

WISCONSIN MBA RÉSUMÉ

PURPOSE

The main objective of having a strong, results- and achievement-focused résumé is to get an interview. Employers want to hire people who have done great things, with superior results. This is your first and sometimes only opportunity to highlight those unique achievements to get a conversation started.

On average, recruiters will only spend a few seconds skimming through the content – so you need to shout your achievements and cut out the mediocre. Know that every weak bullet (lacking results, just listing tasks) can detract from your strongest. Résumés should be one page, driving you to produce the most relevant and concise content.

All MBAs must construct a primary version of their résumé formatted to the template (included on page 7). The reasoning behind the template comes from recruiter and employer recommendations preferring one look and increased readability in résumé books.

You all have written and utilized résumés before – and most likely have multiple versions. Your résumé is a living document – and you will have to continuously evaluate and revise your MBA résumé through your many stages of career development in the Wisconsin MBA.

This first iteration will take the most work, as you will get multiple avenues of feedback and guidance into each bullet and each word choice. The outcome will be an outstanding, superior, unique and results-focused document that sets you apart from other candidates.

BUILDING YOUR RÉSUMÉ

Profile (Optional): This section can be a great tool for those who may need some more glue, tying together their experience. If you aren't sure whether to use it, give it a shot and talk about it with your career coach.

Name Block: Includes your preferred name and contact information. Type your full first and last name in CAPS with a larger, bold type. List your cell phone number, along with your personalized LinkedIn URL.

Education: After initial identification of a school's location, list your specialization/major focus followed by either key coursework or key accomplishments, and things like student leadership involvement.

Experience: List your employers in reverse-chronological order, starting with your present position.

Start each bullet with an action verb/power verb (see attached) and include **impact**, **scope** and **results**. What happened that couldn't have been done without you? Why were your results superior to others? What did you make better? Did you save time, money, resources...?

Include numbers, percentages or other quantifiable results whenever possible. This allows your success to be understood and seen. If you don't have a result to brag about – consider whether you need to include that bullet point at all.

Additional Headings: Include at least one additional heading, ensuring that your résumé length continues to be one page. Employers want to hire people that have transferrable, relevant skills and interests. They are hiring people, not paper.

In MBA recruiting, your résumé is your sell sheet, and sometimes your only connection with an employer. As you work on revising your document, think about what you'd want them to know about your experience and accomplishments if you never get to speak to them in person. What do they need to know about you to hire you over someone else?

POWER VERBS (Source: *The Daily Muse Editor, TheMuse.com*)

The following bank of power verbs can help guide you in amping up your achievements.

YOU LED A PROJECT

If you were in charge of a project or initiative from start to finish, skip "led" and instead try:

- Chaired
- Controlled
- Coordinated
- Executed
- Headed
- Operated
- Orchestrated
- Organized
- Oversaw
- Planned
- Produced
- Programmed

YOU ENVISIONED AND BROUGHT A PROJECT TO LIFE

And if you actually developed, created, or introduced that project into your company? Try:

- Administered
- Built
- Charted
- Created
- Designed
- Developed
- Devised
- Founded
- Engineered
- Established
- Formalized
- Formed
- Formulated
- Implemented
- Incorporated
- Initiated
- Instituted
- Introduced
- Launched
- Pioneered
- Spearheaded

YOU SAVED THE COMPANY TIME OR MONEY

Hiring managers love candidates who've helped a team operate more efficiently or cost-effectively. To show just how much you saved, try:

- Conserved
- Consolidated
- Decreased
- Deducted
- Diagnosed
- Lessened
- Reconciled
- Reduced
- Yielded

YOU INCREASED EFFICIENCY, SALES, REVENUE, OR CUSTOMER SATISFACTION

Along similar lines, if you can show that your work boosted the company's numbers in some way, consider:

- Accelerated
- Achieved
- Advanced
- Amplified
- Boosted
- Capitalized
- Delivered
- Enhanced
- Expanded
- Expedited
- Furthered
- Gained
- Generated
- Improved
- Lifted
- Maximized
- Outpaced
- Stimulated
- Sustained

YOU CHANGED OR IMPROVED SOMETHING

So, you brought your department's invoicing system out of the Stone Age and onto the interwebs? Talk about the amazing changes you made at your office with these words:

Centralized
Clarified
Converted
Customized
Influenced
Integrated
Merged
Modified
Overhauled
Redesigned
Refined
Refocused
Rehabilitated
Remodeled
Reorganized
Replaced
Restructured
Revamped
Revitalized
Simplified
Standardized
Streamlined
Strengthened
Updated
Upgraded
Transformed

YOU BROUGHT IN PARTNERS, FUNDING, OR RESOURCES

Were you "responsible for" a great new partner, sponsor, or source of funding? Try:

Acquired
Forged
Navigated
Negotiated
Partnered
Secured

YOU MANAGED A TEAM

Instead of reciting your management duties, like "Led a team..." or "Managed employees...":

Aligned
Cultivated
Directed
Enabled
Facilitated
Fostered
Guided
Hired
Inspired
Mentored
Mobilized
Motivated
Recruited
Regulated
Shaped
Supervised
Taught
Trained
Unified
United

YOU ACHIEVED SOMETHING

Did you hit your goals? Win a coveted department award? Don't forget to include that on your résumé, with words like:

Attained
Awarded
Completed
Demonstrated
Earned
Exceeded
Outperformed
Reached
Showcased
Succeeded
Surpassed
Targeted

YOU WERE A RESEARCH MACHINE

Did your job include research, analysis, or fact-finding? Mix up your verbiage with these words:

Analyzed
Assembled
Assessed
Audited
Calculated
Discovered
Evaluated
Examined
Explored
Forecasted
Identified
Interpreted
Investigated
Mapped
Measured
Qualified
Quantified
Surveyed
Tested
Tracked

YOU OVERSAW OR REGULATED

Whether you enforced protocol or managed requests, describe what you really did, better, with these words:

Authorized
Blocked
Delegated
Dispatched
Enforced
Ensured
Inspected
Itemized
Monitored
Screened
Scrutinized
Verified

YOU SUPPORTED CUSTOMERS

Because manning the phones or answering questions really means you're advising customers and meeting their needs, use:

Advised
Advocated
Arbitrated
Coached
Consulted
Educated
Fielded
Informed
Resolved

YOU WROTE OR COMMUNICATED

Was writing, speaking, lobbying, or otherwise communicating part of your gig? You can explain just how compelling you were with words like:

Authored
Briefed
Campaigned
Co-authored
Composed
Conveyed
Convinced
Corresponded
Counseled
Critiqued
Defined
Documented
Edited
Illustrated
Lobbied
Persuaded
Promoted
Publicized
Reviewed

Name:
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Condensed – 16 pt –
ALL CAPS

Personal Info:
Franklin Gothic Book – 10 pt

Profile Text:
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9 pt - Italics

NAME
(608) 555-5555 • linkedin.com/in/PERSONALURL • youremail@email.com

PROFILE (OPTIONAL)

Describe yourself in 2-4 sentences that summarizes your career history, skills and unique experiences. Profile sections work best for those with varied career history or a seemingly non-cohesive story. **If you are a career-switcher, we highly recommend adding a profile to explicitly call out the fact that you switching careers along with your motivation for changing careers / what you want to do next.**

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

YYYY - YYYY

Master of Business Administration Candidate

- Specialization:
- Key Coursework (optional): (Add these in when you know which ones are relevant)
- Recipient (optional), (this is where you can put any merit aid, scholarship or project assistantship)
- Others (optional): GMAT (if over ~680), Student Leadership)

Education Info:
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Degree Types:
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10 pt - Italics

University of ----, City, State

YYYY - YYYY

Bachelor of ----

- Major:
- More details (student leadership, study abroad, other involvement)

PROFESSIONAL EXPERIENCE

Company Name, City, State

MM/YY - MM/YY

Job Title

- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- Example: Overhauled internal media strategy for Chicago-market brands including campaign planning, media placement and inventory management for 40+ publications and 5+ websites, reducing ink and paper costs for in-house campaigns by 40% while maintaining campaign effectiveness

ALL Section Headings:
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Condensed – 11 pt –
ALL CAPS

Company Info:
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Medium Condensed
– 11 pt

Company Name, City, State

MM/YY - MM/YY

Job Title

- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- Example: Developed a framework for assessing and quantifying a potential candidate's suitability for vacant positions with our clients resulting in a 90% retention rate for the placed candidates after an average of 6 months.

ALL Bullet Points:
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Job Titles:
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Company Name, City, State

MM/YY - MM/YY

Job Title

- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- What you did (*action*), how you did it (*process/teamwork*), what was the result (*try to quantify*)
- Example: Oversaw an annual six-week summer program for 600+ students that builds academic, communication and leadership skills; resulted in students obtaining ACT scores of four points on average higher and a program college matriculation rate roughly 46% above their peers in Wisconsin

ALL Dates should be aligned
on the right

ADDITIONAL HEADING

*EXAMPLE HEADERS: Community Involvement, Leadership, Technology, Professional Training/Certifications/Licenses, Professional Memberships/Associations, Technical Experience, Software Knowledge, Interests and Activities, Languages

- Certificates: XXX
- Languages: XXX
- Software and Tools: XXX

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- Interests: XXX
- Volunteer Activities: XXX