

Developing the MBA Resume

MBA Career Management Center

By: *UNC Kenan-Flagler Business School*

Date: 04/15/2013

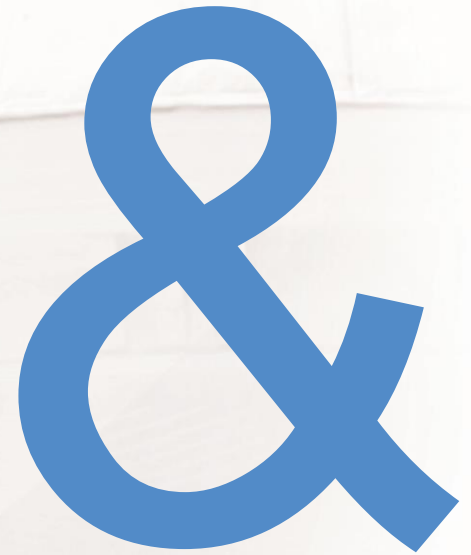


UNC
KENAN-FLAGLER
BUSINESS SCHOOL

UNC Kenan-Flagler Business School

Since 1919, UNC Kenan-Flagler has defined & advanced the pursuit of true business success through leading-edge academic rigor & unmatched real-life learning experiences. We shape exceptional leaders who go beyond the bottom line to benefit the organizations they lead & the communities they serve.

While all leading business schools impart essential knowledge, our students gain something *more*. We are the only top-ranked school that integrates our core values of excellence, leadership, integrity, community & teamwork into the very fabric of the academic experience. As a result, our students graduate uniquely prepared to drive both results & impact, to lead & to inspire - to deliver positive change in the global marketplace.



The Purpose of a Resume

A resume serves multiple purposes:

- 1 Provides an overview of your background, skills and results for employers to understand your abilities
- 2 Presents material in a consistent, concise format to identify variation among many resumes in an efficient process
- 3 Allows you to present your strengths and provides a guide during your interview question “Tell me about yourself ...”

UNC Kenan-Flagler Format

FIRST LASTNAME (ALL CAPS) Your house/apt address - City, State, Zip Code
Phone Number - FirstName_LastName@unc.edu
[linkedin.com/in/yourlink](https://www.linkedin.com/in/yourlink)

EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School - Chapel Hill, NC May 2015
Master of Business Administration (MBA), Full-Time Program

- Concentration in Function; GMAT XXX [Optional, only if 680 or higher]
- Scholarship/Activity/Achievement [Name of Scholarship - Full/Partial tuition, Full/Partial expenses]
- Example: Consortium for Graduate Study in Management - Full tuition fellowship

UNIVERSITY OF NORTH CAROLINA at Chapel Hill - Chapel Hill, NC May 2006
Bachelor of Business Administration, Finance, GPA X X [Optional, only if 3.5 or higher]

- [Optional, undergraduate bullets]
-

EXPERIENCE

COMPANY NAME - City, State (abbreviated e.g. NC) 2009-2013

[Optional, company descriptors are in italics to describe unfamiliar companies- Keep to 1 line.]

Position (2009-2012)

- Show various positions under 1 employer with dates to show career progression if applicable.
- Do not use 2 pages for on-campus resumes.
- Begin bullets with a variety of verbs to avoid repetition (ex. Led, Directed, Supervised).
- Open a resume bullet with direct action verbs and AVOID: Responsible for... or Assisted with...
- Use Times New Roman font. Font sizes- Name: 16, Major Section Headings: 12, Text: 10.5.

Position (2008)

- Avoid resume bullets with "hanging words" - single words on the 2nd line.
- Do not adjust margins for more space.
- Must use @unc.edu email address. Remove any hyperlinks to your email address.
- Remove any grammar or spelling underlines in MS Word.
- Create a .doc(x) and .PDF version

COMPANY NAME - City, State 2007-2009

[Optional, company descriptors are in italics to describe unfamiliar companies- Keep to 1 line.]

Marketing Associate

- Numbers: K= thousands, M= millions, B=billions, +=more than (e.g. \$50M+), <less than (e.g. <2%).
- Currencies: Convert all foreign currencies to U.S. Dollars. Use \$, not USD (e.g. \$120K).

COMPANY NAME - City, State 2006-2007

[Optional, company descriptors are in italics to describe unfamiliar companies- Keep to 1 line.]

Marketing Analyst

- Only include internship if <3 years work experience or it DIRECTLY relates to the target position.
 - Avoid having just 1 bullet to describe a position.
 - Additional details regarding position
-

ADDITIONAL

- Professional certifications (CPA, CFA); Professional assoc. memberships (Strong lead bullet)
- Native Spanish speaker; Conversational Portuguese (adj. include- Native, Fluent, Conversational)
- Leadership activities, volunteer leadership, awards or unique elements
- Technical skills- Do not list any Microsoft Office suite skills
- Do not include controversial material such as religion, politics, unless University-sanctioned org

The resume template is available for download in the documents section of the UNC Kenan-Flagler Consortium Website.

