

The Isenberg Resume

A How-to Guide

The story of you, the internship or job candidate, begins with your resume. This guide describes how to think about, draft, and design an Isenberg-branded resume that tells your story in bold, confident language and compelling detail. Producing your Isenberg resume is an essential part of your career toolkit. Read on for details, and congratulations for taking this important first step!

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What's Your Value Proposition?

A value proposition refers to the benefits a company promises to deliver to customers. Your value proposition is a statement of the knowledge, skills, experience, passion, values, and commitment you'll bring to your target opportunity. In short, it's a clear statement of what you have to offer.

Value Proposition and the Resume

What's the connection between a value proposition and a resume? A resume reflects the past – it explains what you've already done. A value proposition looks to the future. It communicates what you'll bring to the table. A value proposition must be supported by past experience, which means it needs to logically follow from the qualifications your resume lists. In this way, a value proposition builds on the success highlighted in the resume. The resume is the foundation. The two must be in sync.

Sample Value Proposition Statement

I'm a marketing major and Dean's List student with leadership experience, excellent communication skills, a tireless work ethic, and a passion for using new technologies to reach consumers.

Articulating Your Value Proposition

Your value proposition is derived from your lived experience. See if you can recognize patterns in your life – activities you've consistently pursued; skills you've frequently demonstrated; examples of your values on display. Then combine this information with your current goals and future interests to begin to craft a personal value proposition that describes your contributions, now and in the future.

Express your value proposition in a clear, concise statement. Impactful resumes, elevator pitches, cover letters, and interview sessions are all critical opportunities to do just that.

FORM *follows* FUNCTION

When we think of resumes, we often emphasize form, not function. The margins, the font size and styles, the line spacing. A resume needs to look the part, but in our eagerness to follow the correct form, we forget about function. We forget what we want our resumes to say about us. Our resumes end up being bland historical records. The two – form and function – must join together to create a compelling argument for our candidacy.

Isenberg Resume Sections

Let's begin with a focus on content and then address matters of formatting. See [Sample Resumes by Major](#) for more guidance on the content that's typically found in the sections discussed below.

Heading

Your resume's heading should include your full name (bolded and 1-2 point sizes larger than the rest of the content in this section), one phone number, one email address, and a customized LinkedIn URL. However you choose to display this information, make sure it's visually balanced.

Education

List both the University of Massachusetts and Isenberg School of Management, along with your degree, major, and year of expected completion. Cite your GPA if it's 3.0 or higher, as well as any scholarships or academic honors you've earned.

Also, consider including a reference to relevant courses taken or topics studied, or a brief description of a relevant projects and assignments you completed. These are excellent ways to highlight relevant knowledge and skills you've acquired (it doesn't matter that they were acquired in a classroom setting).

Note: First- and second-year students may include references to their high school experience, including honors, awards, or leadership positions held.



ASK A CAREER COACH!

QUESTION: I'm really unsure about my resume and need some help telling my story.

SOLUTION: Get help from the Chase Career Center! [Click here](#) to meet with a Chase Career Coach for a 1:1 appointment, or [click here](#) to meet during walk-in hours with a Chase Career Peer.

PRO TIP

See [Different Educational Circumstances](#) for how to depict situations such as Honors College membership, Double Majors, Dual Degrees, Minors, Study Abroad, or Transfers.



Isenberg Resume Sections (cont'd)

Experience

Your experience section should list in reverse chronological order all your work experience, including paid or unpaid internships. Also include job titles, work locations, and dates of service. Make sure to cite these items for every entry in this section.

Use detailed bulleted descriptions to highlight your most relevant skills and emphasize the contributions you made to the organization, not merely the tasks you performed. Bullets should lead with [strong action verbs](#). Use the present tense for current accomplishments and the past tense for completed accomplishments. However, you may use the past tense to describe completed assignments or projects in a current role.

S.M.A.R.T. Bullets

All your experiences and activities should be expressed with descriptive bullets that employ the S.M.A.R.T. method. S.M.A.R.T. bullets are:

- **Specific** and use clear, precise language to describe your role
- **Measurable** in that they refer to the quantifiable results you produced
- **Achievement-oriented**, meaning they highlight successes rather than mere tasks
- **Relevant** to aspects of your work that include transferrable skills
- **Time-oriented** and convey whether you're able to stick to a schedule and meet deadlines



ASK A CAREER COACH!

QUESTION: How do I describe work experiences that aren't seemingly relevant to my major or future career?

ANSWER: Focus on broadly applicable and transferable skills. Understand that much of what we do is relevant. Customer service while working for Target is very much like customer service at EY, Wayfair, or Fidelity. True, the task might be different, but the principle is very much the same. Customer service, communication, teamwork, training, time management – all are relevant skills that you should highlight in your bulleted descriptions.

PRO TIP

On occasion using alternate titles for resume sections may be appropriate, e.g., Digital Marketing Experience (rather than Experience) or Community Involvement (instead of Activities).



Isenberg Resume Sections (cont'd)



Activities

Cite your extracurricular activities including clubs, sports, volunteerism, community, and civic engagements, along with your titles, and dates of service. However, if you already listed the organization or activity elsewhere, don't repeat that information here. Again, use bullets to call attention to transferrable knowledge and skills not addressed elsewhere and be sure to note any leadership positions held.

PRO TIP

Move an activity to your Experience section if it shows your leadership ability or significant engagement in a subject that's relevant to your target company.

Skills

This section is for computer and language skills only. Don't list skills such as communication, project management, or customer service. Those are best reflected in your S.M.A.R.T. bullets.

- **Computer:** Include technical, software, programming, licenses, and certifications. Be sure to indicate if you are highly proficient in one type of software (especially if it's relevant to the position).
- **Language:** Proficiency or fluency in a second language is highly desirable. Make sure to indicate your level of proficiency. Fluency in English is assumed and therefore unnecessary to include.

