

# Wisconsin BBA Resume Resource Guide

This resource guide is intended to assist Wisconsin BBA students in the process of developing a resume. Use this document as a guide and **appropriately personalize** your resume. Falsifying or misrepresenting information on your resume may have serious consequences with prospective employers and the BBA program.

## Additional Resume Support:

This resource guide should service as your primary guide in creating your resume. During the school year, the BBA Advising Center has [drop-in advising](#) available each weekday. You may also make an appointment with a career advisor via [Starfish](#) through your MyUW portal if you have more detailed questions.

## Resume Resource Guide Table of Contents

<b>From Applicant to Admitted Student – Quick Changes</b> .....	<b>1</b>
<b>Best Practices and Considerations for Resume Writing</b> .....	<b>1</b>
<b>Resume Sections</b> .....	<b>4</b>
<b>Common Resume Mistakes to Avoid</b> .....	<b>7</b>
<b>Sample Resumes</b> .....	<b>8</b>



TOGETHER  
FORWARD

## FROM APPLICANT TO ADMITTED STUDENT – QUICK CHANGES

Congratulations on your acceptance into the BBA Program! Now that you are an admitted BBA student, you need to transform your resume and tailor it to a different audience: recruiters and employers. There are a few quick changes you need to make, in addition to more significant revisions necessary to make your resume results-oriented.

### Quick Changes

<i>Admissions Resume</i>	<i>Admitted Resume</i>
Intended Degree: Bachelor of Business Administration	“Bachelor of Business Administration degree” or “Degree: Bachelor of Business Administration”
Intended Majors: Marketing and International Business	“Double Major: Marketing and International Business” or “Majors: Marketing and International Business” or “Major: Marketing”
Expected May 2018	Just month & year: “May 2018”

## BEST PRACTICES AND CONSIDERATIONS FOR RESUME WRITING

### Considerations related to overall resume content:

- **What will impress an employer?** Assess the relevance, impact, quality and quantity of your accomplishments. If your leadership or organization involvement experiences are stronger than your work experiences, list that section first (or vice versa).
- **What have you done since high school?** Consider your meaningful collegiate experiences to be stronger and to carry more weight than experience(s) gained or completed while in high school.
- **What is the overall impression of your resume?** Read and review your resume prior to submitting it to ensure there are no spelling, grammar, or content errors. Visit [The Writing Center](#) for assistance with grammar and other technical writing support. Bring your resume to drop-in advising for additional insight on content and formatting to be certain that you’re on the right track.

### Best practices related to resume formatting:

- **Keep it to 1 page.** For most employers, only the first page of any submission will be reviewed.
- **Each experience or activity should be listed in reverse chronological order.** Within each section, your most recent experiences should come first, followed by those that have concluded, according to the month and year listed for each position or activity.
- **Use your resources.** Refer to the “Resume Sections” portion of this document, and reference the sample resumes to guide your formatting.

- **Read and review (and have it reviewed by others).** Read and review your own resume, but also identify other trusted reviewers to ensure that your formatting is consistent, visually appealing, error free, and easy to read.
- **Submit as a PDF.** In order to avoid Word Document inconsistencies across platforms such as a MacBook versus a PC, your resume should be submitted as a .PDF when applying.

## Best practices related to bullet point development:

- Utilize bullet points rather than paragraphs to articulate your accomplishments, contributions, or to communicate other relevant details for each work experience or activity.
  - Bullet points are *not* just tasks or job responsibilities; **your goal is to communicate what you contributed, accomplished, or added to each position or experience.** List **measureable outcomes** and the **impact** you made as a direct result of your involvement and leadership.
- Use the model below to assist you in crafting strong bullet points:

