

A GUIDE TO RESUME WRITING



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EVERYTHING ABOUT A RESUME

A resume is an executive summary of your qualifications to perform a responsible role in the workplace. A resume is one page in length and contains your education, training, work, and life experience in relationship to your potential value to an employer or opportunity.

A resume is:

- **A professional handshake**
- **An introduction** to employers and evaluators. Be sure to check your grammar and spelling with many reviews
- **An advertisement** of your employability and career potential. Make your resume is attractive, easy to read, and market-savvy
- **A document of achievement.** Never misrepresent your qualifications, and always show learning, pursuit, and contributions
- **A road map** of your career growth and direction. Make it easy for employers to see chronology and patterns of development
- **An interview prompt** for recruiters. Highlight the achievements you want to talk about in an interview, and be prepared to discuss the achievements you highlight. For example, if you report that you are a member of the Finance Association, what will you say if the interviewer asks you to describe the association's benefits and activities?

BEGIN WITH YOUR TARGET LIST

As your job search becomes more immediate and competitive, you will need to focus carefully on what employers are looking for and organize your resume around the keywords in the target job description. Make it easy for the employer to find your qualifications by using the buzzwords and keywords that the employer uses in the position posting. Evaluate your current resume to see whether it mirrors the job description. If not, you will want to reorganize, re-emphasize, and reconfigure your resume material. It is important to tailor your resume to authentically align with the job description.



Tip: A good idea is to circle keywords in the target job listing that describe required and desired education, skills and experience.

First and Last Name
City, State
(123) 456-7890
Professional@EmailAddress.com

Header

Name, address, phone number, professional email, and LinkedIn
See page 5 for more details

EDUCATION

California State University, Fullerton
Bachelor of Arts in Business Administration
Concentration in General Management
GPA: 3.46

Expected May 2021

Education

Institution, degree and major/concentration, graduation date, and GPA if above 3.0
See page 6 for more details

RELATED COURSEWORK

- Advanced Business Communication
- Principles of Marketing
- Team Leadership Skills
- Human Resources Management
- Organizational Behavior
- Information Technology for Managers

Relevant Coursework

3-6 courses, names only
*Also consider "Course Projects" as a header
See page 6 for more details

RELATED EXPERIENCE

spcaLA

Development Assistant

- Coordinate with donors, vendors, celebrities and the community to increase the reputation of the organization
- Generate monthly reports by analyzing significant data for effortless comprehension
- Manage and create newsletters through Convio with the use of basic HTML5 to market upcoming company events
- Serve as a liaison between management of various departments and sites to ensure fluid communication

Los Angeles, CA

February 2020 - Present

ADDITIONAL EXPERIENCE

The Fake Organization

Event Planning Intern

- Supported a firm in the creation and execution of a large fundraising gala, resulting in raising over \$20,000 for charity
- Coordinated with organization and third parties to ensure all requirements and requests were satisfied
- Designed and created materials used at event including, but not limited to: invitations, nametags and check-in forms
- Performed research to ensure all event goods, materials and services were purchased below budget

Buena Park, CA

June 2018 - January 2020

Experience

Relevant work history.
Can also include internships, volunteering, and leadership roles.
*Listed in reverse-chronological order
See page 7 for more details

SKILLS

- Proficient in Microsoft Office, including but not limited to: Excel, Word, PowerPoint, and Outlook
- Confident in Internet Research and usage of Adobe Contribute
- Knowledge of Convio and Constant Contact
- Basic understanding of HTML and CSS
- Bilingual in American Sign Language

Skills

Include technical skills:
Computer software/ programs, languages, etc.
See page 6 for more details

Note for Accounting Majors: Include both your Cumulative GPA and Accounting GPA under the education section of your resume.

KNOW YOUR INDUSTRY AND FIELD

Writing a competitive resume requires you to know about current issues and trends in your chosen profession. You will want to have a knowledge in the following:

- Company profiles and cultures
- Prevailing theories, methodologies, and tools of the trade
- Industry leader and competitors
- Challenges, structural shifts, and other trends creating change
- Industry terminology, verbiage and lingo

KNOW YOURSELF

Identify and Market Transferable Skills

Transferable skills are competencies that have value in more than one type of employment setting. For example, if you have learned to read financial statements, you can offer this skill to many kinds of employers – you can integrate this skill in your professional profile for a great range of opportunities.

Skills Employers are Looking For

According to the National Association of Colleges and Employers (NACE) the following are attributes employers seek on a candidate’s resume (NACE Job Outlook 2020).

