**Update Your Resume**

 Due: July 7th, 2017

 Questions: mbacareer@willamette.edu



Think of your resume as a brochure about you. Resumes are the first impression for employers. A resume is a document that highlights your accomplishments, strengths and fit for a role. *Your resume represents you, so make sure it is something you are proud to showcase to everybody.*

When entering a new profession a resume must be focused on accomplishments in previous roles that can help the recruiter or hiring manager easily identify transferable skills. This is important whether your prior work experience was paid or unpaid. Keep in mind that *accomplishments are vastly different from responsibilities in that role*. Responsibilities focus on what you did relative to your job description. Accomplishments, on the other hand, are what set one employee apart from a second with exactly the same job title.

**Steps to Update Your Resume**

**Pick any job of interest and create a resume as if you were applying for that role.**

Handouts to help with this assignment:

* *Writing Problem Action Result Statement Worksheet*
* *MBA-Style Resume Template*
1. **Watch the Resume Webinar**: The webinar will be hosted on Thursday, May 25, 2017 at 10:00 AM (PDT). A recorded version will be available soon after the webinar [here](http://willamette.edu/mba/admission/eccc/admitted/important_info/Career_Do_List_2017.html)
2. **Choose a Template**: Transfer the information on your current resume to the template found below. The vast majority of MBA programs use the same standard one page resume format, which MBA recruiters from major corporations tell us they prefer.
3. **Add your Experience**: For the EXPERIENCE section, add all of your work experiences (paid and volunteer). Include the company/organization name, your title, and how long you worked there. Then, add one sentence to each outlining the scope of your responsibilities.
4. **State Your Accomplishments**: Add 2-3 accomplishment statements for each position. If you’re just starting your career, remember to include class projects, sports, and volunteer positions on and off campus. You might also want to add a special skill section for computer skills, languages and other items. When stating your accomplishments, use the *APR/PAR format described in the webinar*. See the “Writing PAR Accomplishment Statements” guide below for additional information.

*Career Changers:* Think about your past performance reviews. What did you do to add value to the organization last year? Try to think of 2-3 accomplishment statements per year of employment or per position.

Note that accomplishments are always stated in past tense (even for your current role). Recruiters want to know what you have accomplished, not what you are doing. *Writing accomplishment statements is usually the most challenging aspect of updating your resume, but will be well worth it in the end*. Do your best for this draft and reach out to us if you have questions at mbacareer@willamette.edu

1. **Tell Them Why You’re Qualified:** For the QUALIFICATIONS SUMMARY section of your resume, identify3 things that articulate the highlights of your resume. *Think:* What three things do people identify as your strengths? The first one is typically “MBA (insert area of interest) Candidate with experience (or skills or interest) in (insert top experience or skill)”. The next two bullets are typically focused on more specific experience or technical skills identified in the qualifications section of the job description. If you're not sure what your focus will be yet, use your last position (or volunteer role) as a guide for identifying your three things.  This section is especially important for students starting their career or changing careers as it allows you to frame the skills you want to use rather than having the reader guess from your previous experience. When you are applying for actual jobs/internship, you will customize the qualifications summary to show that you are the best fit for the role.
2. **Keep it to ONLY ONE PAGE**: MBA recruiters want to easily scan your resume to identify your strengths and match them to the positions for which they are recruiting. *Most will not read more than one page* and value your ability to be focused and concise. Note:
3. **Be Consistent, Clear, and Error-Free**:
	* Follow the style guides of the template. Are all your headings consistent?
	* Check spelling and punctuation.
	* Avoid using periods at the end of statements in your resume (more often than not, it is grammatically incorrect)
	* To ensure print and readability, margins should not be smaller than ½ inch on all sides, font should not be smaller than 10pt
4. **Save & Submit Your Resume**: Name this one page version “Last Name\_WUResume\_Date.doc” (Example: Ursin\_WUResume\_7.01.2017.doc). Upload it on GradLeader. [Click here to upload your resume to GradLeaders.](https://secure.willamette.edu/cas/login?service=https%3a%2f%2fsecure.willamette.edu%2fservices%2fmbafocus%2f%3fpid%3d1705) The Career Management team will review your resume and provide feedback.

Writing (P)roblem, (A)ction, (R)esult Accomplishment Statements

Step 1: Identify your accomplishments:

What am I most proud of in my work, internship, or volunteer experience? When have I improved a process or made something more efficient? How have I provided excellent service to customers and/or clients? When have I solved a complex problem? When have I met or exceed performance targets? Have I created something new from ground up? When have I managed a project? When have I excelled at working with a team? When have is saved a company/organization money, time, or resources?

