

Mary Sample

(612) 555-5678
SampleM@Augsburg.edu

Professional Summary

Technologically savvy graduate with multiple internship experiences, qualified for career opportunities where communications background and creative abilities will be of value.

EDUCATION

Augsburg College Expected, May 2011
Bachelor of Arts, Business Administration (Dean's List honors; Major GPA: 3.8)

INTERNSHIP EXPERIENCE

Advanced Marketing, Minneapolis, MN May - August 2010
Provided in depth market analysis of a wide range of industries including food service, automobile insurance, and financial institutions. Initiated and fostered partnerships with various Minnesota businesses, including TCF Finance, General Mills, and Harris & Associates. Assisted in roundtable brainstorming sessions targeted towards increasing market share, creating strategic marketing alliances, and reducing overall costs. Highlights:

- Created the first company website - www.advancemarketing.com.
- Served as the company graphic designer in her absence, and created the current company logo.
- Acted as an integral member of marketing team during its "launch"; *saw 30 % increase in profit margin in 3-month time-period*

Minneapolis Community Renewal, Minneapolis, MN June - August 2009
Served as web-master for Minneapolis Community Renewal, a 25 employee community-based non-profit organization. Created and maintained organizational website. Coordinated with department heads in setting up website sections and effectively organizing/arranging website content.

LEADERSHIP SKILLS

Augsburg Business Organization, Augsburg College September 2009 - Present

- Vice-President: Increased active enrollment by 86%, from 14 to 26 members
- Secretary: Organized five annual fund-raisers for group totaling \$1,100.

TECHNICAL SKILLS

- Computer Programs: Dreamweaver website design; Microsoft Access; MS Office

- ☺ Name is larger than rest
- ☺ Professional/appropriate email
- ☹ Missing complete information

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- ☺ Summary brings out highlights of experience
- ☺ Can be used when lacking related experience

Professional Summary

Technologically savvy graduate with multiple internship background and creative abilities will be of value.

- ☺ Highlights "extras" (GPA/Dean's List)
- ☺ Could include Study Abroad, Relevant Coursework
- ☹ Missing complete information
- ☹ Section headings are too large

EDUCATION

Augsburg College
Bachelor of Arts, Business Administration (Dean's List honors; Major GPA: 3.8) Expected, May 2011

INTERNSHIP EXPERIENCE

Advanced Marketing, Minneapolis, MN

Provided in depth market analysis of a wide range of institutions. Initiated and fostered partnerships with Harris & Associates. Assisted in roundtable brainstorming sessions targeted towards increasing market share, creating strategic marketing alliances, and reducing overall costs. Highlights:

- ☺ Uses ACTION VERBS
- ☺ Descriptive & highlights RESULTS
- ☺ Description uses numbers to highlight scope/impact
- ☹ Paragraph format is difficult to read (a lot of text)

- Created the first company website - www.advancemarketing.com.
- Served as the company graphic designer in her absence, and created the current company logo.
- Acted as an integral member of marketing team during its "launch"; *saw 30 % increase in profit margin in 3-month time-period*

Minneapolis Community Renewal, Minneapolis, MN June - August 2009

Served as web-master for Minneapolis Community Renewal, a 25 employee community-based non-profit organization. Created and maintained organizational website. Coordinated with department heads in setting up website sections and effectively organizing/arranging website content.

LEADERSHIP SKILLS

Augsburg Business Organization, Augsburg College September 2009 - Present

- Vice-President: Increased active enrollment by 86%, from 14 to 26 members
- Secretary: Organized five annual fund-raisers for group totaling \$1,200

- ☺ Uses formatting to highlight important info
- ☺ Appropriate font style and size
- ☺ Consistent formatting throughout resume
- ☹ Shoud use bullet format for description of duties

TECHNICAL SKILLS

- Computer Programs: Dreamweaver website design; Microsoft Access; MS Office

- ☺ Highlight additional skills with additional section of resume
- ☺ Could include volunteer activities, honors and awards, or language abilities
- ☹ Original resume went over onto second page

Jonathan Sample

1234 5th Ave., Minneapolis, MN 55455 612-555-1234 jdockter85@hotmail.com

Objective To obtain a position as a sales representative with Medtonic

Education

Bachelor of Arts in Business Administration May 2011
Minors: International Business
Augsburg College, Minneapolis, MN
GPA: 2.9

Relevant Experience

Sales Associate Sept. 2010- present
Verizon Wireless, Minneapolis, MN

- Recognized as top sales representative for 4th quarter 2005
- Demonstrate products and assist customers with general inquiries

Entrepreneurship Seminar class project

Resume Doctor Jan 2011- Apr 2011

- Developed business plan for local start-up company
- Conducted and analyzed research to determine target market
- Implemented marketing plan to secure initial clientele

Teller June 2008- August 2010
TCF, Minneapolis, MN

- Processed transactions for personal and business customers
- Maintained and balanced a daily cash drawer
- Opened new customer checking and savings accounts

Office Assistant Sept. 2006- May 2008
Augsburg Admissions Office, Minneapolis, MN

- Performed data entry, filing, and clerical duties

Computer Skills

Word, Excel, Access, Powerpoint, Adobe Pagemaker

Activities and Honors

Augsburg Student Senate Member; 2010-2011

- Finance Committe

Augsburg Student Ambassador, 2009-2010

Big Brothers/Big Sisters

Jonathan Sample

1234 5th Ave., Minneapolis, MN 55455 612-555-1234 jsample57@hotmail.com

- ☺ Heading includes complete contact info
- ☺ Email address is appropriate
- ☹ Name is too small; will not stand out

Objective To obtain a position as a sales representative with Medtonic

Education

Bachelor of Arts in Business Administration
Minors: International Business
Augsburg College, Minneapolis, MN
GPA: 2.9

May 2011

- ☺ Uses objective to explain goals
- ☹ Objective may **not** be important to employer
- ☹ Summary/Professional Qualifications section may be more effective
- ☹ GPA should only be included if 3.0 or above

Relevant Experience

Sales Associate

Verizon Wireless, Minneapolis, MN

- Recognized as top sales representative for 4th quarter 2005
- Demonstrate products and assist customers with general inquiries

Entrepreneurship Seminar class project

Resume Doctor

- Developed business plan for local start-up company
- Conducted and analyzed research to determine target
- Implemented marketing plan to secure initial clientele

- ☺ Formatting (bullets and block text) make resume easy to read
- ☺ ACTION VERBS ARE GOOD!
- ☹ Headings and title should be formatted differently to avoid confusion

Teller

TCF, Minneapolis, MN

- Processed transactions for personal and business customers
- Maintained and balanced a daily cash drawer
- Opened new customer checking and savings accounts

June 2008- August 2010

Office Assistant

Augsburg Admissions Office, Minneapolis, MN

- Performed data entry, filing, and clerical duties

- ☺ Relevant (but not necessarily work) experience is brought to the top using formatting (not chronological)
- ☹ Descriptions do not include RESULTS making them less effective and somewhat boring

Computer Skills

Word, Excel, Access, Powerpoint, Adobe Pagemaker

Activities and Honors

Augsburg Student Senate Member; 2010-2011

- Finance Committee

Augsburg Varsity Soccer, 2009-2010

Big Brothers/Big Sisters

- ☺ Includes well balanced activities
- ☺ Resume is kept to one page
- ☹ Missing dates for some activities