

RESUME GUIDE

NEELEY DEVELOPMENT SERIES – TOOLS FOR BUSINESS



Neeley School
of Business

Professional
Development
Center
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PROFESSIONALISM AND THE NEELEY PROMISE

ACCOUNTABILITY

Neeley students demonstrate and display a willingness to accept responsibility and to acknowledge outcomes resulting from personal actions, behaviors, and choices. This means meeting deadlines in spite of external barriers, being on-time and prepared for classes and appointments, and acting in a manner that promotes positive interactions with peers.

COMMITMENT

Neeley students invest time and effort to maximize the value of the Neeley experience for themselves while enhancing it for others. This means making intentional decisions about which activities and experiences to engage in that will lead to growth and advancement towards personal and professional goals. By doing this, the “Do I have to?” mindset is subdued.

OWNERSHIP

Neeley students exhibit ownership by understanding that they alone are in control of their experience. This means taking initiative to improve knowledge and skills by leveraging resources and relationships and accepting that the results of personal efforts are an indicator of personal performance.

The Neeley School of Business unleashes human potential with leadership at the core and innovation in our spirit.

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A REFLECTION OF YOUR PROFESSIONAL BRAND

A resume is a concise and incisive document that highlights relevant information about your education, skills, experiences, accomplishments, and job-related interests. The purpose of a resume is to:

- Display your professional brand and accomplishments
- Generate employer interest to obtain an interview
- Provide a sample of your written communication skills

Think of your resume as a marketing tool. How do you want to present yourself? Employers want to quickly identify what skills you possess.

Your goal is to align your resume with the needs of the employer so you can present a clear, easy-to-follow document. While employers have commonality in terms of key attributes they look for on a resume, they also have a set of attributes unique to the company they represent. You must tailor your resume for the specific position you want. The resume format we require at Neeley is based on conversations with employers and hiring managers who indicated what they would like to see in terms of information and formatting on resumes for students and recent graduates.

UPDATE AND REFINE

Developing a highly effective resume requires multiple versions. Never assume it is finished. Keep it updated, review your bullets, invest time to make sure it is a good representation of your accomplishments and impacts. A resume IS NOT a list of tasks and duties; it is a summary of your most meaningful and significant results, accomplishments, and impacts.

COMMON MISTAKES

- 1) Misspellings and grammatical errors
- 2) Inconsistent formatting
- 3) Using an outdated resume
- 4) Including too much information
- 5) Using general terms instead of being specific
- 6) Incorporating personal pronouns
- 7) Developing bullet points that list job tasks
- 8) Using weak action verbs
- 9) Writing bullet statements that are ambiguous
- 10) Using the same resume for all job applications

PDC ONLINE RESUME REVIEW CENTER TIPS

- Upload documents to the [PDC Resume Center](#)
- Documents must be in MS Word
- Cover letters are reviewed only for students applying for internships or full-time employment
- Follow the instructions regarding the naming convention prior to uploading
- Allow 48 hours for review

QUESTIONS TO CONSIDER AS YOU DEVELOP YOUR RESUME

- What skills do you want to convey in your resume?
- What experiences and accomplishments are most impactful?
- Are you including too much information instead of being intentional about your content?
- Is there adequate white space allowing the reader to quickly scan and gather key information?
- When you read your bullet statements do you feel awesome or does it seem boring?
- Have you undersold yourself by crafting overly general bullet statements?
- Are you trying to use format as a way to stand out instead of focusing on the content?
- Do you have experiences that would warrant an extra heading for leadership?
- Did you consider positions held in campus organizations as part of your work experience?
- Is it clear the type of position you would like to have based on the content of your resume?
- Do you quantify the impact of your actions – time savings, productivity increases, cost-savings?

KEY POINTS FOR NEELEY RESUME FORMATTING

You will find it easier to use the MS Word desktop application rather than Word Online to create your resume as there are formatting aspects with the desktop application that are not available through the online version. Once you finalize the content on your resume, save it in a PDF format which will protect the formatting. The PDF format is the most stable file type to use electronically and should be used when uploading or emailing your resume to employers.

Non-negotiables

- One page – if you can't get it to one page submit it for review to get help with editing
- Consistent formatting - *spacing, bullets, hyphens, bolding, font size, etc.*
- Do not include high school information
- Avoid using hyperlinks
- Do not include an objective statement as that is an antiquated practice
- No personal pronouns – *I, me, he, she, we, etc.*
- The degree you receive in Neeley is a Bachelor of Business Administration
- Establish right tab stops for perfect side alignment
- Include proficiency level with language skills – Fluent or Bilingual, Proficient, or Conversational

Preferred:

- Name: font size 14 – 16 and bolded
- Font type: Calibri or Arial
- Use TCU email address
- Accepted phone number formats: (817) 257-7539; 817-257-7539; 817.257.7539
- Phone number and email can be listed on the same line (for space or for visual balance)
- To include LinkedIn, you must have a customized URL and a substantive profile to include a picture, about me, and an uploaded resume
- Font size for body: 10.5 – 12; size 11 is ideal
- Margin Size: 1" is ideal, no smaller than .75
- Spacing: Single; remove spacing before/after paragraph
- Minimum bullets per experiences is two with a maximum of five
- Use different action verbs for each bullet
- Avoid weak action words – *Assisted, Helped, Aided etc.*
- Use metrics to quantify information
- Bullets should be concise, though detailed and no longer than two lines
- Technical skills, excluding Microsoft Office Certification are formatted: 'skill name: skill level'
- An 'Interests' section can be added if desired
- If there is space to fill - include any leadership positions with two bullets under the Campus & Community Involvement section

The next two pages provide detailed information on how to format each section of your resume.

BASIC RESUME FORMAT AND EXPLANATIONS

NAME
ADDRESS
PHONE NUMBER EMAIL ADDRESS
Customized LinkedIn URL (optional)

EDUCATION

the line under the heading is generated using the border function

List your educational background from most recent to furthest past, *excluding high school*. If you are in the Honors College, you will include that information in this section.

Include your GPA if it is 3.0 and above or when it is specifically required. If you transferred and do not yet have a Neeley GPA, you will leave that blank and list a GPA under the previous college you attended.