Problem solving skills*	Ability to work in a team*	Strong work ethic*	Analytical/quantitative skills*	Communication skills (written)*	Leadership*	Communication skills (verbal)*
Initiative	Detail oriented	Technical skills	Flexibility / adaptability	Interpersonal skills	Computer skills	Organizational ability
Strategic planning skills	Outgoing personality	Entrepreneurial skills	Risk taker	Tactfulness	Creativity	Fluency in a foreign language

*The skills with stars next to them are the ones employers ranked the highest (NACE Job Outlook 2020).

Not only think about the skills you have learned, but also the experiences you have had in college that have contributed to your success. According to NACE, the list below are some of the top attributes employers consider when screening applicants (NACE Job Outlook 2020).

Has completed an internship with the organization	Has internship experience in the industry	Major	Has held a leadership position
Has general work experience	Has been involved with extracurricular activities	GPA (3.0 or above)	School attended

RESUME BUILDING BLOCKS

Resumes are built in logical categories that make it easy for a reader to scan and evaluate, identify, and contact the person presented. It is best to use standard categories and order them in a way that put your most compelling qualifications on the top half of your resume. Following are some strategies to consider in each category.

The Format:

The key to formatting is to make adjustments according to how much information you have in order to make sure you are limiting the document to one page. Here a few general guidelines:

- Font should be simple and easy to read—Times New Roman, Arial, and Garamond.
- Font standard size is 11 or 12 point.
- Margins can range from 1/2 an inch to 1 inch.

The Header:

The header usually includes – name, address, e-mail address, and phone (where messages can be left) at the top of your resume. How the information is presented is your preference!

Present your **name** and **contact information** with some pride and style. Your name is the most important item on your resume, and should be the biggest thing on the page while still remaining a reasonable size (between 12 and 14 font). Selection of the font, layout, and style for your name and contact information permits you to individualize your resume in a style expressive of your professional taste and consistency within professional standards in your field.

Marketing, entrepreneurship, and entertainment and tourism management majors have greater creative latitude in resume layout. Their resume is a demonstration of their skills customized to the reader.

Objective/Summary:

Objectives are slowly becoming a thing of the past. We suggest removing an objective and focus on your relevant experience or your transferable skills. However, if you are to include an objective, we recommend spending time crafting it and creating a summary statement. A summary statement is similar to an objective but more detailed and specific. Your summary should demonstrate to an employer that you are a match for the position.

Consider the questions below to help you brainstorm and solidify your objective:

- Is this a full-time, part-time, or internship opportunity?
- Doing what kind of work? Applying what skills and abilities? Working at what level of experience or responsibility?
- Leading to what career advancement, in what industry?

Look at page 14 for an example of how this can be done.



Tip: One context where an objective/summary could be helpful is a career fair.

RESUME BUILDING BLOCKS

Education

Generally, your education should be listed first on your resume (unless you have extensive experience in your desired field). Start with your most recent program of study, including your major/degree and institution. Consider including your GPA if it is 3.0 or above.

Previous colleges or educational programs should follow in reverse chronological order (newest to oldest). It is only necessary to list college(s) that will or have awarded you a degree or certificate. If you earned credits that transferred into your current degree program, it is generally better to omit other colleges attended.

Relevant Coursework

Why add relevant coursework to your resume? Sometimes you find that you could use some more relevant pieces or have some extra space on your resume. This is when you can add relevant coursework, particularly class projects.

Discussing coursework on your resume gives potential employers an idea of the relevant knowledge and proficiency you have acquired and any knowledge you are working towards in your current studies. You should only include coursework on your resume that applies to the position you are applying for, as this will show the hiring manager that you understand the position and have the necessary skill to do the job successfully.



Tips on Making Coursework Stand Out:

- Focus on what you learned within the project—research, teamwork, communication skills
- Any leadership roles you took on—organized communication, delegated tasks, created goals
- Any software you may have used—Excel, QuickBooks, Adobe Photoshop

(WikiHow to Mention Relevant Coursework in a Resume)

Honors/Awards

An honors and awards section can be added for a variety of reasons. Below are some tips to keep in mind

- Make sure your awards section is formatted consistently with the rest of your resume
- If necessary give some background information with each award
- Do not go too deep into your past – pick only the most relevant awards or honors
- Do not use too much technical industry jargon in your awards section

(3 Dos & Don'ts for Your Awards Section in Your Resume, 2016)

Memberships

Refer to organizations by their full name, followed by an acronym in parenthesis. Be sure to also include the years that you were a member, and any positions you have held. You can also briefly describe your accomplishments of the positions you have had. By expanding on your role within the organization, you can showcase your leadership, teamwork or management skills.