## The Bullet Point

### Action Verb

*Communicates:  
skill, knowledge, or  
accomplishment.*



**What you did, how  
you did it, and the  
result or purpose!**

*Context, detail, and quantifiable  
information make stronger bullet points!*

- **Begin each bullet point with an action verb.** Examples include: lead, develop, supervise, train, collaborate, teach, organize, fundraise, strategize, create, present, and recruit. Click [here](#) for 185 action verb examples.
  - Use present tense action verbs for anything currently being done (no –ing forms of verbs should be used). An example of this is lead instead of leading or recruit instead of recruiting.
  - Use past tense for anything that has concluded. An example of this is using taught instead of teach or created instead of create.
- **Quantify experiences when possible.** Include specific numbers within your bullet points to provide context and detail to your story (e.g. how many members participated, the total amount of money raised, how frequently you completed a task). Consider using numbers, dollars, and percentages whenever possible.
- **Provide context and detail.** A bullet point should not be a vague description of your job responsibilities or involvement. Instead, provide detail and context for each bullet point in order to better articulate your accomplishments and experiences. You will not be present to answer any questions that a reviewer might have, so be as specific as possible to avoid any confusion.

# RESUME SECTIONS

## HEADER:

The header of your Resume will be the first thing a reviewer sees. Headers should include identifying information, including name, address, and contact information. Make the name stand out from the rest of the resume by using a slightly larger font size. Refer to the sample resumes for examples on formatting this section.

- Name: List at the top of the page and match your official UW student record name. It can and should be larger than the information on your resume.
- University E-mail Address: Use your @wisc.edu email address or official university email.
- Phone Number: Include only your preferred phone number.
- Mailing Address: Include either (or both) your present or permanent mailing address.

## **Bucky Badger**

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## EDUCATION:

The education information listed on your resume should only include post-secondary institutions (this does not include high school). Post-secondary coursework completed during high school should not be included unless a degree was received. If you are transferring (or have transferred) from a university or college other than UW-Madison, this should be listed on the resume. Refer to the sample resumes for examples on formatting this section.

- Line 1: University Name, Location
- Line 2: Bachelor of Business Administration Degree
  - If graduating from institution listed, provide a projected graduation date.
  - If not graduating from institution listed, provide the range of time spent there.
- Line(s) 3/4: Major(s), Certificates, and Overall GPA
  - All GPAs should be listed on 4.00 scale, going no further than two decimal points.
- Study abroad experiences should be listed in the education section.

## **Education**

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### **University of Wisconsin-Madison**

Bachelor of Business Administration Degree

Major: Finance, Investment & Banking

Certificate: Spanish

Overall GPA: 3.44/4.00

Madison, WI

May 201X

### **Transfer University**

General Studies

Overall: GPA: 3.81/4.00

City, State

January 201X- May 201X

## EXPERIENCE:

This portion of the resume should include paid work experience and paid/unpaid internships. We encourage you to format your resume based on **experiences which reflect your greatest accomplishments and/or business-relevance.**

### **Within the Experience section:**

- List your most recent experiences first, using reverse chronological order.
- Include the company/organization name, geographic location, title of position, and dates employed (see sample resumes for examples).
- If you held multiple roles with the same company/organization, list the company's name and location only once, followed by each position (in reverse chronological order) with its respective bullet points (see example below that demonstrates a multiple-position experience).
- Future internships that have been accepted may also be included. See the sample resumes for examples of how best to include these not-yet-completed experiences in this section.
- You should include at least two bullet points for each experience, but are encouraged to include more if necessary/appropriate. Utilize the *Best Practices Related to Bullet Point Development* section of this resource guide and the sample resumes to assist you in writing strong bullet points.

## Experience

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### **Company/Organization Name**

City, State

### *Most Recent Position Title*

*Month, Year – Present*

- Begin with an action verb and continue with what you did + how you did it + the purpose/the result
- Most experiences typically include 2-3 bullet points per position. There are no rules against a bullet point taking up more than one line (as long as it's meaningful)
- Use context, specifics, and quantifiable detail to better articulate the outcomes of your experience.

### *Previous Position Title*

*Month, Year – Month, Year*

- If you have held multiple roles with the same company or organization, split them out and articulate both
- Bullet points listed under the previous title or position should begin with past tense action verbs

## ACTIVITIES:

This section should highlight how your time is spent outside of the classroom, typically in an unpaid or extracurricular environment. More specifically, highlight your organizational involvement and leadership, as well as volunteer experiences.

- Include the organization name, geographic location **ONLY** if it is not taking place on campus (you do not need to specify location of involvement when it is at the university you are currently attending), position/leadership title, and dates involved (see sample resumes for examples).
- Apply the same general organization and bullet point rules as the "Experience" section above.