It is okay to not have decided on a major. If you have an idea of what you want your major to be, you can place that on your resume. If you decide to change your major the next month, that is fine. Do not list it as Undecided. You can use Pre-Business or just not include a major in this section.

HONORS/AWARDS

Dean's List, scholarships, and academic or professional awards

EXPERIENCE

List your work experience in reverse chronological order, *from most recent to furthest past*.

Include a job title under the company name and italicize it. Include at least 2-3 bullet points below the line that lists the responsibilities and accomplishments at this job.

Make sure each bullet point begins with an action verb. "Responsible for" is not an action verb. Bullet points should specify an impact, a purpose, an accomplishment, or a result.

The verb tense should agree with your dates of employment. Use present tense for your current position; use past tense for previous experiences.

CAMPUS/COMMUNITY INVOLVEMENT

Be aware that certain religious or political memberships can trigger negative recruiter reactions. Include organizations in which you made a contribution and were more than an attendee.

TECHNICAL SKILLS

Microsoft Certifications or other software in which you are proficient. List languages and state your fluency level.

ADDITIONAL OPTION FOR BASIC RESUME FORMAT

ADDRESS ADDRESS	NAME Professional Profile Link (optional)	PHONE NUMBER EMAIL ADDRESS
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EDUCATION

List your educational background from most recent to furthest past, excluding high school.

Include your Cumulative GPA if it is 3.0 and above or when it is specifically required.

External Transfers to TCU:

If you attended a previous college, list the name of the college and the dates attended.

A note about GPA: If you don't have a TCU GPA, you may use the one from your previous college, though place it under the previous college section. Once you have a TCU GPA, remove the one from the previous college. At some point, typically around the second semester of your junior year, remove the previous college and use only Neeley.

If you have not decided on a major – leave it blank.

List your study abroad experiences including a brief description. You may list your study abroad before you go, just add the date you will attend.

NOTE: Sometimes when students have limited experience relevant to a role they are applying to, we may recommend they incorporate a 'Coursework' section which highlights 2-3 courses that are most relevant and incorporate key learning, projects, etc.

How to List Neeley Premium Credentials Professional Skills Certification:

This is applicable to juniors and seniors who are in this program. Placement is under EDUCATION, similar to a Study Abroad experience. It will appear like this:

Neeley Premium Credentials, Professional Skills Certification May 20xx

HONORS/AWARDS

Dean's List, scholarships, and academic or professional awards. *To be eligible for the Dean's Honor List, freshmen must achieve at least a 3.6 GPA, sophomores at least 3.7, juniors at least 3.8 and seniors at least 3.8. In that semester, they must have earned credit for at least 12 hours; "I" and "P" grades are not counted. If Dean's List is achieved every semester list: Dean's List (all semesters); if not, just list Dean's List.*

WORK EXPERIENCE

List your work experience in reverse chronological order, from most recent to furthest past.

Job titles (italicized) and company names (bolded) should be left-justified.

Dates you worked and company location aligned to the right.

RESUME WORKSHEET

Use the worksheet below to answer some key questions about your work history. By doing this, you will be able to identify the skills and accomplishments you have from previous experiences.

Title:

Company Name:

- 1) What were your priority tasks daily and why did you have to do those?

- 2) Looking at the tasks you identified, provide a purpose, result, accomplishment or outcome of that task. If the purpose or results are not strong, then it is best to not use that particular task for your resume.

- 3) What contributions or accomplishments did you achieve at that job that will benefit the employer after you are gone? Did you suggest a new way of doing something or develop a software tool?

- 4) If you worked within a team, write down how you perceived your role within the team (leader, manager, contributor, etc.) and what you contributed to the team in terms of critical thinking skills and communication?

- 5) What was the most challenging aspect of the job (the hours, the work, the people, the customers, etc.)?

- 6) What did you do to overcome that challenge that shows you are adaptable and can solve problems?

- 7) Convert your identified experiences into bullet statements using the action words on the following page. Refer to the purpose and accomplishments of the tasks, your major accomplishments, and the challenges you overcame.

QUICK REMINDERS

ACTION WORDS

The use of action words at the beginning of a bullet shows ownership of the experience. Use the list on page 8 to help ensure that each of your bullet points starts with a unique word.

INTERESTS ON A RESUME

Listing interests on your resume will enable an interviewer to find common ground or conversation ideas before meeting in person. This section is not required, but it can be recommended in the right circumstances. It is critical that you are prepared to talk about any interests on your resume. Use the list on page 9 to help express your interests in a professional way.

HOW TO CREATE STRONG BULLET POINTS

After thinking through the details and experiences of the job description, it is time to create strong bullet points about the impact you had on the business environment by answering the following:

- What you did + How you did it + How it helped/ solved/ impacted as a lasting result

This is the ‘so what’ response on a bullet point and gives you the chance to talk about your impact in a clear and concise way that grabs the potential interviewer’s attention.

Weak bullet point example:

- Organized presentation information for Director

Strong bullet point example:

- Organized market survey results in Excel to identify target customers for Director of Business Development’s annual client acquisition strategy presentation

In the example above, the student explained *what they did* (Organized market surveys) + *How they did it* (in Excel) + *How it helped* (became a part of the Director’s strategy presentation)

Bullet points can be up to two lines. If it is over one line, be sure it is more than a couple words over to ensure the aesthetics of your resume and helps the reader scan your contributions more quickly. Similarly, it is appropriate to order bullets from the most impressive, most quantifiable contributions to the least; priority especially should be placed high if a contribution is a direct reflection of your major and your objective.