Step 2: Articulate the context

What did I do to influence the results? How did I accomplish what I did? Why did I take such actions? What steps did I take? Who was involved? What happened? What was the result?

Step 3: Put your accomplishment into the PAR formula



Examples:

* Analyzed customer base demographics **{to}** identify key market and sales strategies, **{resulting in}** 10% improvement in sales margins and closure rates
* Identified breakdowns in organizational communication and processes **{by}** managing inter-division focus groups and recommending and implementing changes, **{improving and expediting}** internal workflows by 1 week
* Reconciled records with official accounting reports **{to}** highlight invoicing and revenue variances, **{resulting in}** $200,000+ of annual savings and improved client relations
* Created a client contact database **{to}** manage and document the quantity, frequency and type of communication between the organization and potential donors, **{in order to}** reduce outreach redundancy and streamline fundraising processes

Notes:

* Accomplishment statements are always in past tense.
* Don’t get caught up in the numbers! Many people starting out don’t have quantitative figures to include in their accomplishment statements. Using transition words such as “in order to…” when discussing results offer an option to state the intended purpose of an action without having actual figures.

**YOUR NAME**

(XXX) XXX-XXXX jdoe@willamette.edu LinkedIn Profile URL

**QUALIFICATIONS SUMMARY**

* MBA Marketing Candidate with three years of experience managing cross-functional teams
* Google AdWords certified, experienced with Facebook fan growth and blogs
* Knowledgeable about customer metrics and client retention trends with a proven ability to drive results

**EDUCATION**

**WILLAMETTE UNIVERSITY, Atkinson Graduate School of Management, Salem, OR**

**Master of Business Administration Candidate,** *May 2018*

* Willamette MBA Scholar - recipient of merit-based scholarship
* MBA Consultant - as part of an international MBA team, developed a marketing plan to increase client base

**UNDERGRADUATE UNIVERSITY*,* City, State**

**Bachelor of Arts/Science, Major,** Year

* Dean’s List, Phi Alpha Theta - National History Honor Society, Madison House Tutor
* United State Senate, Intern for Senator Mr. John Smith (WA)
* Spring Semester 2014 at Institute for American Universities in Aix-en-Provence, France

**EXPERIENCE**

**ABC COMPANY, City, State**

**Title of Position, Internship or Project,** Year - Year

*Responsible for monitoring customer metrics, contract status, accounts receivable, and personnel availability*

* Analyzed customer base demographics, client retention trends, and profitability by service type to identify key target markets and sales strategies, improving sales margins and closure rate by 11%
* Identified breakdowns in organizational communication and processes through managing inter-division focus groups, then recommended and implemented changes expediting internal workflows by one week
* Reconciled records with official accounting reports to highlight invoicing and revenue variances, resulting in $200,000+ of annual savings and improved client relationships

**XYZ COMPANY, City, State**

**Title of Position, Internship or Project,** Year - Year

*Responsible for upgrading use of technology and marketing communications*

* Analyzed company strategy and image branding to aid in the creation of firm’s website which resulted in an increase in website traffic by 20%
* Increased distribution of promotional materials by 400% through targeted marketing campaigns and sales calls to high-yield customers, which doubled sales revenues
* Redesigned and upgraded company’s internal database systems, resulting in improved organizational communication, saving approximately ten hours of labor per week

**LEADERSHIP & ACCOMPLISHMENTS**

**STUDENT LEADERSHIP, ATKINSON GRADUATE SCHOOL OF MANAGEMENT**

* Executive Vice-President, American Marketing Association, AGSM Chapter, year-year
* Second-Year Class Representative, Atkinson Student Association, year-year
* Atkinson Student Affairs Committee Member, year-year

**ATKINSON STUDENT ORGANIZATION,** year-year

* Created and developed idea for new student organization - approved and implemented within one year

**DELTA GAMMA FRATERNITY LEADERSHIP**, **City, State,** year-year

* Served as Advisor for growing 20 member chapter at Willamette University
* Trained 50 undergraduate students to intervene when alcohol is a problem as TiPS Trainer (gettips.com)