## Activities

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**Student/Community Organization Name**

*Month, Year – Present*

*Leadership Title*

*Month, Year – Month, Year*

- Utilize the same approach to writing strong bullet points here as you did in the Experience section
- Avoid using acronyms that might not be familiar to those outside of the organization—write out the full name once and then abbreviate if used again
- Move beyond “attend” as your primary accomplishment—think about what you’ve contributed or gained from your participation

## OPTIONAL SECTIONS:

It is important to understand that **not all students will have these sections**; it depends on what type of experience the student has and whether those experiences warrant a separate section on the resume.

### SKILLS:

This section allows students to outline any proficiencies or technical skills they feel are applicable. It may also include specific courses or completed certifications. Language proficiency is also acceptable. Microsoft Office proficiency is not necessary to include in your skills section.

## Skills

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- Proficient in Spanish (verbal and written)
- Familiar with Java Programming and C++; Experienced in the Adobe Creative Suite package

### GLOBAL PROFILE:

Include a Global Profile section **ONLY** if you have spent extensive time abroad (beyond a single study abroad experience and beyond vacations) or if you are proficient/fluent in multiple languages.

## Global Profile

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- Fluent in Spanish (written and verbal); studied for eight consecutive years
- Lived in Madrid, Spain from 2008-2009; lived in Rome, Italy from 2009-2010; traveled to more than 16 countries throughout Europe over two-year period

### ACTUARIAL EXAMS/VEE COURSES:

For exams, differentiate between exams passed and exams you are sitting for; include the month and year you plan to sit for the exam if scheduled. For VEE courses, list which requirements you have completed.

## Exams and VEE Coursework

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- Passed Exam P Month, Year
- Passed Exam FM Month, Year
- Sitting for Exam MLC Month, Year
- Fulfilled VEE requirements in Economics Month, Year (only list the ones you have completed)

## HONORS AND AWARDS:

List honors if they have occurred in college and/or are uniquely impressive (i.e. only a few students receive the honor or it is highly recognizable).

### Honors and Awards

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- UW-Madison Chancellor's Scholar (2015-Present)
- National Merit Scholar – Commended Student (2015)
- Eagle Scout (2014)

## COMMON RESUME MISTAKES TO AVOID

- Do not use a template to create your resume, as they are difficult to edit and format, and often do not include the sections needed for a strong student resume.
- Do not have any spelling or grammatical errors.
- Do not include a list of relevant coursework.
- Do not include an objective, summary of qualifications, profile, or similar section.
- Do not include personal pronouns in your bullet points (e.g. I, my, me, our, we).
- Do not use overly creative fonts on your resume—select a font that is easily readable.
- Do not use images, pictures or graphics on your resume.
- Do not provide personal information such as birthdate, gender, photos, etc.
- Do not use narratives or paragraphs to describe your experiences and involvement (instead, utilize bullet points).
- Do not include personal or professional references or “References available upon request.”

## SAMPLE RESUMES

These sample resumes are intended to assist BBA students in the process of developing a resume. Use these sample resumes as a guide for formatting, but **appropriately personalize and tailor** your own resume. Refer to the other sections of this resource guide for additional information regarding specific resume sections and best practices related to content and formatting.

- Sample Resume #1: Helen C. White (direct-admit first-year student)
- Sample Resume #2: Vel Phillips (second-year; transfer student)
- Sample Resume #3: Frederic A. Ogg (third-year student; seeking internship)
- Sample Resume #4: Hermione Grainger (IMAcc student; seeking internship)
- Sample Resume #5: Don Draper (fourth-year student; seeking full-time employment)

# Helen C. White

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## Education

### University of Wisconsin-Madison

Madison, WI

Degree: Bachelor of Business Administration

May 2020

Majors: Marketing; International Business

Certificate: Spanish

Overall GPA: X.XX/4.00

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## Experience

### The Wisconsin Union, Prairie Fire

Madison, WI

Barista

November 2016-Present

- Engage with customers in a friendly manner while accurately receiving and preparing drink orders in order to create a positive overall customer experience
- Assisted in on-site marketing strategy development by recommending new ways to promote seasonal and weekly specials to customers, resulting in an 8 percent increase in monthly sales