LINKEDIN ON THE RESUME

LinkedIn can be an asset to a resume when leveraged correctly. Here are a few key points to keep in mind when adding this to your resume:

- Customize your URL – this can be done through your profile page on LinkedIn
- Build out your LinkedIn account with:
 - Photo, headline, summary, experience, organizations, education, volunteer experiences, skills and expertise, honors and awards, courses, projects, recommendations
- Check your LinkedIn account at least twice per week

ACTION WORD LIST

Administered	Customized	Identified	Qualified
Accelerated	Decreased	Illustrated	Quantified
Achieved	Deducted	Implemented	Reached
Acquired	Defined	Improved	Reconciled
Advanced	Delegated	Incorporated	Recruited
Advised	Delivered	Influenced	Redesigned
Advocated	Demonstrated	Informed	Reduced
Aligned	Designed	Initiated	Refined
Amplified	Developed	Inspected	Refocused
Analyzed	Devised	Inspired	Regulated
Arbitrated	Diagnosed	Instituted	Rehabilitated
Assembled	Directed	Integrated	Remodeled
Assessed	Discovered	Interpreted	Reorganized
Attained	Dispatched	Introduced	Replaced
Audited	Documented	Investigated	Resolved
Authored	Earned	Itemized	Restructured
Authorized	Edited	Launched	Revamped
Awarded	Educated	Lessened	Reviewed
Blocked	Enabled	Lifted	Revitalized
Boosted	Enforced	Lobbied	Screened
Briefed	Engineered	Mapped	Scrutinized
Built	Enhanced	Maximized	Secured
Calculated	Ensured	Measured	Shaped
Campaigned	Established	Mentored	Showcased
Capitalized	Evaluated	Merged	Simplified
Centralized	Examined	Mobilized	Standardized
Chaired	Exceeded	Modified	Stimulated
Charted	Executed	Monitored	Streamlined
Clarified	Expanded	Motivated	Strengthened
Coached	Expedited	Navigated	Succeeded
Co-authored	Explored	Negotiated	Supervised
Completed	Facilitated	Operated	Surpassed
Composed	Fielded	Orchestrated	Surveyed
Conserved	Forecasted	Organized	Sustained
Consolidated	Forged	Outpaced	Targeted
Consulted	Formalized	Outperformed	Taught
Controlled	Formed	Overhauled	Tested
Converted	Formulated	Oversaw	Tracked
Conveyed	Fostered	Partnered	Trained
Convinced	Founded	Persuaded	Transformed
Coordinated	Furthered	Pioneered	Unified
Corresponded	Gained	Planned	United
Counseled	Generated	Produced	Updated
Created	Guided	Programmed	Upgraded
Critiqued	Headed	Promoted	Verified
Cultivated	Hired	Publicized	Yielded

EXAMPLES OF INTERESTS

Be as specific as you can.

Astronomy

Art

- Digital Design
- Drawing
- Painting
- Photography
- Pottery
- Sculpting
- Sewing
- Sketching
- Watering
Coloring
- Wood Working

Baking

Book Club

Chess

Collecting

- Coins
- Rocks
- Stamps
- Trading Cards

Cooking

Crafting

Music

- Instrument
- Singing
- Songwriting

Crossword Puzzles

Fitness

- Body Building
- Calisthenics
- Cardio
- CrossFit
- Pilates/ Yoga
- Weightlifting

Genealogy

Learning Languages

- list language

Listening to Music

- list genre

Mindfulness

Movies

- Filmmaking
- Writing
- Recording
reviews- list
genre

Nature

Outdoor Activities

- Camping
- Fishing
- Gardening
- Hiking
- Mountain
Climbing

- Trekking

Reading

- Adventure
- Biographies
- Fantasy
- Fiction
- Historical
- Humor
- Mystery
- Non- fiction
- Science
- Suspense
- Thriller
- True Crime

Renewable Energy

Sports

- Basketball
- Bowling
- Cheerleading
- Cycling
- Dance
- Football
- Golf
- Rock Climbing
- Running
- Soccer
- Swimming

- Tennis

- Volleyball

Stock Trading

Technology

- 3D Printing
- Artificial
Intelligence
- Computer
Programming
- Image Editing
- Podcasting
- Robotics
- Social Media
Marketing
- Video Game
Developing
- Video Production
- Web
Development

Theatre

Travel

Writing

- Blogging
- Calligraphy
- Journaling

Emma Hewitt

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Fort Worth, TX 76129

EDUCATION

Texas Christian University

John V. Roach Honors College

Neeley School of Business

Major: Supply and Value Chain Management

Bachelor of Business Administration

Fort Worth, TX

May 20xx

GPA: 3.12

HONORS

Golden Key International Honor Society

Dean's List

WORK EXPERIENCE

Banana Republic

Manager

Fort Worth, TX

August 20xx – July 20xx

- Created an exceptional customer experience by maintaining a well-organized, neat, and replenished sales floor based on company policies and style guides
- Monitored inventory thresholds of all merchandise and submitted reorders as assigned by product type to maintain adequate inventory levels of fast-selling clothing items
- Directed the implementation of all visual presentation displays and ensured employee compliance to the company Visual Presentation Guidelines
- Provided a friendly customer-focused atmosphere by acknowledging every customer, being accessible, and answering questions that illustrated expert product knowledge

Sales Associate

June 20xx - August 20xx

- Handled customer complaints and effectively problem solved by listening and understanding customer's concerns and providing a resolution
- Enacted proper closing procedures ensuring secure inventory and balanced registers
- Provided recommendations for purchases and increased sales by 10% over 3 months

CAMPUS AND COMMUNITY INVOLVEMENT

Pi Beta Phi Sorority

Habitat for Humanity

Neeley Women's Business Network

Organization for Supply Chain Studies

TECHNICAL SKILLS

Microsoft Office Certification 20xx: Excel

Adobe Photoshop: Intermediate

Spanish: Proficient

Deandra Williams

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123-456-7890
2900 S University Dr.
Fort Worth, TX 76129

EDUCATION

Texas Christian University	Fort Worth, TX
<i>Neely School of Business</i>	May 20xx
Bachelor of Business Administration	GPA: 3.63
Major: Finance	

WORK EXPERIENCE

TCU Equestrian Team	Fort Worth, TX
<i>NCAA Division I Student Athlete</i>	August 20xx – Present
<i>Sophomore Representative</i>	July 20xx – Present

- Manage and care for two team horses, including maintaining quality health and hygiene
- Serve as sophomore representative responsible for marketing and spirit efforts
- Attend physical workouts with 35 teammates daily beginning at 5:30 a.m.