Three Stages of Resume Creation

Understand your goal

- Reflect on goals, interests and passions
- Target industries and companies
- Read company website and job description carefully

Conduct self-assessment

- Consider the experience and education in your life that shows you meet these qualifications
- Be selective and choose only those that are most impactful

Compose bullets

- Crafting bullets is the final step
- You may have several bullets that are used in rotation, depending on the industry or company

Four Content Areas

Contact Information

- Name, Address, Phone
- Email
- LinkedIn Profile

Education

- UNC Kenan-Flagler listed first
- GMAT: 680+; GPA: 3.5+
- Scholarships/Fellowships
- Clubs, Organizations (focus on leadership)

Experience

- Reverse Chronological Order
- Results and Accomplishments
- Focus on Individual Responsibility and Contribution

Additional Data

- Certifications
- Language Proficiency
- Licensure
- Interests & Achievements
- Avoid Controversial Material

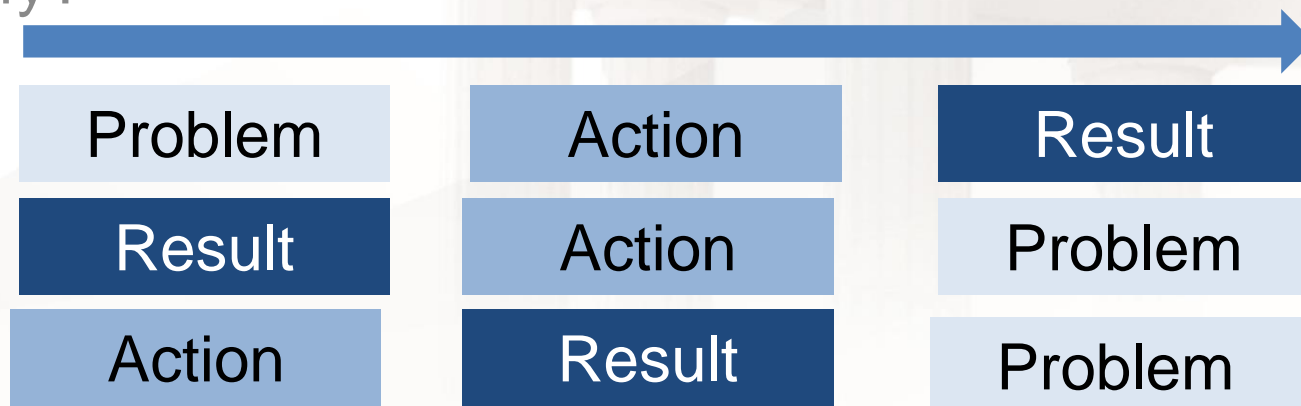
Resume Bullet Format

The bullet format structure of your resume should be consistent, although the order may vary.

Problem: What was the scenario? What were you trying to improve?

Action: What did you do specifically during this period? What skills did you use/develop?

Result: What was the outcome of your actions? Can you quantify?



PAR Components

Identify PAR components of this resume example:

Analyzed historical sales trends and competitive initiatives to create targeted promotions that generated 35% of non-subscription tickets sales

Action / Skill:
relevant to function

Problem:
promotions weren't
previously targeted

Result: quantified

Action

Problem

Result

PAR Components

The PAR structure can be reordered:

Generated 35% of non-subscription ticket sales by analyzing historical sales trends and competitive incentives to create targeted promotions

Result: quantified

Action / Skill:
relevant to function

Problem:
promotions weren't
previously targeted

Result

Action

Problem

Focus on Results

Without Results

- Led cross-functional global product team and generated new business

With Results & Quantified

- Led cross-functional global product team to launch new product in 10 countries; delivered new business of \$150k, 20% above plan projections

Use Power Verbs!

- Accelerated
- Chaired
- Developed
- Engineered
- Inspired
- Launched
- Maximized



- Orchestrated
- Revitalized
- Safeguarded
- Stimulated
- Synchronizes
- Tailored
- Targeted

Resume Guidelines (*musts*)

- One page
- Use UNC Kenan-Flagler template!!!!
- Use Times New Roman font. Font sizes: Name: 16, Section Headings: 12, Text: 10.5; even margins (1" left)
- Perfect spelling; consistent punctuation
- Remove any hyperlinks to your email address
- .doc(x) and .pdf versions

FIRST LASTNAME (ALL CAPS) Your house/apt address - City, State, Zip Code
Phone Number - First Name_Last Name@unc.edu
linkedin.com/in/vowlink

EDUCATION
UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School - Chapel Hill, NC May 2015
Master of Business Administration (MBA), Full-Time Program

- Concentration in Finance; GMAT XXXX (Optional, only if 600 or higher)
- Scholarship Activity/Achievement (Name of Scholarship - Full/Partial tuition, Full/Partial expenses)
- Example: Consortium for Graduate Study in Management - Full tuition/fellowship

UNIVERSITY OF NORTH CAROLINA at Chapel Hill - Chapel Hill, NC May 2006
Bachelor of Business Administration, Finance, GPA.XX (Optional, only if 3.5 or higher)

- (Optional, undergraduate bullets)

EXPERIENCE
COMPANY NAME - City, State (abbreviated e.g. NC) 2009-2013
[Optional, company descriptors are in italics to describe unfamiliar companies-Keep to 1 line.]
Position (2009-2012)