### Denny's

Racine, WI

Server/Dishwasher

May 2015-August 2016

- Promoted from role of Dishwasher to Server after only three months due to outstanding performance
- Greeted and served customers in an efficient manner, placing an emphasis on customer service, friendliness, and attention to detail
- Maintained knowledge of more than 75 menu items and often provided guests with specific recommendations
- Communicated and collaborated with other servers and kitchen staff to effectively serve the maximum number of guests during peak meal times

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## Activities

### LeaderShape

August 2016

Student Participant

- Engaged with 50 fellow UW-Madison undergraduates at week-long leadership training, focused on teaching how to lead with integrity through group discussion, simulations, guest speakers, and personal reflection
- Learned effective goal-setting skills aimed at planning to accomplish large visions

### Alpha Chi Omega, Kappa Chapter

September 2016-Present

Sisterhood Chair

January 2017- Present

- Create a community based on sisterhood, leadership, learning, and service by planning and executing at least three sisterhood events per semester and striving to foster relationships amongst 150 chapter members
- Participate in multiple fundraising events during each semester to raise more than \$3,000 for philanthropy

### American Marketing Association (AMA)

September 2016-Present

Active Member

- Gain knowledge of potential career opportunities by attending corporate and employer presentations
- Develop business acumen by interacting with group members to design marketing strategies and engage in problem-solving opportunities
- Partner with other members twice per semester to serve local community organizations in the Madison area

### UW-Madison Figure Skating Club

September 2016-Present

Team Member

- Participate in two-hour weekly training practices to further enhance technical and teamwork skills
- Collaborate with team members to coordinate and execute a competition attended by 10 other universities
- Volunteer at three competitions by assisting in the hospitality room and providing food and beverages to all judges and officials



# Vel Phillips

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## EDUCATION

### University of Wisconsin-Madison ▪ Madison, WI

Bachelor of Business Administration degree

May 2019

Major: Management and Human Resources

Overall GPA: X.XX/4.00

### University of Iowa ▪ Iowa City, IA

General Studies (pre-business)

August 2015 – May 2016

Overall GPA: X.XX/4.00

## EXPERIENCE

### Robert W. Baird & Co. ▪ Milwaukee, WI

May 2016 – August 2016

Recruiting and Talent Acquisition Intern

- Participated in candidate interviews, ran background checks, and verified educational information in order to provide hiring recommendations to leadership team
- Entered contract dates, appointments, promotions, and confidential information into various databases
- Assisted in the planning and organization to ensure a successful on-campus recruitment cycle for fall 2016

### Center for the First-Year Experience | UW-Madison ▪ Madison, WI

September 2016 – Present

Transfer Ambassador

- Strategize new approaches to connect with first semester transfer students at weekly staff meetings
- Collaborate with campus departments to effectively identify and address the needs of transfer students
- Distribute weekly e-mails to update transfer students on available opportunities and programs on campus and in the larger Madison community
- Coordinate events, such as bonfires and bowling nights, to help build community among transfer students
- Utilize social networking platforms to quickly communicate answers to transfer students' questions

### Greater Green Bay YMCA ▪ Green Bay, WI

May 2014 – August 2016 (seasonal)

Swim Instructor

- Taught swim lessons to children, ages 3-13, with a focus on building confidence in the water and developing skills that were appropriate for each participant's age level and experience in a fun and safe environment
- Collaborated with two other instructors to execute and adapt lesson plans, maintain safety for all participants, and provide feedback via mid-session and end-of-session report cards
- Built strong relationships with families by communicating weekly improvements and addressing concerns to encourage enrollment in future YMCA programs

## ACTIVITIES

### Society of Human Resources Management

September 2016 – Present

General Member

- Establish connections with graduate students and Madison-area human resources professionals as a mentee to receive professional advice and support
- Develop understanding of potential careers through presentations and networking events with employers

### Moda Magazine

October 2016 – Present

Fashion Writer

- Identify current issues and trends within the fashion industry and conduct research and interviews in order to write three articles per semester for online and print publication