Trinity Property Consultants	Dallas, TX
<i>Real Estate Management Intern</i>	June 20xx – August 20xx

- Facilitated solutions for community members, prospects, and vendors while managing financials for 200+ member residential property
- Organized market surveys of the Dallas/SMU area on Excel to drive strategic decisions
- Demonstrated strong sales ability and exceptional customer service satisfaction
- Gained knowledge and experience by engaging in the work of every role that plays into property management from maintenance to managerial operations

Roger Sherman Inn	New Canaan, CT
<i>Runner/Busser</i>	May 20xx – August 20xx

- Built effective relationships with customers and fellow employees by conversing with enthusiastic energy to create a strong rapport and bolster repeat business
- Performed with speed and attention to detail in a fast paced, high-quality environment
- Prepared event spaces for large scale gatherings such as weddings and parties

CAMPUS/COMMUNITY INVOLVEMENT

Lambda Chi Alpha Fraternity

TECHNICAL SKILLS

Microsoft Certification 2016: PowerPoint & Excel

First Last

first.last@tcu.edu
817-xxx-xxxx

www.linkedin.com/in/first.last

4321 Forest Park Dr
Fort Worth, TX 76129

The placement of the contact information is done this way to allow for more space. Avoid using the header function in Word because that information will not show up in the Outlook preview window.

EDUCATION

Texas Christian University

Neeley School of Business

Bachelor of Business Administration

Majors: Supply Chain Management & Business Information Systems

Fort Worth, TX

December 20xx

GPA: 3.62

WORK EXPERIENCE

Neeley School of Business

Professional Development Coach

Fort Worth, TX

Aug 20xx – Present

- Facilitate undergraduate classroom workshops across the Neeley School of Business on professional topics to enable students' academic and career success
- Conduct Resume Reviews and Mock Interviews for students entering the job market and analyze question responses to highlight strengths and values for prospective employers

United States Marine Corps

Force Deployment Plans & Execution Chief

Okinawa, Japan

Aug 20xx – Jan 20xx

- Analyzed personnel and cargo transportation plans for feasibility using Oracle JOPES management software, fulfilling strategic objectives for 30+ military operations annually
- Fulfilled ad-hoc data queries via Rapid Query Tool for 5,000+ end-user requests
- Created Rules of Business to regulate data-verification processes and communication enabling a streamlined data verification process
- Managed team of 5 planners, each sustained at or above average proficiency and conduct marks each quarter, one planner was meritoriously promoted
- Assisted in managing the transportation of Marine Corps personnel and cargo into Thailand for the largest logistical U.S. military operation in the Pacific, received Letter of Appreciation from the Commander for performance

CAMPUS AND COMMUNITY INVOLVEMENT

Awarded 2nd Best Speaker award at regional Speech & Debate competition

TECHNICAL/RELEVANT SKILLS

In progress through Fall 20xx: SharePoint, SQL (MS SQL Server), Python (IDE), Axure, MS Visio, MS project, MS Teams, Zoom, Slack

Frameworks: SDLC, Agile, Scrum, Lean, Design Thinking, Systems Thinking

Microsoft Office Certification 20xx: Excel & PowerPoint

Oracle: Joint Operation Planning & Execution System (JOPES)

Single Mobility System (SMS)

Tom Regan

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EDUCATION

This is a modified format to show you how you can save space if you have a full resume.

Texas Christian University	Fort Worth, TX
<i>Neeley School of Business</i>	
Bachelor of Business Administration	December 20xx
Major: Marketing Minor: Finance	GPA: 3.22

Business in London Study Abroad	May, 20xx
Gained global business perspective by studying how cultural influences impact business operations and visiting corporations to hear how management decision-making is impacted by global events	

WORK EXPERIENCE

Notice how no bullet has a second line with just one or two words dangling- Edit to be 1-2 lines

ABC Marketing Group	Fort Worth, TX
<i>Marketing Intern</i>	January 20xx - August 20xx
<ul style="list-style-type: none"> • Organized survey data from 5K+ customers for a client using Excel charts and graphs to simplify results and summarize qualitative information in an executive summary • Contributed to development of 3 client proposals by creating PowerPoint decks, performing research on competitors, and designing title pages using Adobe Illustrator and Photoshop • Supported marketing lead by attending client meetings to take notes and ask for clarification when needed to ensure understanding of the clients' requirements 	

KTO Industries	Fort Worth, TX
<i>Marketing Assistant</i>	June 20xx - August 20xx
<ul style="list-style-type: none"> • Launched company Twitter account and increased social media engagement by 30% • Worked with a senior associate to develop a marketing plan which allowed the company to better understand the competitive environment and identify relevant success metrics • Increased tradeshow appearances by 25% from previous year by effectively communicating the unique positioning of the company within the industry to tradeshow decision makers 	

CAMPUS AND COMMUNITY INVOLVEMENT

Student Chapter American Marketing Association
Delta Sigma Pi

TECHNICAL/RELEVANT SKILLS

Microsoft Office Certification 20xx - Excel and PowerPoint
Social Media Metrics: Buffer, Google Analytics, Hootsuite, and Keyhole
CRM: Salesforce

Quy Nguyen

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321-101-1234

EDUCATION

Texas Christian University Fort Worth, TX
Neeley School of Business – Professional Program in Accounting May 20xx
Bachelor of Business Administration GPA: 3.72
Majors: Accounting, Finance | Minor: Psychology of Leadership
Honors & Awards: Dean’s Scholarship & Dean’s List

WORK / PROFESSIONAL EXPERIENCE

Treadall Investments, LLC Fort Worth, TX
Accounting Intern January 20xx – Present

- Manage daily sales, gift cards, credit card fees, and bank reconciliations for four Whataburger franchises
- Resolve issues with franchises regarding inaccurate daily sales and missing forms or receipts
- Manage office files to ensure organization and easy access for future use, protect confidential information about employees and business to ensure security and credibility of the company
- Use QuickBooks, QRS, Excel, and Data Miner to monitor and record performance of franchises