In certain instances you may want to consider adding a third category to your Skills section. For example, if you have a certification in project management and are pursuing a position to which that certification is relevant, consider adding a "Certifications" category and citing this credential.



ASK A CAREER COACH!

QUESTION: What do I do when my resume is really empty?

ANSWER: Consider expanding your education section by describing relevant coursework, topics studied, and projects completed. Also, explore skills and experiences that are relevant to your future career (see "[Clubs, Certifications, and Software Relevant to Your Field](#)").

Formatting Your Isenberg Resume

Isenberg employers have worked with the School to develop a resume organization and format that delivers the most important information as directly and efficiently as possible.

For more guidance on formatting, refer to the [Sample Resumes by Major](#) and be sure to use the Isenberg template.

Formatting Isn't Just About Aesthetics

A professionally formatted resume makes the content easy to skim and understand – an essential feature for readers, who typically spend about 5-6 seconds reviewing your resume before deciding if they want to read more.



Formatting Guidelines

Item	Comment
Margins	1.0" is standard but you may reduce to 0.5" as needed
Spacing	Be consistent before/after headings, job entries, dashes, and periods
Fonts	Use just one: Times New Roman, Calibri, Arial, or Tahoma
Point size	10-12 point main text is standard; headings may be slightly larger
Dashes	Be consistent: "—" vs. "-" (note: "-" is a hyphen, not a dash)
Bullets	Round bullets are best; do not use sub-bullets
Styles*	Use bold, italics, underline, ALL CAPS to create a sense of visual hierarchy
File type	Save your resume as a PDF to lock in formatting before submitting it

Typos, Errors, and Inconsistencies

Your resume must be error-free. Readers generally have many resumes to review. Often these are from candidates who've taken similar classes, held similar positions, and have similar qualifications. One way resume readers decide between candidates is by looking at the production value of the resume itself. If your resume has a few typos, errors, or inconsistencies, it may mean you're careless, or you're not taking the job search very seriously, or you aren't able to focus enough to clean up your resume. Don't risk rejection because of careless errors. Review your resume – both its content and formatting – with an eagle eye.

PRO TIP

Recruiters prefer that you save your resume (and cover letter, unofficial transcripts, etc.) using the same naming convention, e.g., "Last name_First name_Name of doc."

Putting It All Together

1" margins; can adjust to 0.5" on top & bottom only

Name is one or two sizes larger and bold

Include professional email & customized LinkedIn URL

Maxfield Jones
 (413) 123-4567 | [LinkedIn.com/in/Maxfield-Jones](https://www.linkedin.com/in/Maxfield-Jones) | mjones@umass.edu

EDUCATION

University of Massachusetts Amherst Amherst, MA
Isenberg School of Management
Bachelor of Business Administration in Finance Candidate, May 20XX
 Track: Corporate Finance

Write out full degree title

- Cumulative GPA 3.73; Dean's List, Alpha Lambda Delta: First year honor society focused on community service
- Golden Key International Honour Society: Honor society focused on academic excellence and leadership
- Recipient of John & Abigail Adams Scholarship (full tuition)
- Isenberg Fellows Program: Selected for first-year business administration program

Use relevant coursework to highlight industry-specific knowledge & skills

Relevant Coursework

Topics in Corporate Finance Fall 20XX

- Devised financial statement models based on 10K research and analysis for Boston Beer Company to make projections for future growth
- Calculated mean return, standard deviation, and correlation coefficients for three stocks: Apple, Chevron, Microsoft
- Utilized advanced corporate finance cases to analyze capital structure of firms
- Analyzed ways to add value by finding optimal debt and equity levels to provide firms the lowest cost of capital

Use consistent format & layout (e.g., spacing, font size, type, use of bold, italics)

• Include GPA if above 3.0

• List awards & scholarships

• Write clear & concise content

• Do not use articles (i.e., "a," "an," "the")

• Do not use periods at the end of bullets

Use strong action verbs for experience & activities

EXPERIENCE

IBM Somers, NY
Financial Analyst (6 Month Co-Op) January 20XX - July 20XX

- Conducted revenue audits, totaling \$398M for IBM's Smarter Planet initiative for first and second quarters of 20XX
- Constructed budgets, forecasts, revenue and expense assessments for software industry products
- Conducted robust analysis, modeling and reporting to support executive-level decision making
- Reconciled discrepancies between ledger balances and sales wins during quarterly and monthly closing procedures

Try to avoid repeating verbs

UMass Center for Student Run Business Amherst, MA
Consultant, EarthFoods Café 20XX - 20XX

- Managed financials and educated 23 co-managers on accounting, financial analysis, and operating systems
- Implemented new payroll analysis system that increased transparency and reduced payroll costs by 15%
- Delivered monthly presentations to 35 consultants, administrative coordinators and employees of business explaining current financials and future opportunities
- Devoted minimum of 20 hours weekly during academic periods

Quantify achievements

ACTIVITIES

UMass Finance Society
President Fall 20XX - Present

- Lead weekly meetings on current events, financial concepts, career opportunities, and job hunt strategies
- Plan bi-annual networking trips to Boston and New York City, visiting prominent firms and top professionals
- Mentor and advise fellow members on networking and interview skills

Use proper nouns to create interest

American Cancer Society: Amherst Relay for Life
Team Captain Spring 20XX

- Led team of 17 in raising over \$6,500 toward cancer research; participated in 24-hour relay event

Build skills through:

- Associations
- Clubs
- Competitions
- Community Service

SKILLS

Computer: Microsoft Word, PowerPoint, Access, high proficiency in Excel; QuickBooks; HTML; Fluent in JavaScript
Language: Fluent in Hebrew; Conversational in Italian

Include computer/software skills & indicate proficiency level

RESOURCES

Writing S.M.A.R.T. Bullets

Writing impact bullets starts with thinking about your experiences differently. Taking a more strategic, big picture point of view and understanding the value in the position and how it aligned with the overall business strategy is the first step to capturing more relevant and transferable skill content.