YOUR NAME

JDOE@WILLAMETTE.EDU (555) 555-5555

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| --- | --- |
| Qualifications summary | * MBA Marketing Candidate with three years’ experience managing cross-functional teams
* Google AdWords certified, experience with Facebook fan growth and blogs
* Knowledgeable about customer metrics and client retention trends with a proven ability to drive results
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| Experience | **Company Name, Job Title** City, State, Dates From-To*Responsible for monitoring customer metrics, contract status, accounts receivable, and personnel availability** Analyzed customer base demographics, client retention trends, and profitability by service type to identify key target markets and sales strategies, improving sales margins and closure rates by 11%
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| Education | **Willamette University, Atkinson Graduate school of management, Salem, Or**Master of Business Administration, May 2018* Willamette MBA Scholar—recipient of merit-based scholarship
* XXX MBA Consultant – As part of an international MBA team, developed a marketing plan to increase client base

**Willamette University, College of liberal arts Salem, Or**Bachelor of Arts/Science, May 2017* Dean’s List, Phi Alpha Theta—National History Honor Society, Madison House Tutor
* United States Senate, Intern for Senator NAME (WA)
* Spring semester XXX at Institute for American Universities in Aix-en-Provence, France
 |
| Leadership |  | **Student Leadership, Atkinson Graduate School of Management*** Executive Vice-President, American Marketing Association, AGSM Chapter, YEAR–YEAR
* Second-Year Class Representative, Atkinson Student Association, YEAR–YEAR
* Atkinson Student Affairs Committee Member, YEAR–YEAR

**Kappa Sigma Fraternity Leadership, City, ST**, YEAR–YEAR* Served as Advisor for growing 20-member chapter at Willamette University
* Trained 50 undergraduate students to intervene when alcohol is a problem as TiPS Trained
 |

**YOUR NAME**

 (503) 244-2222 jdoe@willamette.edu

**QUALIFICATIONS SUMMARY**

* MBA marketing candidate with three years of experience managing cross-functional teams
* Google AdWords certified, experienced with Facebook fan growth and blogs
* Knowledgeable about customer metrics and client retention trends with a proven ability to drive results

### EXPERIENCE

**XYZ Company, City, ST**

**Title of Position, Internship or Project**, YEAR–YEAR

Responsible for monitoring customer metrics, contract status, accounts receivable, and personnel availability

* Analyzed customer base demographics, client retention trends, and profitability by service type to identify key target markets and sales strategies, improving sales margins and closure rates by 11%
* Identified breakdowns in organizational communication and processes through managing inter-division focus groups, then recommended and implemented changes expediting internal workflows by one week
* Reconciled records with official accounting reports to highlight invoicing and revenue variances, resulting in $200,000+ of annual savings and improved client relationships
* **Through client recommendations, earned TRW Star Award in August 1997 and July 1998 and TRW Excellence Award in December 1998 for continually exceeding customer expectations.**

**ABC COMPANY, City, ST**

**Title of Position, Internship or Project**, YEAR–YEAR

Responsible for upgrading use of technology and marketing communications

* Analyzed company strategy and image branding to aid in the creation of firm’s website
* Increased distribution of promotional materials by 400% through targeted marketing campaigns and sales calls to high-yield customers, which doubled sales revenues
* Redesigned and upgraded company’s internal database systems, resulting in improved organizational communication, saving approximately ten hours of labor per week
* **United States Senate Washington, DC**

**Intern, Office of Senator John Warner** Winter 1996; Summer 1996

* Designed and updated media contact guide to enable quicker, more accurate communication-flow with the press and public.
* Researched and responded to constituent questions and concern

**123 COMPANY, City, ST**

**Title of Position, Internship or Project**, YEAR–YEAR

*Responsible for salary planning, performance management, engagement and leadership development*

* Led the cross functional HR work stream for the acquisition of al US outsourced call center operations which included the successful on-boarding of 635 employees located in five locations across three states
* Created a team of engagement champions through the development and implementation of action planning activities which gathered additional feedback through focus groups, one on one sessions, and follow-up surveys

### EDUCATION

**WILLAMETTE UNIVERSITY, Atkinson Graduate School of Management, Salem, OR**

Master of Business Administration Candidate, May 2018

* Willamette MBA Scholar—recipient of merit-based scholarship

**UNDERGRADUATE UNIVERSITY, City, ST**

**Bachelor of Arts/Science, Major,** *YEAR*

* Dean’s List, Phi Alpha Theta—National History Honor Society, Madison House Tutor
* Spring semester XXX at Institute for American Universities in Aix-en-Provence, France

### LEADERSHIP & ACCOMPLISHMENTS

* Co-Chair Membership Committee, MBA Career Services & Employer Alliance, 2015 – Present
* Director of Sponsorships, The Network of South Asian Professionals, 2016 – Present