A+ Tutors Fort Worth, TX
Tutor August 20xx – Present

- Provide effective communication of complex subjects and concepts related to core and major classes for students, resulting in a full letter grade increase on final grades on average
- Coordinate weekly tutoring sessions for several students throughout semesters and additional weekly check-ins requiring strong time management and organizational skills to balance all schedules
- Complete weekly updates to supervisor regarding student progress, study habits, and planned sessions

Stericycle Deerfield, IL
Strategic Sourcing Intern May 20xx – August 20xx

- Uploaded MSAs for major suppliers to support company move to Monarch
- Generated master contact list of facility personnel by utilizing requisitions and authority org charts

Barefoot Bay Aquatics Facility Mundelein, IL
Supervisor Summer 20xx

- Managed over 100 employees by enforcing company policies and applying disciplinary measures
- Acted with good judgment when addressing customer questions, and complaints consistently exceeding manager expectations for customer service and receiving exceptional customer reviews

Lifeguard (StarGuard Certified) Summer 20xx

- Enforced facility rules and protocols to minimize accidents and ensure safety of patrons and employees
- Performed routine maintenance on watchtowers and pool equipment to maintain operational standards

CAMPUS / COMMUNITY INVOLVEMENT

Neeley Navigator – Membership Development Officer TCU Basketball Band
OMR Financial Wellness Program – Financial Ambassador TCU Marching Band

BUSINESS RELATED SKILLS

Microsoft Office Specialist Certification – Excel, PowerPoint
Coupa QuickBooks

Darryl Smith

<https://www.linkedin.com/in/dar.smith>

1234 Forest Park Dr
Fort Worth, Texas 76129

817-000-1234
dar.smith@tcu.edu

EDUCATION

Texas Christian University	Fort Worth, Texas
<i>John V. Roach Honors College</i>	Bachelor of Business Administration
<i>Neeley School of Business</i>	May 20xx
Major: Marketing Minor: Global Business	GPA: 3.74

WORK EXPERIENCE

Kappa Alpha Theta	Fort Worth, Texas
<i>Panhellenic Delegate</i>	January 20xx – Present
<ul style="list-style-type: none">• Represents the chapter at Panhellenic Meetings to ensure values and ethics are well represented	

<i>Data Analytics Assistant</i>	January 20xx – December 20xx
<ul style="list-style-type: none">• Facilitated the analysis of potential new members during recruitment for the Executive Board and followed best practices to ensure candidates were provided an equal opportunity• Presented analysis data to the Executive Board to support an effective decision-making process	

TCU Consulting & Advisory Professional Board	Fort Worth, Texas
<i>Program Member</i>	January 20xx – Present
<ul style="list-style-type: none">• Selected during sophomore year to participate in an extensive consulting preparation program involving formal classwork to study the practice of consulting, understand the consulting life cycle, and learn process skills including proposal development, organizational diagnosis, and creation of an implementation plan• Participate in regular calls with industry professionals to develop a professional network and gain a better understanding of the industry and the commitment required	

Toyota Industries Commercial Finance	Dallas, Texas
<i>Summer Intern</i>	June 20xx – August 20xx
<ul style="list-style-type: none">• Gained valuable experience through observation and inquiry of critical functions in commercial lending• Documented narratives and pictorially depicted “as-is” high risk business processes and workflows• Identified areas of improvement and gained consensus of remediation activities with business process owners• Presented “as is” and “to be” processes that were well received by the CEO and the executive leadership team	

CAMPUS & COMMUNITY INVOLVEMENT

Leaders for Life
Neeley Mentorship Program
Secondary Education Tutor

BUSINESS SKILLS & INTERESTS

Skills: Microsoft Office Certification 20xx – Excel, PowerPoint, and Visio

Interests: Dancing, Snorkeling, and Skiing

Tyler Jones

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EDUCATION

Texas Christian University

Fort Worth, TX

Neeley School of Business

May 20xx

Bachelor of Business Administration

GPA: 3.5

Major: Business Information Systems Minor: Criminal Justice

EXPERIENCE

Nairo LLC

Dallas, TX

Security Associate Consultant

June -August 20xx

- Led Data Security and Architecture Project in pursuit of SOC2 Certification
- Collaborated on client vulnerability assessments examining the highest threat vulnerabilities with Nessus Scanner and providing efficient solutions to the client that addressed PCI DSS, PHP, and TLS
- Applied functionality of Kali Linux and introduction to Pen Testing through Top Gun Technical Training
- Developed best practices report for workstations which examined mobile device management and the feasibility of implementing Microsoft Intune within the Nairo network

Mediacom Communications

Moline, IL

Business Intern

May – August 20xx

- Led data analysis project coding location points to find various installment opportunities for Mediacom in 50+ locations across the Midwest
- Produced diagrams to highlight sales productivity in the top 25 locations providing valuable insight in relation to demographics, competitors, and previous sales history

CAMPUS INVOLVEMENT

Association of Information Systems

Fort Worth, TX

Founding Member

August 20xx – Present

- Develop technical and networking skills through workshops with Fort Worth leaders and TCU alumni
- Establish AIS Chapter to benefit future BIS majors with job opportunities and industry connections

Phi Kappa Sigma

Fort Worth, TX

Executive Council (Risk Management)

December 20xx – May 20xx

- Pioneered logistical solution that increased bus loading scores from 15th to 1st at TCU
- Managed \$300K annual budget allocating resources to recruitment, philanthropy, and logistics

TECHNICAL SKILLS

Microsoft Office Specialist Certification: Excel, Word, PowerPoint

MS Access, Power BI, SharePoint, MS SQL Server, VS Code, GitHub, Python, Axure, MS Teams, MS Visio, MS Project, Kali Linux, Nessus Scanner, AWS, Zoom

Frameworks: SDLC, Agile, Scrum, Lean, Design Thinking, Systems Thinking

INTERESTS

Basketball, Stock Market, Football, Chess, Cybersecurity, Guitar

Name

name@tcu.edu ▪ (817) 101-6789 ▪ 1800 Forest Park Dr ▪ Fort Worth, TX 76129

EDUCATION

Texas Christian University **Fort Worth, TX**
Neeley School of Business *May 20xx*
Bachelor of Business Administration – Finance *GPA: 3.94*
Minors: Actuarial Science and Spanish for Business Professionals

