approval.
- Identified source of high cost process errors and designed an automated argon purification process resulting in 30% savings in operating costs at three Air Product's facilities.
- Trained over 20 U.S. and international plant operators and engineers on plant optimization and efficiency.

2. **Company Descriptions:** If the company is generally unknown you may put a one line explanation of the company below the company name.

ABC Company, Baltimore, Maryland

2006 – 2009

A \$750M IT consulting services firm in the construction and engineering industries

3. **GMAT and GPA:** Include after the Focus Area line when appropriate. Consulting firms and some finance positions ask for academic excellence. Generally GPA above 3.5 and GMAT above 650 are considered good.

Master of Business Administration, Focus Area: Finance, GPA: 3.8, GMAT: 750

4. **Relevant Business School Projects:** Consider having a section for relevant projects under your MBA degree to highlight valuable project experience obtained during business school if you lack that experience in other areas of your resume - especially helpful for career changers.

Robert H. Smith School of Business, University of Maryland, College Park, MD

Master of Business Administration, Focus Area: Marketing

- Participant, WeddingWire.com Marketing Competition: Selected to final round.
- Strategy Consultant, Center for Social Value Creation: Consulted non-profit client and assisted with revamping firm positioning and donor retention strategy.
- Team Lead, Data, Models and Decisions Class Project: Conducted hypothesis testing, confidence intervals, regression analyses, dummy variables, and interaction terms for five companies.

Helpful Hints (Continued)

5. **Students with a Consulting Background:** Individuals who have completed multiple projects working with different companies as a consultant may want to list engagements separately. Discretion should be used in stating company names where you feel there is a potential breach of confidentiality.

IBM, Bangalore/Kolkata, India Consultant <i>Fortune 500 Banking Client</i> <ul style="list-style-type: none">▪ Led team of six in providing business solutions to complicated issues by collaborating with cross-functional teams▪ Decreased response time to demands of customers, employees, partners and suppliers by 50% by automatically archiving infrequently accessed data and securely protecting the information to comply with regulatory and company policies <i>Nestle</i> <ul style="list-style-type: none">▪ Managed multiple global deliverables for the world's largest SAP implementation project worth \$500 million.▪ Saved \$5 million by analyzing and redesigning the client's business processes by integrating the functional areas of Financial Accounting and Sales and Distribution	2005 – 2008
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6. **International Students:**
- Where an American name is used list that first name first, original name second in parentheses and then last name, e.g. Tina (Tian) Yong.
 - Do NOT put visa requirements, social security numbers or pictures on the resume.
 - If you have U.S. citizenship or permanent residency you may indicate that in the summary or under additional information.
7. **Career Transitioners:** *A career “transitioner” is someone looking to change industries, e.g. from consulting to investment banking or from the military to a private sector civilian career.*
- Individuals transitioning from military/defense to civilian careers should consider having two versions of your resume: a one-page version for HireSmith and a two-page version (more common for military/defense positions).
 - Career transitioners may need to spend some time working with the OCS coaching team or Smith club leaders to identify your transferable skills.
 - Career transitioners should plan to get involved in Smith student clubs, Centers of Excellence, or other project work during business school to gain relevant experience for your resume that supports your future career goal.

Sample Past Tense Action Verbs

Action words convey clear images. When used to describe accomplishments or achievements they suggest success, a key element in the job search.