(Simple Resume Writing Instructions, 2016)

RESUME BUILDING BLOCKS

Experience

Experience can take many forms and can fall under a variety of headings: Volunteer Experience, Internship Experience, Relevant Experience, Additional Experience, Leadership Experience, and On-Campus Involvement.

You want to present your most relevant experiences first. If your most relevant experience is not your most recent experience, you can create a category – such as “Related Experience.” This allows you to highlight a past job that you feel will help you qualify for the position you are applying for.

Drop down unrelated experience to a second category called “Additional Experience.” Make your descriptions of related experience detailed and minimize your descriptions of other unrelated experience.

****REMEMBER:** Quantify whenever possible. Use facts, numbers, and figures to show amounts and details in your work.

Accomplishment Statements—AKA Bullets

Think of your work experience as a series of achievements rather than duties or responsibilities. You can do this by providing concrete details, expressing actions in terms of outcomes, providing quantities, and giving a sense of the work place.

A good strategy is to think of your accomplishments in terms of :

ACTION/HOW + PURPOSE/WHAT + RESULT/WHY

Action/How – start each bullet point with an action verb (i.e. developed, created, produced, executed)

Purpose/What – what was the purpose of your action, your responsibility, your assignment, project, etc.?

Result/Why – what was the result of your action, what did you accomplish?

Examples:

- Developed (action/how) an after school program for elementary school children focused on reading comprehension skills (purpose/what) which resulted in the participation of 20 students (result/why)
- Created and compiled investment portfolio worth \$50 - \$2M dollars for clients and senior financial advisors
- Scheduled, advertised, and hosted professional development workshops for approximately 200 students to prepare them to interview for various internship opportunities
- Assessed customer needs to match with appropriate products and services
- Serviced customers with product recovery techniques to satisfy customer needs
- Developed a “new member” packet for 30 newly recruited members
- Facilitated a focus group of six student leaders to plan strategies goals for the upcoming academic semester
- Managed advertising and client relations programs for 12 client accounts

RESUME BUILDING BLOCKS

Skills

There are only two items to include in a skills section: **technology** and **language**. Be sure to include your proficiency level to demonstrate to an employer how well you know a particular skill. Other skills such as communication or teamwork are stronger if they are included under a position or experience that gives the employer or recruiter context.

Technologies:

Coding and Programming

Languages: C#; C++; SQL/MySQL; SAS; Python; HTML; CSS; Java

Software: Microsoft Word, PowerPoint, Excel, Access; ASP.net;

Analytical Programs: Google Analytics; AdWords, SEO;

Windows (10, 8, 7, Vista, XP); MacOS (Mojave, High Sierra, Sierra, El

Operating Systems: Capitan, Yosemite, Mavericks, Mountain Lion, Lion); Linux

Pivot Tables; vLookup; Indirect; Index; Data Queries like: Data sorting and

Excel Knowledge: filtering; Regression Analysis

Instagram; YouTube; Facebook; TikTok; Pinterest; Snapchat; Twitter;

Social Media: Hootsuite

Design Tools: Photoshop; InDesign; Contribute; Dreamweaver

Consumer Relationship

Management: Constant Contact; Convio; Blackbaud The Raiser's Edge

Spanish; Chinese; Tagalog; Vietnamese; French; Farsi; American Sign

Languages: Language; German; Japanese; Portuguese

Descriptors:

Basic
Understanding

Competent

Working
Knowledge

Proficient

Advanced
Proficient

List of Action Verbs for Resumes & Professional Profiles

Management/ Leadership Skills

administered
analyzed
approved
assigned
attained
authorized
chaired
considered
consolidated
contracted
controlled
converted
coordinated
decided
delegated
developed
directed
eliminated
emphasized
enforced
enhanced
established
executed
generated
handled
headed
hired
hosted
improved
incorporated
increased
initiated
inspected
instituted
led
managed
merged
motivated
organized
originated
overhauled
oversaw
planned
presided
prioritized
produced
recommended
reorganized
replaced
restored
reviewed
scheduled
streamlined

strengthened
supervised
terminated

Communication/ People Skills

addressed
advertised
arbitrated
arranged
articulated
authored
clarified
collaborated
communicated
composed
condensed
conferred
consulted
contacted
conveyed
convinced
corresponded
debated
defined
described
developed
directed
discussed
drafted
edited
elicited
enlisted
explained
expressed
formulated
furnished
incorporated
influenced
interacted
interpreted
interviewed
involved
joined
judged
lectured
listened
marketed
mediated
moderated
negotiated
observed
outlined
participated
persuaded

presented
promoted
proposed
publicized
reconciled
recruited
referred
reinforced
reported
resolved
solicited
specified
spoke
suggested
summarized
synthesized
translated
wrote