In addition, it's important to think more specifically about what you were doing, why you were doing it, and where you added value or made an impact. Be sure to use descriptive language to illustrate your contributions and accomplishments.

By going through this exercise, you will begin to capture the key pieces of information from a specific experience that you can use to draft your impact bullets.

Impact Questions

- What are you specifically doing?
- Why are you doing it?
- Who is it important to? Why?
- Did you resolve problems? What were they? How did you do that?
- Did you engage with customers? Other teams?
- Were you given additional responsibilities?
- Did you train or supervise anyone?
- Did you lead a project or take initiative on your own?
- Did you do research? Produce a report? Or recommendations?
- Were decisions made?
- What were the results?
- What was the impact of your work?

Task & Responsibilities

1. _____
2. _____
3. _____
4. _____
5. _____

Descriptive Language

- Examples
- Details
- Industry terms
- Software/systems

Quantifiable Results

Change	Metrics	Timeframe
Increased	Numbers	Hourly
Decreased	Currency	Daily
Maintained	Percentage	Weekly
Improved	Fractions	Annually

Skills Used

- Analytical
- Collaboration
- Communication
- Facilitation
- Innovation
- Leadership
- Organization
- Planning

Different Educational Circumstances

<p>Commonwealth Honors College Student</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Accounting</i></p> <ul style="list-style-type: none"> Cumulative GPA: 3.73; Dean's List All Semesters Commonwealth Honors College; Isenberg School of Management Scholarship 	<p>Amherst, MA Candidate, May 20XX</p>
<p>Double Major OUTSIDE Isenberg</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Accounting</i></p> <ul style="list-style-type: none"> Additional Major in <i>Psychology</i> Cumulative GPA: 3.80; Dean's List All Semesters, Golden Key International Honor Society <p>Anticipated 150 Hour Completion: Will complete 150 hours for CPA compliancy</p>	<p>Amherst, MA Candidate, May 20XX Month 20XX</p>
<p>Dual Degree INSIDE Isenberg</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Marketing</i> <i>Bachelor of Science in Hospitality & Tourism Management</i></p> <ul style="list-style-type: none"> Cumulative GPA: 3.73; Dean's List All Semesters; Isenberg School of Management Scholarship 	<p>Amherst, MA Candidate, May 20XX</p>
<p>Dual Degree OUTSIDE Isenberg</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Finance</i> College of Natural Sciences <i>Bachelor of Science in Mathematics</i></p> <ul style="list-style-type: none"> Cumulative GPA: 3.73; Dean's List All Semesters 	<p>Amherst, MA Candidate, May 20XX Candidate, May 20XX</p>
<p>Academic Minor</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Marketing</i> Minor: <i>Psychology</i></p> <ul style="list-style-type: none"> Cumulative GPA: 3.73; Dean's List All Semesters; John & Abigail Adams Scholarship Citizens First Program Candidate 	<p>Amherst, MA Candidate, May 20XX</p>
<p>Study Abroad</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Operations & Information Management</i></p> <ul style="list-style-type: none"> Cumulative GPA: 3.73; Dean's List All Semesters <p>Universidad of Innsbruck <i>Study Abroad Program</i></p>	<p>Amherst, MA Candidate, May 20XX Innsbruck, Austria Spring 20XX</p>
<p>New Transfer Student with Associate Degree</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Accounting</i></p> <ul style="list-style-type: none"> GPA: N/A due to recent transfer <p>Bunker Hill Community College <i>Associate of Science in Business Administration</i></p> <ul style="list-style-type: none"> GPA: 3.75 	<p>Amherst, MA Candidate, May 20XX Boston, MA May 20XX</p>
<p>New Transfer Student without Associate Degree</p>	<p>University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Accounting</i></p> <ul style="list-style-type: none"> GPA: N/A due to recent transfer <p>Bucknell University <i>Completed coursework toward BBA</i></p> <ul style="list-style-type: none"> GPA: 3.75 	<p>Amherst, MA Candidate, May 20XX Boston, MA May 20XX</p>

RESOURCES

Action Verbs

Administrative					
Arranged	Coordinated	Established	Monitored	Planned	Recorded
Catalogued	Designed	Evaluated	Operated	Prepared	Screened
Compiled	Dispatched	Interviewed	Oversaw	Processed	
Analytical					
Analyzed	Budgeted	Diagnosed	Forecasted	Recommended	Specified
Answered	Clarified	Engineered	Identified	Reconciled	Structured
Appraised	Classified	Estimated	Improvised	Recorded	Studied
Assembled	Collected	Evaluated	Interpreted	Researched	Substantiated
Assessed	Compiled	Expedited	Investigated	Resolved	Summarized
Balanced	Critiqued	Extrapolated	Processed	Reviewed	
Communication					
Addressed	Consulted	Elicited	Joined	Persuaded	Solicited
Advertised	Contacted	Enlisted	Judged	Presented	Specified
Arbitrated	Conveyed	Explained	Lectured	Promoted	Spoke
Arranged	Convinced	Expressed	Listened	Proposed	Suggested
Articulated	Corresponded	Formulated	Marketed	Publicized	Summarized
Authored	Debated	Furnished	Mediated	Reconciled	Synthesized
Clarified	Defined	Incorporated	Moderated	Recruited	Translated
Collaborated	Developed	Influenced	Motivated	Referred	Wrote
Communicated	Directed	Interacted	Negotiated	Reinforced	
Composed	Discussed	Interpreted	Observed	Reported	
Condensed	Drafted	Interviewed	Outlined	Resolved	
Conferred	Edited	Involved	Participated	Responded	
Creative					
Acted	Condensed	Displayed	Founded	Invented	Planned
Adapted	Created	Drew	Illustrated	Modeled	Revised
Began	Customized	Entertained	Initiated	Modified	Revitalized
Combined	Designed	Established	Instituted	Originated	Shaped
Composed	Developed	Fashioned	Integrated	Performed	Solved
Conceptualized	Directed	Formulated	Introduced	Photographed	
Development					
Analyzed	Developed	Formulated	Supported		
Applied	Established	Instituted	Surveyed		
Helping					
Adapted	Assisted	Counseled	Expedited	Insured	Rehabilitated
Advocated	Clarified	Demonstrated	Facilitated	Intervened	Represented
Answered	Coached	Diagnosed	Familiarized	Motivated	Resolved
Aided	Collaborated	Educated	Furthered	Prevented	Simplified
Arranged	Contributed	Encouraged	Guided	Provided	Supplied
Assessed	Cooperated	Ensured	Helped	Referred	Supported
Financial					
Adjusted	Assessed	Computed	Estimated	Netted	Projected
Administered	Audited	Conserved	Forecasted	Planned	Qualified
Allocated	Balanced	Corrected	Managed	Prepared	Reconciled
Analyzed	Budgeted	Determined	Marketed	Produced	Reduced
Appraised	Calculated	Developed	Measured	Programmed	Researched