- Show various positions under 1 employer with dates to show career progression if applicable
- Do not use 2 pages for on-campus resumes
- Begin bullets with a variety of verbs to avoid repetition (ex. Led, Directed, Supervised)
- Open a resume bullet with direct action verbs and AVOID: Responsible for... or Assisted with...
- Use Times New Roman font Font sizes- Name: 14, Major Section Headings: 12, Text: 10.5

Position (2008)

- Avoid resume bullets with "hanging words" - single words on the 2nd line
- Do not adjust margins for more space
- Must use @unc.edu email address. Remove any hyperlinks to your email address.
- Remove any grammar or spelling underlines in MS Word
- Create a doc(x) and PDF version

COMPANY NAME - City, State 2007-2009
[Optional, company descriptors are in italics to describe unfamiliar companies-Keep to 1 line.]
Marketing Associate

- Numbers: K= thousands, M= millions, B= billions, +=more than (e.g. \$50M+), <=less than (e.g.<2%),
- Currencies: Convert all foreign currencies to U.S. Dollars. Use \$, not USD (e.g. \$120K).

COMPANY NAME - City, State 2006-2007
[Optional, company descriptors are in italics to describe unfamiliar companies-Keep to 1 line.]
Marketing Analyst

- Only include internship if <3 years work experience or it DIRECTLY relates to the target position.
- Avoid having just 1 bullet to describe a position.
- Additional details regarding position

ADDITIONAL

- Professional certifications (CPA, CFA); Professional assoc. memberships (Strong lead bullet)
- Native Spanish speaker, Conversational Portuguese (adj. include: Native, Fluent, Conversational)
- Leadership activities, volunteer leadership, awards or unique elements
- Technical skills- Do not list any Microsoft Office suite skills
- Do not include controversial material such as religion, politics, unless University-sanctioned org

Experience Section

General information:

- Company name
- City, State (and/or Country)
- Title
- Dates of employment (years)
- Optional - brief description of company
- Reverse chronological order standard

EXPERIENCE

COMPANY NAME – City, State (abbreviated e.g. NC) 2009-2013

[Optional, company descriptors are in italics to describe unfamiliar companies- Keep to 1 line.]

Position (2009-2012)

- Show various positions under 1 employer with dates to show career progression if applicable.
- Do not use 2 pages for on-campus resumes
- Begin bullets with a variety of verbs to avoid repetition (ex. Led, Directed, Supervised).
- Open a resume bullet with direct action verbs and AVOID: Responsible for... or Assisted with...
- Use Times New Roman font. Font sizes- Name: 16, Major Section Headings: 12, Text: 10.5.

Position (2008)

- Avoid resume bullets with "hanging words" - single words on the 2nd line
- Do not adjust margins for more space
- Must use @unc.edu email address. Remove any hyperlinks to your email address.
- Remove any grammar or spelling underlines in MS Word
- Create a .doc(x) and .PDF version

COMPANY NAME – City, State

2007-2009

[Optional, company descriptors are in italics to describe unfamiliar companies- Keep to 1 line.]

Marketing Associate

- Numbers: K= thousands, M= millions, B= billions, +=more than (e.g. \$50M+), <=less than (e.g. <2%)
- Currencies: Convert all foreign currencies to U.S. Dollars. Use \$, not USD (e.g. \$120K).

Additional Data Section

- Begin with professional certifications
- Language proficiencies
- Activities, clubs, interests
- Must be current
- Avoid controversial material
- Spell out acronyms

Tip:
Employers often read this section first and ask detailed questions. Be prepared!

ADDITIONAL

- Professional certifications (CPA, CFA); Professional assoc. memberships (Strong lead bullet)
- Native Spanish speaker; Conversational Portuguese (adj. include- Native, Fluent, Conversational)
- Leadership activities, volunteer leadership, awards or unique elements
- Technical skills- Do not list any Microsoft Office suite skills
- Do not include controversial material such as religion, politics, unless University-sanctioned org

Common Resume Pitfalls

- Typos (including punctuation!)
- Tiny margins
- Exaggerating results
- Not quantifying results
- Describing job responsibilities

Tip:

Have someone outside your current industry read your resume to ensure you aren't using industry jargon.



Consortium OP Resume Timeline

- **Thursday, April 25** - Resume due to Shelly Gorman:
Michele_Gorman@unc.edu
- **Thursday, April 25** - [Sign up](#) for a 1:1 resume review (*don't miss this!*)
- **Saturday, April 27-Sunday, April 28** - 1:1 resume reviews take place
- **Monday, May 6** - Revised resume due to functional CMC Associate Director
- **Wednesday, May 8-Friday, May 10** - 1:1 resume walks with functional CMC Associate Director
- **Monday, May 13** - Final resume due to Ann Salamy:
Ann_Salamy@unc.edu
- **Friday, May 17** - Final resume uploaded to Consortium website

University of North Carolina at Chapel Hill
209 South Road
Chapel Hill, NC 27599
www.unc.edu



UNC
KENAN-FLAGLER
BUSINESS SCHOOL