achieved	composed	engineered	Integrated	produced	standardized
adapted	computed	enhanced	interpreted	programmed	streamlined
addressed	conceptualized	entertained	intervened	projected	strengthened
adjusted	conducted	established	interviewed	promoted	studied
administered	consolidated	estimated	introduced	proposed	submitted
advertised	constructed	evaluated	invented	provided	succeeded
advocated	consulted	examined	investigated	publicized	suggested
aided	contacted	exceeded	joined	purchased	summarized
allocated	contracted	executed	judged	recommended	supervised
analyzed	contributed	expanded	lectured	reconciled	supplied
applied	controlled	expedited	located	recorded	supplied
appraised	converted	experimented	maintained	recruited	surpassed
approved	convinced	explained	managed	rectified	surveyed
arbitrated	cooperated	explored	marketed	reduced	synthesized
arranged	coordinated	expressed	measured	referred	systematized
arranged	corrected	extracted	mediated	registered	terminated
articulated	corresponded	Fabricated	merged	regulated	tested
assembled	counseled	Facilitated	modeled	rehabilitated	transformed
assessed	created	Familiarized	moderated	reinforced	translated
assigned	critiqued	Fashioned	modified	remodeled	updated
assisted	customized	Forecasted	monitored	reorganized	upgraded
audited	debated	Formulated	motivated	repaired	validated
authored	debugged	Founded	negotiated	replaced	verified
authorized	defined	Furnished	observed	reported	volunteered
balanced	delegated	Gathered	operated	represented	won
budgeted	demonstrated	Generated	organized	researched	wrote
calculated	described	Guided	originated	resolved	
cared for	designed	Helped	overhauled	responded	
catalogued	detected	Hired	participated	restored	
categorized	developed	Hosted	performed	reviewed	
chaired	diagnosed	Identified	persuaded	revitalized	
clarified	directed	Illustrated	photographed	routed	
classified	discussed	implemented	pioneered	scheduled	
coached	displayed	Improved	planned	screened	
coded	distributed	incorporated	prepared	searched	
collaborated	drafted	Increased	presented	selected	
collected	drew	Influenced	presided	set up	
communicated	edited	Initiated	prevented	simplified	
compared	educated	Inspected	printed	solicited	
compiled	elicited	Installed	prioritized	solved	
completed	encouraged	Instituted	processed	spearheaded	

Writing a Professional Summary

The summary is a preview of your resume intended to give the employer a high-level glance into your skills, strengths, experiences, and/or types of environments you've worked in. It should highlight dimensions of your background you want to emphasize that are most relevant to the opportunities you are targeting. Summary should not include extensive details provided in the body of the resume. For example, content such as: "Led a \$10 million SAP implementation" should not be in the summary. The entire summary may be only three to four sentences.

Recommended Structure:

1. **First Sentence:** Clarify your **candidacy position** (business development candidate) or professional area (finance professional) and briefly outline the breadth of experience you bring to the function or industry you are targeting. (Do not position yourself as an MBA Candidate.)
2. **Second Sentence:** Support your first sentence with **3-5 distinctive experiences and/or work environments** that bring above-and-beyond value.
3. **Third Sentence:** You may elaborate on **personal qualities or strengths**, such as leadership traits or personality attributes (e.g. motivated team player). If you have relevant languages or are a U.S. Citizen with a foreign name and work experience, you might indicate citizenship.

Examples:

Corporate Finance

Corporate finance candidate with strong financial skills developed over six years working with accounting consultancy. CPA with a reputation for professionalism and quality. Key experience with financial statement projections, valuations, investment performance analysis and tax returns. Ability to think creatively and effectively in challenging work situations.

Marketing – CPG

Creative marketing professional with strong analytical, leadership, and communication skills. Launched two new products in the telecommunications and manufacturing industries. Led cross-functional teams experienced in driving volume, share, and profitability objectives. High energy, outgoing, project manager able to synthesize information in a fast-paced environment.

Business Development

Global marketing management and business development candidate with strong analytical skills and experience in statistical analysis plus applied knowledge of new product development and global market segmentation. Led cross-functional teams requiring cross-cultural communication. Completed numerous designed experiments (DOE) for Six Sigma and related projects. Fluent in Spanish.

Management Consulting

Results-oriented consulting professional with five years of experience in financial analysis and project management in utilities, government and engineering consulting. Consistently produced measurable results leading teams of over 20 client staff and consultants. Demonstrated academic excellence with a Masters degree in Physics.