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RESOURCES

Action Verbs (cont'd)

Leadership					
Administered	Controlled	Executed	Instituted	Persuaded	Scheduled
Assigned	Converted	Generated	Led	Planned	Secured
Analyzed	Coordinated	Handled	Managed	Presided	Selected
Appointed	Decided	Headed	Merged	Prioritized	Streamlined
Approved	Delegated	Hired	Motivated	Promoted	Strengthened
Assigned	Developed	Hosted	Navigated	Publicized	Supervised
Attained	Directed	Implemented	Operated	Recommended	Terminated
Authorized	Eliminated	Improved	Organized	Recruited	
Chaired	Emphasized	Incorporated	Originated	Reorganized	
Considered	Enforced	Increased	Overhauled	Replaced	
Contracted	Enhanced	Initiated	Oversaw	Restored	
Consolidated	Established	Inspected	Participated	Reviewed	
Organizational					
Accomplished	Collected	Executed	Monitored	Registered	Supplied
Achieved	Communicated	Expanded	Obtained	Reserved	Surpassed
Administered	Compiled	Facilitated	Operated	Reshaped	Synchronized
Applied	Consolidated	Filed	Orchestrated	Responded	Systematized
Approved	Controlled	Formalized	Ordered	Retrieved	Tabulated
Arranged	Coordinated	Generated	Organized	Reviewed	Targeted
Arranged	Corrected	Guided	Overhauled	Revitalized	Transformed
Assigned	Corresponded	Handled	Persuaded	Routed	Updated
Attained	Cultivated	Implemented	Planned	Scheduled	Upgraded
Catalogued	Delegated	Incorporated	Prepared	Screened	Validated
Categorized	Demonstrated	Inspected	Prioritized	Secured	Verified
Charted	Dispatched	Integrated	Processed	Specified	
Classified	Distributed	Launched	Provided	Standardized	
Coded	Encouraged	Logged	Purchased	Streamlined	
Collaborated	Ensured	Maintained	Recorded	Submitted	
Problem Solving					
Clarified	Evaluated	Recommended	Solved		
Decided	Investigated	Resolved	Surveyed		
Research					
Analyzed	Detected	Explored	Interpreted	Organized	Summarized
Clarified	Determined	Extracted	Interviewed	Researched	Surveyed
Collected	Diagnosed	Formulated	Invented	Reviewed	Systematized
Compared	Evaluated	Gathered	Investigated	Searched	Tested
Conducted	Examined	Identified	Located	Solved	
Critiqued	Experimented	Inspected	Measured	Studied	
Strategic					
Appointed	Created	Envisioned	Initiated	Motivated	Stimulated
Chaired	Delegated	Established	Innovated	Optimized	Strengthened
Clarified	Designed	Executed	Inspired	Pioneered	Transformed
Coached	Developed	Expanded	Introduced	Planned	
Conceived	Directed	Founded	Invented	Revolutionized	
Conceptualized	Empowered	Ignited	Mentored	Spearheaded	
Convinced	Energized	Influenced	Modernized	Sponsored	

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RESOURCES

Action Verbs (cont'd)

Tactical					
Accelerated	Conducted	Exceeded	Interfaced	Reinforced	Transformed
Advanced	Constructed	Expedited	Negotiated	Rescued	Translated
Advised	Consulted	Fashioned	Operated	Revamped	Tutored
Amplified	Demonstrated	Fostered	Originated	Safeguarded	Volunteered
Augmented	Earned	Generated	Performed	Supplemented	
Capitalized	Enforced	Identified	Produced	Synthesized	
Charted	Enriched	Installed	Promoted	Trained	
Technical					
Applied	Constructed	Developed	Operated	Regulated	Specialized
Assembled	Converted	Engineered	Overhauled	Remodeled	Standardized
Built	Debugged	Fabricated	Printed	Repaired	Trained
Calculated	Designed	Fortified	Programmed	Replaced	Translated
Computed	Determined	Installed	Reconciled	Restored	Upgraded
Conserved	Devised	Maintained	Rectified	Solved	Utilized
Time Management					
Administered	Directed	Improved	Initiated		
Developed	Generated	Increased	Reduced		
Training					
Adapted	Assisted	Explained	Informed		
Advised	Communicated	Facilitated	Instructed		
Teaching Skills					
Adapted	Conducted	Encouraged	Guided	Instructed	Stimulated
Advised	Coordinated	Evaluated	Individualized	Motivated	Taught
Clarified	Critiqued	Explained	Informed	Persuaded	Tested
Coached	Developed	Facilitated	Initiated	Set goals	Trained
Communicated	Enabled	Focused	Instilled	Simulated	Transmitted