Research Skills

analyzed
clarified
collected
compared
conducted
critiqued
detected
determined
diagnosed
evaluated
examined
experimented
explored
extracted
formulated
gathered
identified
inspected
interpreted
interviewed
invented
investigated
located
measured
organized
researched
searched
solved
summarized
surveyed
systematized
tested

Technical Skills

adapted
assembled
built
calculated
computed
conserved
constructed
converted
debugged
designed
determined
developed
engineered
fabricated
fortified
installed
maintained
operated
overhauled
printed
programmed
rectified
regulated
remodeled
repaired
replaced
restored
solved
specialized
standardized
studied
upgraded
utilized



CALIFORNIA STATE UNIVERSITY
FULLERTON

COLLEGE OF
BUSINESS AND ECONOMICS

BUSINESS CAREER SERVICES

SGMH 1401
657-278-8738

business.fullerton.edu/career-services

businesscareers@fullerton.edu

Teaching Skills

adapted
 advised
 clarified
 coached
 communicated
 conducted
 coordinated
 critiqued
 developed
 enabled
 encouraged
 evaluated
 facilitated
 focused
 guided
 individualized
 informed
 instilled
 instructed
 motivated
 persuaded
 set goals
 simulated
 stimulated
 taught
 tested
 trained
 transmitted
 tutored

Financial/Data Skills

administered
 adjusted
 allocated
 analyzed
 appraised
 assessed
 audited
 balanced
 calculated
 computed
 conserved
 corrected
 determined
 developed
 estimated
 forecasted
 managed
 marketed
 measured
 planned
 programmed
 projected
 reconciled
 reduced

researched
 retrieved

Creative Skills

acted
 adapted
 began
 combined
 conceptualized
 condensed
 created
 customized
 designed
 developed
 directed
 displayed
 drew
 entertained
 established
 fashioned
 formulated
 founded
 illustrated
 initiated
 instituted
 integrated
 introduced
 invented
 modeled
 modified
 originated
 performed
 photographed
 planned
 revised
 revitalized
 shaped
 solved

Helping Skills

adapted
 advocated
 aided
 answered
 arranged
 assessed
 assisted
 cared for
 clarified
 coached
 collaborated
 contributed
 cooperated
 counseled
 demonstrated
 diagnosed

educated
 encouraged
 ensured
 expedited
 facilitated
 familiarized
 furthered
 guided
 helped
 insured
 intervened
 motivated
 provided
 referred
 rehabilitated
 presented
 resolved
 simplified
 supplied
 supported
 volunteered

Organization/Detail Skills

approved
 arranged
 cataloged
 categorized
 charted
 classified
 coded
 collected
 compiled
 corresponded
 distributed
 executed
 filed
 generated
 implemented
 incorporated
 inspected
 logged
 maintained
 monitored
 obtained
 operated
 ordered
 organized
 prepared
 processed
 provided
 purchased
 recorded
 registered
 reserved
 responded
 reviewed

routed
 scheduled
 screened
 set up
 submitted
 supplied
 standardized
 systematized
 updated
 validated
 verified

More Verbs for Accomplishments

achieved
 completed
 expanded
 exceeded
 improved
 pioneered
 reduced (losses)
 resolved (issues)
 restored
 spearheaded
 succeeded
 surpassed
 transformed
 won

COMMON MISTAKES IN RESUME WRITING

1. Font is too small

Make sure that your document is legible. A recommended font size is 11 or 12.

2. Spelling mistakes

Use the spell-check tool, but remember that the best proofreading is another set of eyes. Be sure that there are no spelling errors, poor word choice, or misuse of language. These mistakes are not acceptable as it might appear that you are negligent with your work.

3. Repetitive words

Do not use the same verb to describe your experiences. Use a variety of action verbs to showcase your transferable and diverse skills. Utilizing different action verbs can highlight the wide range of skills and knowledge that you possess.

4. Leaving out dates

Include dates on your resume. Leaving them out might seem like you are trying to hide certain information.

5. Inconsistent layout of your resume

Present your resume in a consistent layout. Set your margins evenly. Have an even amount of space between each heading. Be consistent with your verbiage. For example, if you are describing current jobs, use all verbs in present tense.

6. Using someone else's words

It can be obvious that what is written is not in your own words when you do not speak like you write. It is important to prepare your resume in your own words.