## PREVIOUS INVOLVEMENT

University of Iowa Dance Marathon ▪ Multicultural Business Student Organization ▪ University of Iowa Bowling Club

# Frederic A. Ogg

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835 West Dayton Street  
Madison, WI 53706

## EDUCATION

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### University of Wisconsin-Madison

Degree: Bachelor of Business Administration

Major: Finance, Investment & Banking

Overall GPA: X.XX/4.00 (Dean's List, 2 semesters)

Madison, WI

May 2018

## PROFESSIONAL EXPERIENCE

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### CUNA Mutual Group

Finance Intern – Corporate Tax

Madison, WI

May – August 2016

- Assessed, analyzed, and ensured federal, state, and local income tax compliance for multiple entities
- Utilize Excel and other software to prepare financial reports for departmental usage
- Conduct tax research projects and present ideas for updates to company policies to leadership team

### Roast Public House

Server

Madison, WI

August 2015 – Present

- Create a positive environment by providing prompt and friendly service to enhance guest experience
- Develop knowledge of 40 menu items and changing draught list in order to address customers' questions
- Partner with three other employees to maintain a clean restaurant each day by quickly clearing and wiping down tables and maintaining a tidy server's station

### Golf World

Sales Associate

Point Place, WI

May 2014 – August 2015 (seasonal)

- Gained insight into retail finance and operations through inventory management and cash reconciliation
- Utilized organization and leadership skills to manage the sales zone effectively with fellow associates
- Enhanced product knowledge and assisted in the intentional placement and promotion of seasonal merchandise to increase sales by average of 10% monthly

## LEADERSHIP AND INVOLVEMENT

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### Finance and Investment Society (FIS)

External Relations Chair (incoming)

Communications Chair

January 2015 – Present

September 2016 – Present

September 2015 – May 2016

- Managed all official internal and external communication for the organization; implemented use of Google Drive to more efficiently organize information and ensure smooth transfer of duties to future chair
- Collaborated weekly with seven executive board members to determine programming for 150+ member organization and delegate planning and execution responsibilities to committee chairs
- Network with alumni and employers to learn more about industry opportunities through on-campus speaker events and corporate site visits in the Midwest region

### Wisconsin BBA Student Government

Vice President of Finance

September 2014 – Present

September 2015 – May 2016

- Created and maintained \$15,000 budget in cooperation with advisor and executive team members to appropriately allocated funds for programming needs
- Ensured record keeping compliance with Wisconsin School of Business, UW-Madison, and legal entities
- Identified and applied for sponsorship and grant opportunities to increase available funds for BBA Student Government events; awarded \$2,000 for organization

Elected Pre-Business Representative

January 2015 – May 2015

- Maintained at least two office hours per week in order to receive feedback and address concerns of current BBA and pre-business students
- Advocated for programming that supports the interests of more than 2,500 business students and 1,500+ pre-business students

# Hermione Granger

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## EDUCATION

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### University of Wisconsin-Madison

Madison, WI

Candidate for Master of Accountancy degree

May 2018

Bachelor of Business Administration degree

May 2017

Major: Accounting; Overall GPA: 3.69/4.00

## EXPERIENCE

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### Ministry of Management

Chicago, IL

*Accounting Intern*

Jun 2016 – Aug 2016

- Analyzed supplemental services pricing for established clients and highlighted 6 offerings where prices could be adjusted to attract sales; project to increase sales 11% in FY2016
- Compile monthly account reconciliations for 3 clients using Microsoft Excel and SAP software
- Investigated Aged Accounts Receivable items to maximize company revenue collection
- Entered deposit receipts and payments to ensure accurate expense reporting

### Research & Sponsored Programs, University of Wisconsin-Madison

Madison, WI

*Research Assistant*

March 2015 – Present

- Monitor research department email and phone line to efficiently address customer requests
- Assemble applicant demographic information to identify fields with low application volumes
- Confirm 34 grant applicants' contact information to ensure accurate fund awards

## ACTIVITIES

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### Society for the Protection of Economically Disadvantaged Women (SPEW)