RESOURCES

Clubs, Certifications, and Software Relevant to Your Field

Major	UMass Club/Organization	Certifications/Licensure	Software/Tech
Accounting	<ul style="list-style-type: none"> Accounting Association Association of Latino Professionals for America (ALPFA) Beta Alpha Psi Accounting Association National Association of Black Accountants (NABA) 	<ul style="list-style-type: none"> CFSA CFE CISA CMA CPA 	<ul style="list-style-type: none"> ACCUCert Embarcadero Delphi MS Dynamics NetSuite PeopleSoft Quickbooks Sage 50cloud SAP
Finance	<ul style="list-style-type: none"> Finance Society Investment Club Minutemen Alternative Investment Fund Minutemen Equity Fund Minutemen Fixed Income Fund Smart Women Securities 	<ul style="list-style-type: none"> Bloomberg Certified (4 parts completed) CFP/CFA (level 1) NASD Registration Series 6/7 Trade Tools Financial 	<ul style="list-style-type: none"> Bloomberg MS BCM MS Excel Netsuite Sage SAP STATA
HTM	<ul style="list-style-type: none"> American Hotel and Lodging Association (AH&LA) Club Management Association of America (CMAA) Eta Sigma Delta Meeting Professionals International National Society of Minorities in Hospitality (NSMH) 	<ul style="list-style-type: none"> TIPPS Certified 	<ul style="list-style-type: none"> Agilysys Frontdesk Anywhere Jolt Maestro PMS RMS Hotel Hotelogix Simple Order
Management	<ul style="list-style-type: none"> Isenberg Business Law Club Isenberg Management Association (IMA) UMass Entrepreneurship Club 180 Degree Consulting, UMass Branch 	<ul style="list-style-type: none"> SHRM Certification Six Sigma (color of belt, e.g., Green Belt) PMP Certification 	<ul style="list-style-type: none"> Delphi NetSuite Sage Salesforce SAP
Marketing	<ul style="list-style-type: none"> American Marketing Association (AMA) Isenberg Marketing Club Sales Club The Militia UMass AdLab 	<ul style="list-style-type: none"> Google AdWords Hubspot Inbound 	<ul style="list-style-type: none"> Adobe Acrobat, InDesign, Illustrator, Photoshop Buffer Google AdWords Google Analytics Hootsuite HTML, CSS HubSpot MailChimp Piktochart SalesForce

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RESOURCES

Clubs, Certifications, and Software Relevant to Your Field (cont'd)

Major	UMass Club/Organization	Certifications/Licensure	Software/Tech
OIM	<ul style="list-style-type: none"> • Council of Supply Chain Management (CSCM) • Institute for Operations Research and the Management Sciences (INFORMS) • Operations and Information Management Club 	<ul style="list-style-type: none"> • APICS S&OP Certification • APICS RMC (Indicate level, e.g., RMC1, RMC4, etc.) 	<ul style="list-style-type: none"> • SAP, SAP ERP, SAP SCM • Microsoft Access • Microsoft Excel • Tableau • Minitab • C++ • Java • SQL
Sport Management	<ul style="list-style-type: none"> • Association of Diversity in Sport (ADS) • McCormack Student Leaders Club • Student Athletic Advisory Council (SAAC) • The Militia • UMass Sports Analytics Club • Women in Sport Management (WISM) 	<ul style="list-style-type: none"> • Google AdWords • Google Analytics 	<ul style="list-style-type: none"> • Adobe After Effects • Adobe Photoshop • Archtics • CRM: DigiDeck, Salesforce • Dartfish • Nacsport • Performa Sports • Python • R • Tableau
All Majors	<ul style="list-style-type: none"> • Advancement for Diversity in Business • Association of Latino Professionals for America (ALPFA) • Delta Sigma Pi • Eta Sigma Delta • Isenberg Business Law Club • Isenberg Citizens First (ICF) • Isenberg Honors Council (IHC) • Isenberg Real Estate Association • Isenberg Undergraduate Consulting Group (IUCG) • Isenberg Women in Business (WIB) • Jewish Leaders in Business (JLB) • Net Impact • Protect Our Breasts • Student Athletic Advisory Council (SAAC) • The Militia • UMass Entrepreneurship Club • 180 Degree Consulting, UMass Branch 		<ul style="list-style-type: none"> • MS Office (Word, Excel, PowerPoint, Access) • Outlook • PC/Mac proficient

Maxfield Jones

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EDUCATION

- University of Massachusetts Amherst** Amherst, MA
Isenberg School of Management
Bachelor of Business Administration in Accounting Candidate, May 20XX
- Cumulative GPA 3.73; Dean's List; Commonwealth Honors College
- Anticipated 150 Hour Completion:** Will complete 150 hours for CPA compliancy December 20XX
- Bunker Hill Community College** Boston, MA
Associate of Science in Business Administration May 20XX
- GPA: 3.75

EXPERIENCE

- State Street Corporation** Hadley, MA
Global Operations Processing Analyst Fall 20XX - Present
- Process international, federal, and domestic securities transactions (equities, fixed incomes) with 99.6% accuracy
 - Identify and research problem transactions (e.g., data quality, settlement details, etc.)
 - Resolve any such conflict via communication with fund managers, team members, and external groups
- University of Massachusetts Amherst** Amherst, MA
Resident Assistant Fall 20XX - Present
- Develop safe community for residents; earned highest "five-star" safety environment rating for dorm
 - Enhance residential community by coordinating at least ten social and educational events each semester
 - Enforce code of student conduct and university policy consistently and objectively
- Massachusetts Small Business Development Center (MSBDC)** Springfield, MA
Small Business Consultant Intern June - August 20XX
- Advised small furniture business owner on website strategy; increased site traffic by 27% in two months
 - Led two interns in orientation meetings with small business owners; increased participants' awareness of services
 - Developed cash flow strategies and determined loan eligibility while working with clients one-on-one
- Citizens Bank** Marlboro, MA
Document Handling Analyst June - August 20XX
- Sorted and checked outgoing mail with 99% accuracy rate
 - Acquired correct customer information to process mail accurately
 - Batched and shipped loans to appropriate servicer, following established protocol