EXAMS AND TRAINING

Exam FM
Exam P
SOA VEE Credit: Economics, Corporate Finance, Accounting and Finance, Mathematical Statistics

EXPERIENCE

Mayard **Dallas, TX**
Retirement Actuarial Analyst Intern June 20xx – Present

- Aid in the IRS compliance of multi-national firms by preparing Schedule SB reports and processing various valuations of the companies’ liabilities and pension obligations
- Work with retirement team colleagues to compile the most accurate and appropriate data to produce effective and detailed valuations using ProVal, which leads to the highest customer satisfaction
- Collaborate with a team of ten colleagues around the United States and Canada to propose 3 new social media campaigns aimed at increasing company awareness for potential interns and young employees

TCU Professional Development Center **Fort Worth, TX**
Communications Manager and Professional Development Coach August 20xx – Present

- Manage the resume system by ensuring the timely distribution and turn-around time for the resumes within the Neeley School of Business with a student population of over 2,800 students
- Provide in-depth interview coaching to help increase the rate of TCU students being hired annually by boosting the students’ professionalism, confidence, and overall oral communication skills
- Coach students on how to give better business presentations by completing personalized reviews of in-person and virtual presentations, while also providing clarification through question and answer sessions

iDocs of Bleaker City **Bleaker City, KS**
Bookkeeper and Business Intern May 20xx – August 20xx

- Ensured accurate accounting for optical center with \$3M in annual revenue
- Created first-ever employee handbook for new employees within sales, technical, and insurance departments to provide best practices to every employee and ensure the practice operated at the highest efficiency
- Identified the needs of employees and designed referential solutions via Excel to improve organization and efficiencies within a practice which sees 10K patients a year

CAMPUS INVOLVEMENT AND HONORS

Delta Sigma Pi, Professional Business Fraternity | TCU Faculty Scholarship | Neeley Navigators, Peer-advisor | Dean’s Honor Roll (All Semesters) | TCU Scholar11

SKILLS

Microsoft Office Specialist: Excel and PowerPoint
Systems: ProVal, Power BI Dashboard, WebEx, Word, Zoom, and SharePoint

Sample Student

Address · Fort Worth, Texas 76102

(###) ###-#### · email@tcu.edu

EDUCATION

Texas Christian University

John V. Roach Honors College

Neeley School of Business

Bachelor of Business Administration

Major: Supply Chain Management with Leadership Emphasis

Minor: Accounting

Fort Worth, TX

May 20xx

GPA: 3.45

EXPERIENCE

Company Name

Job Title

- Bullet that identifies accomplishment, result, impact, or purpose
- Bullet that identifies accomplishment, result, impact, or purpose
- Bullet that identifies accomplishment, result, impact, or purpose

City, State
Month Year - Present

Alcon Laboratories, Inc.

Global Supply Chain Intern

- One of four supply chain business majors selected to document existing supply chains for 5+ product lines to identify process improvements
- Collected and interpreted manufacturing data to compile a critical chain process map to enhance efficiency for surgical eye care equipment

Fort Worth, TX
January 20xx – May 20xx

LEADERSHIP EXPERIENCE

BNSF Neeley Leadership Program

Selected freshman year as one of thirty-one top undergraduate business students to participate in a highly competitive three-year leadership development program involving five academic courses, a leadership institute abroad, assessments, coaching and feedback, corporate site visits, team building, and community service

Fall 20xx – Present

Company/Organization Name - Position Title

Brief Description (optional)

Kappa Kappa Gamma Sorority - Co-Vice President of Community Service

Brief Description (optional)

20xx

HONORS & AWARDS

Order of Omega - National Greek Honor Society

Dean's List

BUSINESS RELATED SKILLS

Microsoft Office Certification 20xx: Excel and PowerPoint

Spanish: Fluent

First M. Last

Address · Fort Worth, Texas 76102
(###) ###-#### · email@tcu.edu

EDUCATION

Texas Christian University	Fort Worth, TX
<i>John V. Roach Honors College – Neeley School of Business</i>	May 20xx
Bachelor of Business Administration	GPA #.##
Major: Finance with Leadership Emphasis Minor: Accounting	

Study Abroad (If Applicable): Country	Date May 20xx
Brief description of coursework/connection to major	

WORK EXPERIENCE

Employer	City, ST
<i>Position/Job Title</i>	Dates
<ul style="list-style-type: none"> ▪ Prepared equity research and analysis that evaluated company fundamentals, financial statements, industry factors, and economic trends for the analysts responsible for the firm’s \$15.2 billion in assets ▪ Evaluated potential future investments and current holdings through financial modeling and valuation methodologies including comparable companies’ analysis and discounted cash flow analysis ▪ Constructed a discounted cash flow model of Range Resources as part of a summer-long financial modeling course taught by research analysts and private equity associates ▪ Attended meetings with executive management of target and portfolio companies as part of investment evaluations and portfolio company monitoring 	

Employer	City, ST
<i>Position/Job Title</i>	Dates
<ul style="list-style-type: none"> ▪ Communicated new product ideas for younger demographics resulting in 2 new brand acquisitions ▪ Provided valuable customer service and established relationships to encourage customer loyalty ▪ Conducted inventory management for more than 10,000 SKUs from eighty different vendors 	

LEADERSHIP EXPERIENCE

BNSF Neeley Leadership Program	Fort Worth, TX
<i>(Possible Leadership Role)</i>	Month* YEAR – Present
<ul style="list-style-type: none"> ▪ Selected freshman year as one of thirty-one top undergraduate business students to participate in a highly competitive three-year leadership development program involving five academic courses, a leadership institute abroad, assessments, coaching and feedback, corporate site visits, team building, and community service ▪ (Any meaningful contributions to the program)—Expanded the program’s corporate network which has led to yearly corporate site visits in Chicago ▪ (JR/SR = Impact Project Description Goes Here)—Developed business and monetary skills curriculum for elementary aged students, specifically taught twenty-two fifth grade students in order to promote financial literacy in local schools 	