Jan 2014 – Present

*Founder & President*

Jan 2014 – May 2015

- Founded organization focused on advocating for economically disadvantaged women
- Organized clothing drives to raise resources and awareness for SPEW
- Recruited 35 founding members and grew to 75 members in two years
- Networked with 3 local businesses to create student projects aimed at increasing company interaction with disadvantaged customers and community members

### Beta Alpha Psi

Jan 2015 – Present

*Treasurer*

Sept 2016 – Present

- Prepare and manage \$25,000 annual budget aimed at maximizing number of valuable member events
- Maintain financial statements in QuickBooks and presented to organization advisor to confirm spending reports
- Communicate with 7 executive board members to ensure spending goals are met
- Tutor group of 10 accounting students to succeed in classes and foster interest in Beta Alpha Psi

*Pledge Chair*

Sept 2015 – May 2016

- Recruited and established a welcoming environment for 60 incoming pledges
- Organized pledge dinner to encourage networking between new pledges and 115 current members
- Documented pledge participation in organization events to ensure membership requirements were met

### KPMG International Case Competition

November 2014

- Analyzed company's current pain points using quantitative and qualitative information
- Collaborated with a team of 4 students to develop potential case solutions
- Prepared 30 minute presentation of findings and recommendations for panel of five faculty and representatives

## SKILLS

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Proficient in Excel, QuickBooks; Exposure to SAP software

# Don Draper

ddraper@wisc.edu • 608-262-0471

975 University Ave.  
Madison, WI 53706

## EDUCATION

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**University of Wisconsin-Madison** Madison, WI  
Bachelor of Business Administration degree May 2017  
Majors: Marketing, International Business  
Overall GPA: 3.62/4.00 (Dean's List; 2 semesters)

**ESCP-Europe** Paris, France  
Study Abroad Program Spring 2016

## EXPERIENCE

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**Sterling Cooper Advertising** New York, NY  
Ad Sales Intern May 2016 – August 2016

- Compiled sales proposals to support creative teams in acquiring a mobile network startup client
- Created sales decks and reports using Ad Data Express, Targus Info, and Excel for use in sales meetings
- Implemented digital marketing campaigns focused on inbound marketing, demand generation, and lead generation
- Analyzed information from Dart for Publisher (DFP) to provide management with updates on campaign progress
- Assisted 3 interns with industry projects such as competitive analysis to improve their business capabilities

**The Nitty Gritty** Madison, WI  
Public Relations Manager May 2016 – Present

- Write and publish Facebook statuses and Twitter posts for over 450 followers to generate positive publicity
- Develop promotional advertising for weekly drink specials based on operational capabilities in order to generate sales
- Communicate with student organizations to schedule 'Cup Night' fundraisers to help serve the Madison community
- Collaborate with managers and employees to brainstorm and execute digital media campaign strategies

Host November 2015– May 2016

- Track and plan customer traffic in different sections to control wait times and server work load
- Greet, on average, over 100 customers per shift with friendly customer service to provide a positive dining experience

## INVOLVEMENT

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**MadAd Advertising Club** January 2015 – Present  
President January 2016 – Present

- Organize speaker events with advertising firms to provide members with opportunities to learn and network
- Plan semester goals with executive board to ensure a high level of performance for the organization
- Coordinate with 4 advertising firms in the New York area to schedule office visits for 16 members on semesterly trip

Alumni Director September 2015 – December 2015

- Maintained database of contact information for 150 organization alumni to facilitate networking by current members
- Composed monthly newsletter using MailChimp mailing service to keep alumni updated on MadAd events
- Consolidated members' resumes in a professional resume portfolio to match sponsors with talented members

**Auto-Appreciation Association (AAA)** January 2014 – Present  
Founder/President January 2014 – December 2015

- Authored mission statement, bylaws, and branding according to UW-Madison guidelines to create foundation for AAA
- Organized trips for 25 members to Detroit and Milwaukee to enhance industry knowledge of cars in America
- Organized 3 fundraising events and raised a total of \$5,700 to maintain operating budget
- Restored 1977 Chevrolet Camaro with members and sold vehicle for \$9500 to benefit local homeless shelters

## TECHNICAL SKILLS

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Proficient in Adobe Premiere Pro, Google AdWords; Exposure to Illustrator, Magisto Video Editing