ACTIVITIES

- Beta Alpha Psi** Fall 20XX - Present
- Interact with students, faculty, and professionals to foster growth, service, and ethical conduct ideals
 - Tutor accounting students five hours per week in various courses
- Accounting Association** Spring 20XX - Present
- Attend numerous speaker forums, programming, and social events to increase knowledge of issues, trends, and opportunities within the Accounting realm
- Isenberg Undergraduate Leadership Council (ULEAD)** Spring 20XX
- Developed coffee business, Morning Grind, for Isenberg School community with a team of fellow members
 - Solicited over \$2,500 through targeted fundraising efforts

SKILLS

Computer: Microsoft Excel, Word, PowerPoint, Access; Minitab; HTML; CSS; Fluent in JavaScript
Language: Fluent in Portuguese & Spanish; Conversational in German

Maxfield Jones

(413) 123-4567 | [Linkedin.com/in/Maxfield-Jones](https://www.linkedin.com/in/Maxfield-Jones) | mjones@umass.edu

EDUCATION

University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

Bachelor of Business Administration in Finance

Candidate, May 20XX

Track: Corporate Finance

- Cumulative GPA 3.73; Dean's List, Alpha Lambda Delta: First year honor society focused on community service
- Golden Key International Honour Society: Honor society focused on academic excellence and leadership
- Recipient of John & Abigail Adams Scholarship (full tuition)
- Isenberg Fellows Program: Selected for first year living/learning residential program

Relevant Coursework

Topics in Corporate Finance

Fall 20XX

- Devised financial statement models based on 10K research and analysis for Boston Beer Company to make projections for future growth
- Calculated mean return, standard deviation, and correlation coefficients for three stocks: Apple, Chevron, Microsoft
- Utilized advanced corporate finance cases to analyze capital structure of firms
- Calculated ways to add value by finding optimal debt and equity levels to provide firms the lowest cost of capital

EXPERIENCE

IBM

Somers, NY

Financial Analyst (6 Month Co-Op)

January 20XX - July 20XX

- Executed revenue audits, totaling \$398M for IBM's Smarter Planet initiative for first and second quarters of 20XX
- Constructed budgets, forecasts, revenue and expense assessments for software industry products
- Provided robust analysis, modeling and reporting to support executive-level decision making
- Reconciled discrepancies between ledger balances and sales wins during quarterly and monthly closing procedures

UMass Center for Student Run Business

Amherst, MA

Consultant, EarthFoods Café

20XX - 20XX

- Managed financials and educate 23 co-managers on accounting, marketing, financial analysis and operating systems
- Implemented new payroll analysis system that increased transparency and reduced payroll costs by 15%
- Delivered monthly presentations to 35 consultants, administrative coordinators and employees of business explaining current financials and future opportunities
- Devoted minimum of 20 hours weekly during academic periods

ACTIVITIES

UMass Finance Society

President

Fall 20XX - Present

- Lead weekly meetings on current events, financial concepts, career opportunities, and job hunt strategies
- Plan bi-annual networking trips to Boston and New York City, visiting prominent firms and top professionals
- Mentor and advise fellow members on networking and interview skills

American Cancer Society: Amherst Relay for Life

Team Captain

Spring 20XX

- Led team of 17 in raising over \$6,500 toward cancer research; participated in 24-hour relay event

SKILLS

Computer: Microsoft Word, PowerPoint, Access, high proficiency in Excel; QuickBooks

Language: Fluent in Hebrew; Conversational in Italian

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EDUCATION

University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

Bachelor of Business Administration in Finance

Candidate, May 20XX

Track: *Financial Analyst*

- Cumulative GPA 3.91; Dean's List
- Alpha Lambda Delta: First year honor society focused on community service
- Golden Key International Honour Society: Honor society focused on academic excellence and leadership
- Isenberg Fellows Program: Selected for first year living/learning residential program

EXPERIENCE

Bank of America Merrill Lynch

New York, NY

Investment Banking Summer Analyst

Summer 20XX

- Completed successful internship in Global Technology Group, resulting in extension of a full time offer
- Provided financial analysis, research and comparable company analysis for high-tech companies
- Prepared pitch-books and management presentations for debt issuances and buy-side acquisitions
- Assisted with data room and diligence for sell-side transaction

Knight Capital Americas

Jersey City, NJ

Sales & Trading Intern

Summer 20XX

- Extracted and organized client information from Options agreements to update and expand database
- Contacted current clients to request information regarding SEC Rule 15C3-5
- Collaborated in teams to present weekly market updates as well as sales pitches
- Assisted traders in developing trading strategies to be implemented for short term gains
- Gained exposure to compliance, evaluating clients following disciplinary actions from previous two years

Minutemen Equity Fund

Amherst, MA

Capital Goods Research Analyst

Fall 20XX - Present

- Member of student-managed fund with assets valued at \$140,000 and reliant on members to develop investment strategies
- Utilize complex Excel-based valuation and portfolio allocation to create multiples and discounted cash flow models
- Conveyed findings in weekly meetings and lead discussions based on selected equities identified as best choices for Long-term (3-5 year fund) investment goals

ACTIVITIES

UMass Finance Society

President

Fall 20XX - Present

- Lead weekly meetings on current events, financial concepts, career opportunities, and job hunt strategies
- Plan bi-annual networking trips to Boston and New York City, visiting prominent firms and top professionals
- Mentor and advise fellow members on networking and interview skills