Other Organization	City, ST
<i>Student’s Role</i>	Dates – Present
<ul style="list-style-type: none"> ▪ Selected as one of eleven undergraduate students to engage in an independent study under the direction of the Chief Operating Officer to gain a broader understanding of the benefits of energy asset management 	

- Performed extensive analysis on the MLP Industry, detailing characteristics of MLP funds, strategies, regulations, key players, and current events

HONORS & AWARD

Mosebrook/Pfizer Student Leadership
Scholarship
TCU Dean’s Honor List

Meredith Fraker Thompson Memorial Scholar
Fox4 Reaching for Excellence Young Achiever

CAMPUS & COMMUNITY INVOLVEMENT

Fort Worth Association for Financial
Professionals
Barefoot Economic Summit of Texas

Sorority/Fraternity
Frog Tutoring – *Algebra and Calculus Tutor*
Leadership for Life – *Student Mentor*

BUSINESS RELATED SKILLS

Microsoft Office Certification 20xx: Excel and PowerPoint
Certification: Achieved Mastery in Crucial Conversations & Crucial Accountability

NOTE: This resume example exceeds the one-page recommended limit, students should still strive for one page. Typically, you will have a comprehensive draft resume that exceeds one-page in order to keep track of your growing number of professional experiences. When it comes time to submit your resume to an employer, you can pick and choose your most relevant experiences and edit out the ones that don’t match up with the job requirements so that your background seems like the perfect fit to your potential employer.

FREQUENTLY ASKED QUESTIONS

What name should international students use on their resume – their birth name or their “American” name?

Resumes and applications should be approached with consistency. If you are applying to a job and use your given name in the automatic database, then you should use the same given name on your resume.

How do you handle study abroad experiences?

List your study abroad as seen below, noting where and when it took place. If you have room to add bullets or an explanation, you should. This is an opportunity to share your international awareness to an employer. Your study abroad section should reflect genuine learnings and takeaways so that it reveals your authentic experience.

EDUCATION

Study Abroad, Texas Christian University

London, England

Business in London

June 20xx – July 20xx

Participated in business and cultural visits to augment studies in European Global Business at the London Executive Business School

If you need more space, you may have a final section listed as “Additional Information;” there you can add a list of your experiences, such as in the following example:

ADDITIONAL INFORMATION

International Business Experiences: Southeast Asia - Cambodia, Laos, Thailand, and Vietnam

What are good bullet point ideas for student athletes? How to explain their commitments?

See example below:

EXPERIENCE

Texas Christian University

Fort Worth, TX

Intercollegiate Athletics Division 1 – Big 12 Conference

June 20xx – Present

Basketball - Senior Point Guard

- Prioritize time management strategies to achieve both athletic and academic excellence
- Perform at the top level in front of 10K+ hostile and friendly fans
- Communicate consistently and effectively with 16 teammates and coaches to achieve team goals
- Maintain athletic conditioning 25 hours per week of training, balancing an honors course load
- Named Scholar Athlete of the Month 3 times
- Achieved school records for points and rebounds in the 20xx – 20xx season

Which experience do I take off my resume?

Eliminate those experiences which will not help you attain your objectives and are not relevant to the position you desire.

Can I add an event as a bullet, even though it is not complete?

There are few instances where this makes sense:

1. Your prospective graduation date
2. If you are registered and signed up to take a special certification (e.g. CFA exam, Six Sigma Green Belt project for Certification), you may annotate this future accomplishment with the word “candidate” Ex. “CFA Candidate MM/YYYY”

If I worked within the same company but changed jobs how would I format the change?

If you have advanced in roles, for example from a Sales Associate to a Sales Manager, within your organization, it would be important to note your progress. This is accomplished by treating these experiences as two jobs within one company. For example:

WORK EXPERIENCE

Anthropologie
Sales Manager

Fort Worth, TX
February 20xx – January 20xx

- Managerial duties and quantifiable results

Sales Associate

May 20xx– January 20xx

- Associate duties and quantifiable results

What is the minimum GPA for a specific position?

Read the job posting. If the posting requires your GPA, ensure it is on your resume or it will be automatically discarded through an electronic system. The rule of thumb: include your GPA on your resume if it is >3.0, and omit it if it is <3.0. Unless otherwise requested for the position, the cumulative GPA, otherwise referred to as “GPA,” is the only number that needs to be mentioned.

Should I include references, salary requirements, or personal information on my resume?

References on resumes are not required. This information may be asked of you via an online application. If this is the case, it is best practice to contact the people you list as references to clue them in on who may contact them, via what method and time frame. In addition, let them know what position you are applying for in order to inform that reference to have a fair understanding of what they may say about their interactions with you.

The salary will not go on your resume, nor should it be mentioned by you in the interview. There may be weed-out questions to see whether a candidate fits the parameters within which the company is willing to pay, but this is on the company to bring up, and not the candidate to suggest. The salary should not be mentioned until an offer is presented to the candidate.

Personal information may be mentioned on a case by case basis. If there are further questions about what is too personal, explain your situation to one of the professionals in the PDC. There is certain information which is illegal for an HR professional to ask; however, without knowing that, a candidate may share too much personal information about themselves.

Can I be creative on my resume if my major is Marketing?

This depends on the company and the position. If you are applying to a school program and are a marketing major, you are still required to follow the guidelines and formats for those certain programs. If you are applying to a job, you may want to highlight your creativity in another outlet rather than your resume. Many online applications allow you the option to attach projects or samples of your portfolios, or links to personal blogs or webpages. Best practice for specific companies would be to contact a hiring professional at the company and ask about their submission process.

Should I include “Need Visa Sponsorship for Extended Work Authorization in the U.S.” on my resume?

A good practice would be to research companies and understand their policies before applying to a job posting. Unless the application requires it, do not post visa status for the reason that you may be disqualified before you are given a chance to be interviewed.

How can I gear my resume towards impressing an Investment Banker?

You can learn specific qualities that companies require of their hires by researching their job postings. Adding coursework is an excellent way to show your progression through subjects, without the experience of the workplace. This can be accomplished by a section header “Technical Skills/Relevant Coursework” where items such as CFA, EIF, Wall Street Prep – Financial Modeling, DCF, etc. may be listed.