American Cancer Society: Amherst Relay for Life

Team Captain

Spring 20XX

- Led team of 17 in raising over \$6,500 toward cancer research; participated in 24-hour relay event

SKILLS

Technology: Bloomberg Certified; Capital IQ; Microsoft Word, PowerPoint, Access, high proficiency in Excel; Front Page

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EDUCATION

University of Massachusetts Amherst Amherst, MA
Isenberg School of Management
Bachelor of Science in Hospitality & Tourism Management Candidate, May 20XX

- Cumulative GPA 3.8; Dean's List All Semesters
- Recipient of Starwood Hotels and Resorts Scholarship; Golden Key International Honour Society

EXPERIENCE

Starwood Hotels and Resorts Hilton Head, SC
Guest Service Intern Summer 20XX

- Completed 10-week training program focused on Front Desk operations with exposure to other managerial areas
- Provided superior guest service while managing check in/out and resolving guest concerns
- Recognized by managers for professionalism when interacting with challenging guests and staff members
- Collaborated on project with interns to develop new social media ideas to increase web traffic and reservations

Fletchers Cafe Amherst, MA
Co-Manager 20XX - Present

- Coordinate management on a team of three for a café, serving breakfast and lunch to up to 200 guests daily
- Lead hiring, training, and supervision of the part-time staff, arranging schedules and ensuring control of labor costs
- Implement new catering initiative bringing Fletcher's "Fresh and Fast" items to on-campus locations
- Collaborate with student clubs to develop logistics to introduce a bicycle delivery team

UMass Residence Life Amherst, MA
Resident Assistant Fall 20XX - Present

- Led ten-member Executive Council and managed the welfare of 50 residents in Honors Residential floor
- Developed building rules and administrative procedures based on housing objectives with a team of six managers
- Interviewed students and established the first Judicial Board and Student Government of new building complex

UMass Dining Services Amherst, MA
Ambassador Fall 20XX - Spring 20XX

- Developed and implemented weekly concept test surveys on variety and quality of food, resulting in menu expansion
- Managed event logistics for special events such as Guinness Book of World Records "Longest Sushi Roll" and "Battle of the Chefs"

ACTIVITIES

American Hotel & Lodging Association (AH&LA) Spring 20XX - Present

- Gain insights into the hospitality industry by creating interactions with industry professionals and conducting site visits to resorts, hotels, and attending industry functions

Club Managers Association of America (CMAA) Fall 20XX - Present

- Attend speaker events, field trips, Career Day, and New England Club Managers Association meetings

SKILLS

Computer: Microsoft Excel, Word, PowerPoint, and Access; HTML; Publisher; GuestClick; epos Business Solutions
Language: Fluent in Spanish

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EDUCATION

University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

Bachelor of Business Administration in Management

Candidate, May 20XX

- Cumulative GPA: 3.73; Dean's List All Semesters; Commonwealth Honors College
- Recipient of Isenberg School of Management Scholarship

EXPERIENCE

Massachusetts Small Business Development Center (MSBDC)

Springfield, MA

Small Business Consultant Intern

Fall 20XX

- Led two interns in orientation meetings with small business owners
- Increased awareness of offerings by answering questions and highlighting offered services
- Collaborated with clients one-on-one to develop cash flow strategies and determine loan eligibility
- Advised small furniture business owner on development of website that increased traffic by 30%

Camp IdleNook

Camden, ME

Head Counselor

Summers 20XX - 20XX

- Managed seven Counselors in Training (CIT), developing staff confidence through individualized training modules and team-building exercises
- Collaborated with management team to organize daily activities for 75 campers in four two-week sessions
- Ensured appropriate communication with parents and family members; responded professionally to safety/crisis situations

LP Simmons Construction

Woburn, MA

Assistant Office Manager

Summer 20XX

- Supported Project Managers and Supervisors by facilitating project communication
- Prepared project specific documentation, including binders, monthly statement materials, and labor expenses
- Processed vendor payments and helped Financial Manager with filing payables and receivables

ACTIVITIES

Isenberg Management Association (IMA)

President

Spring 20XX - Present

- Develop and execute club approved marketing campaigns that increased event attendance by 35% in three months
- Strategize yearly agenda and collaborate with leadership board and alumni about networking events

Society for Human Resource Management (SHRM)

Fall 20XX - Present

- Attended annual SHRM conference as a Volunteer in Washington, D.C.
- Participate in multiple networking events and meetings to discuss industry trends, issues, and current events

Enlace de Familia

Team Leader

Fall 20XX

- Led a small team on a project aimed at gathering useful information for region's neediest families

SKILLS

Computer: Microsoft Excel, Word, PowerPoint; Salesforce CRM; Sage ACT!

Language: Fluent in Spanish

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Bachelor of Business Administration in Marketing

Candidate, May 20XX

Minor: *Psychology*

- Cumulative GPA 3.73; Dean's List All Semesters; Recipient of John & Abigail Adams Scholarship
- Citizens First Program Candidate

EXPERIENCE

LEGO Group

Enfield, CT

Market Research Intern

Summer 20XX

- Produced 140-page research report recommending social media strategies within a team of three
- Collaborated with team for brand strategy assignments, competitive analysis, and prospective client identification
- Conducted research to aid in brand narrative development and market penetration for new product line

Arthur J. Gallagher & Co.

Boston, MA

Marketing Intern

Summer 20XX

- Developed marketing campaigns, including brochures/handouts in WordPress and Publisher, and focused on new clients in the transportation industry
- Managed information for ten client accounts in Customer Relationship Management (CRM) database
- Researched 100 prospective clients and developed sales leads for department leaders

Target

Hadley, MA

Logistics/Inventory Team Manager

20XX - Present

- Managed the stocking of shelves on the sales floor and in the back storage area
- Ensured correct number of items reflected in the stock inventory and alerted managers of items needing reorder
- Worked part-time during academic periods and nights during the summer to contribute to educational costs

ACTIVITIES

UMass Marketing Club

Spring 20XX

Social Media Committee Member

- Increased event attendance by 15% by initiating new campaigns focused on Facebook, Twitter, and Instagram

Isenberg ExCEL Case Competition

March 20XX

- Achieved Finalist in school-wide case event focused specifically on first and second year students
- Developed, researched, and presented a small business proposal in a team of four to potential "investors"

Habitat for Humanity

20XX - 20XX

- Traveled to several locations and assisted with on-site house construction
- Organized school-wide fundraiser that resulted in \$3,000 of funds to put towards home development

SKILLS

Computer: Microsoft Excel, Word, PowerPoint, Access; HTML; WordPress; Publisher

Analytics: Google; HubSpot

Language: Fluent in Spanish

Maxfield Jones

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EDUCATION

University of Massachusetts Amherst Isenberg School of Management <i>Bachelor of Business Administration in Operations & Information Management</i>	Amherst, MA Candidate, May 20XX
<ul style="list-style-type: none">• Cumulative GPA: 3.73; Dean's List All Semesters• Recipient of Isenberg School of Management Scholarship	
University of Innsbruck <i>Study Abroad Program</i>	Innsbruck, Austria Spring 20XX

EXPERIENCE

Massachusetts Small Business Development Center (MSBDC) <i>Small Business Consultant Intern</i>	Springfield, MA 20XX - Present
<ul style="list-style-type: none">• Advise small furniture business owner on development of website that increased traffic by 27% in 2 months• Lead two interns in orientation meetings with small business owners• Increase participants' awareness of services by answering any questions, and highlighting services oriented to their concerns• Collaborate with clients one-on-one to develop cash flow strategies and determine loan eligibility	
University of Massachusetts Amherst <i>Resident Assistant</i>	Amherst, MA Fall 20XX - Present
<ul style="list-style-type: none">• Develop a safe community for residents; earned highest "five star" safety environment rating for the dorm• Enhance residential community by coordinating at least ten social and educational events each semester• Enforce code of student conduct and university policies consistently without bias• Provide role-model ethical leadership for community members	
LP Simmons Construction <i>Assistant Office Manager</i>	Woburn, MA Summer 20XX
<ul style="list-style-type: none">• Supported Project Managers and Supervisors by facilitating project communication• Prepared project specific documentation, including binders, monthly statement materials, and labor expenses	
Citizens Bank <i>Document Handling Analyst</i>	Marlboro, MA Summer 20XX
<ul style="list-style-type: none">• Sorted and checked outgoing mail with 99% accuracy rate• Acquired correct customer information to process mail accurately	

ACTIVITIES

UMass Chapter of the Association of Operations Management (APICS) <i>Fundraising Chair</i>	Fall 20XX - Present
<ul style="list-style-type: none">• Raised a total of \$3,700 through the planning and execution of three targeted, fall fundraising events• Mentor and advise underclassmen on networking and interview skills	
Institute for Operations Research and the Management Sciences (INFORMS)	Spring 20XX - Present
<ul style="list-style-type: none">• Attend speaker series, field trips, and networking events to develop interest and knowledge in the field• Presented about [insert topic] to a panel of peers and faculty on the [about your topic]	

SKILLS

Computer: Microsoft Excel, Word, PowerPoint, Access; Minitab; HTML; CSS; Fluent in JavaScript; SAP
Language: Fluent in French

Maxfield Jones

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EDUCATION

University of Massachusetts Amherst Amherst, MA
Isenberg School of Management
Mark H. McCormack Department of Sport Management
Bachelor of Science in Sport Management Candidate, May 20XX

- Cumulative GPA 3.6; Dean's List All Semesters
- Golden Key International Honour Society

EXPERIENCE

Boston Bruins Boston, MA
Game Day Operations and Promotions Intern Fall/Winter 20XX

- Delivered in-game sponsorship presentations with a variety of activities and promotions
- Increased fan satisfaction through close interaction in merchandise sales and fan/team events
- Collaborated with three interns to establish a new protocol for scheduling "fan-friendly" activities

Pioneer Valley Tip-Off Basketball Tournament Amherst, MA
Community Outreach Staff Fall/Winter 20XX

- Outreach to area high schools to register them for tournament
- Built relationships with participating coaches and communities
- Market the event through social media (Facebook, Instagram, Twitter), and sold tickets

North Shore Navigators Lynn, MA
Game Operations Intern Summer 20XX

- Created a new game day operations schedule in conjunction with four other interns
- Developed a concessions plan by working closely with the Concessions Manager and other staff
- Suggested new merchandise items to sell based on research of competitor team items and sale percentages
- Decreased wait for fans during pre-game activities through redirecting flow of events

Minutemen Madness Face-Off Tournament Amherst, MA
Founder and Operations Director Fall 20XX

- Created and implemented a new hockey tournament for 15 regional high school teams
- Designed tournament schedule and managed team of 12 to execute the event
- Raised over \$3,000 in sponsorship revenue through solicitation of local organizations

ACTIVITIES

University of Massachusetts Sport Management Association Spring 20XX - Present
Treasurer

- Manage all financial responsibilities, including an annual budget of \$4,500, check signing and reporting
- Collaborate with other executive board members to determine appropriate fund allocation each year

Association of Diversity in Sport (ADS) Fall 20XX - Present

- Assist with Sport Management Career Fair by organizing attendees and answering employer and student inquiries

Habitat for Humanity 20XX

- Assist in the construction of local homes and provide an average of 10 service hours per week

SKILLS

Computer: Microsoft Word (proficient), Excel (intermediate) & PowerPoint (advanced)