How do I convey a significant amount of credits transferred from a community college?

If you attended a previous college, list the degree received or the courses completed and hours attained if greater than ten. After completing two semesters at TCU and earning a GPA, or at start of your senior year, remove the previous college and use only Neeley.

How do I write large numbers in my resume?

It depends. When it comes to dollar amounts, using numerals is favored. Actual numbers stand out and grab people’s attention when scanning your resume.

Ex. Raised more than \$2,000,000 to assist operations team with organization of the annual gala and BBQ

Or

Raised \$2M+* to assist operations team with organization of the annual gala and BBQ

**In examples like this, you can use ‘K’ for thousands and ‘M’ for millions to shorten the bullet and you can use a + sign to indicate “more”*

How do I translate military experience to a civilian application?

See page 12. More examples below:

WORK EXPERIENCE

United States Marine Corps

Cherry Point, NC

Tactical Air Traffic Controller

July 20xx – July 20xx

- Directed coordination and routing of 17,000 aircraft during multiple deployment operations, ensuring safety in transportation and mechanical review as needed
- Mentored and trained two teams of 30 air traffic controllers to perform their duties, resulting in zero injury or mishap over the course of 8 years
- Trusted to advise superiors regarding unit and individual performance; led 12 team members to stretch their potential and increase responsibilities

United States Air Force

Barksdale, LA

Fire Protection Journeyman

September 20xx – September 20xx

- Led 40 junior personnel through training exercises to assist in successful critical qualifications
- Minimized fire damage; provided immediate response to alarms and expert operation of control and containment equipment resulting in the extinguishing of 15 fires, and preventing 20 potential ones
- Performed preventive and corrective maintenance requirements by troubleshooting malfunctions, notifying supervisor of needed repairs, and benchmarking new equipment and techniques
- Expanded team’s technical knowledge in workshops, training, and extracurriculars

Where do I start if I have no bullets for my resume?

Use action words to start every phrase when describing your experiences. Elaborate on the descriptions of your experience by focusing on what you accomplished, how you accomplished it, and the impact of what you did in a quantifiable result (money saved, time saved, efficiency percentage increased, increased sales, personal or team award, decreased lost time, improved processes and reduced waste, etc.). Ask yourself "So what?" after each description to see if the bullet point has conveyed your qualification for the job to which you are applying.

What content do I use if I don't have relevant experience?

Think about your volunteer efforts, club and organizational leadership, summer seasonal work, internships, sports teams' collateral duties, etc. These experiences played foundational and developmental roles in your growth and leadership, though it is not considered the traditional "Work Experience." The section header may be changed to "Leadership," or "Volunteer Experience." When worded and presented in the correct way, past experiences and school leadership experiences can provide a professional and qualifying base. Examples:

- Babysitter/Nanny
- Lifeguard
- Sports Teams
- Volunteer Work

Examples:

WORK EXPERIENCE

Waitress/ Waiter/ Food Service Professional

Name of Country Club

- Worked on commission and met daily food and beverage sales goals

Better: "Maximized success and surpassed daily food and beverage sales goals by X%"

- Responsible for carding members when serving alcohol

Better: "Ensured responsible behavior by checking IDs of members ordering alcohol to reduce liability risk"

- Waited tables, placed food orders, and cleared tables

Better as 2 bullets:

"Streamlined club processes by waiting tables, placing food orders, and clearing tables on a daily basis"

"Awarded Employee of the Month based on submissions of customer satisfaction surveys"

Waitress/Waiter/Hostess/Food Service Professional

Name of Restaurant

- Calculated total sales and completed a bank deposit slip for cash profits

Better: "Ensured accurate accounting for financials such as total sales and cash profits with zero discrepancies"

- Guided new employees through training

Better: "Directed 10 new employees to success by teaching innovative training objectives"

- Entrusted with a key and alarm code to open and close the café

Better: "Entrusted to comply with opening and closing procedures in order to manage safety and security"

- Controlled the register, placed food orders, and washed dishes

Better: "Managed the register by placing food orders and satisfying customers' requests and exceptions"

More examples:

TCU Campus Recreation

Fort Worth, TX

Operations Supervisor

May 20xx – Present

- Supervise 180 student staff members in fitness departments and sports clubs ensuring accurate registrations
- Resolve staff and patron conflicts while upholding company policies of risk management
- Oversee the daily safety of 2K+ patrons and provide First Aid, CPR/AED when necessary

Weight Room Attendant

February 20xx – May 20xx

- Enforced standards by scheduling equipment maintenance and organizing workout equipment
- Provided training guidance, exercise demonstrations, and fitness and health assistance to patrons
- Oversaw facility safety and communications to ensure compliance with sanitation standards and proper execution of exercise practices

YMCA

San Diego, CA

Life Guard

Summers 20xx, 20xx

- Created interactive, challenging, and age-appropriate swim classes for 20 clients, from ages 3 to 15
- Monitored pool patrons' safety by communicating messaging of youth safety to parents; resulted in zero mishaps during lessons
- Recommended club memberships by highlighting amenities, leading to 10 new customers
- Instructed and mentored 50 children between ages 3-12 in basic water survival, form and technique
- Collaborated with peers to ensure pool coverage and prevent unsafe environments for swimmers
- Enforced facility rules and regulations by fostering a positive learning and training environment

ABOUT THE PROFESSIONAL DEVELOPMENT CENTER

The Professional Development Center (PDC) provides the strategy, support, and resources for student talent development. Succeeding in today's dynamic workplace requires an ability to effectively manage interpersonal and team relationships on a global scale. With an emphasis on self-awareness, the PDC equips students with the skills necessary to establish themselves as business professionals capable of communicating their thoughts, ideas, and opinions to influence others and achieve goals. M.J. Neeley established the center, originally called the Center for Productive Communication, in 1987. He owned many businesses and had the foresight to understand the critical role communication has in business.

Director: Kelly T. O'Brien (k.t.obrien@tcu.edu)

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Neeley School
of Business

Neeley School of
Business

Professional
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Center
NEEL 2212
817-257-7539
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Professional Series:
Interviewing
Resumes
Cover Letters