7. Just having one version

Resumes need to be “fluid.” The critical part is to tailor your resume content to the job for which you are applying. You may have several different versions depending on the jobs you are targeting.

8. No cover letter

A cover letter should be sent out with every resume. The cover letter is your sales document. It will augment your resume.

9. Unprofessional e-mail address

Use an e-mail address that is professional. Your professionalism has to come through in your resume.

10. Cluttered information

Filter out information that might seem irrelevant to the position. Be wise in choosing certain facts to be included on your final resume.

11. Including personal information

Personal information, such as age, gender, and head shot should not be included on your resume—unless you are applying abroad. If you are applying abroad, check out Going Global (through CSUF Career Center) for tips and samples.

12. Using abbreviations or contractions

Remember your resume is a formal document, be sure to omit abbreviations or contractions in your text.

For Graduate Students

Things to Consider

THE CAREER SUMMARY

What is it? A section at the top of your resume that conveys a summary of your skills and experience as they relate to the position you are applying for.

When to use it? As objectives become less necessary in the digital age, the career summary serves as a replacement section that allows you to include key words from the job description and provide the reader with a summary of your resume, saving the employer time while giving them a snapshot of your skills and experience.

Length? A professional summary section should be at least two lines long and no longer than 4 lines on your resume. Any longer and there is less of a chance of it being read.

Composing the Summary Statement:

Step 1: Before composing your summary, you need to think about how to position your resume for the future. Where are you going, and how do you intend to use your skills and experiences to leverage you in your pursuits?

Step 2: Keeping this mind, analyze and summarize your past positions, education, and community activities.

Step 3: Next, conduct a careful analysis of your strengths, interests, experience, and personal characteristics.

Not sure where to start? Consider brainstorming around some of the words below.

Values Words:

Teamwork	Integrity	Productivity
Security	Results	Achievement
Structure	Innovation	Diversity
Efficiency	Cooperation	Creativity
Communication	Variety	Growth

Personal Adjectives Words:

Dedicated	Driven	Intuitive
Conscientious	Industrious	Detailed
Vivacious	Energetic	Efficient
Innovative	Dynamic	Analytical
Creative	Organized	Attentive

Orientation/Motivation Words:

Creating an impact	Social justice	Positive organizational
Results-oriented	Sustainability	Future-oriented

For Graduate Students

Things to Consider

THE CAREER SUMMARY

Step 4: Now, write as many activity and accomplishment statements as you can, and summarize what they say about your strengths. Then cluster these statements into the categories below.

Experience: How long? What types? What kind of environments? What kind of industries?

Examples:

- *A results-oriented manager and administrator of commercial real estate with extensive corporate, trust and full-service management experience.*
- *Account manager with 6+ years of experience in customer service, sales and accounting in two major corporations.*

Strengths: Greatest skills and strengths – which are most frequently found in your accomplishment statements? Clusters of technical skills?

Examples:

- *Proficient in both engineering and management, with particular skill in quality improvement, cost control and staff development.*
- *Experienced in plant start-ups, shut-downs and mergers.*
- *Significant expertise in developing the potentials of organizations/ staffs and improving cost effectiveness of business processes.*

Character/Motivation/Uniqueness: Traits and drive that set you apart and make you a desirable candidate to the employer. What is different about you and how can you sell this quality to the employer?

Examples:

- *A creative, dynamic self-starter who values excellence, has high standards and effectively meets tight production deadlines.*
- *Committed to excellent customer service and to creating and leading effective teams.*

Step 5: Compose your statement by picking and choosing the best skills and experience to emphasize when applying to a specific job. Consider the qualities and skills the company is looking for in a candidate. If you are changing industries, consider focusing on transferable skills acquired in your previous positions.

Example:

- *Strategic leader with demonstrated ability to motivate others in both academic and professional business settings. Motivated to create a positive and lasting impact in the realm of business processes. Adaptive and dynamic with a passion for technology.*

JANN CHO
2345 Rocky Place, Fullerton, CA 92831
(714) 404-1212 | jcho@fullerton.edu

SUMMARY:

To use my internship experience, leadership, communication, and teamwork skills as a bookkeeper at Nike

EDUCATION:

California State University, Fullerton

Bachelor of Arts in Business Administration, Accounting Concentration

Overall GPA: 3.4, Accounting GPA 3.5

May 2021

CPA Eligibility: May 2022

INTERNSHIP EXPERIENCE:

KPMG, Irvine, CA

Auditing Intern

June 2020 – August 2021

- Worked collaboratively with accountants to identify accounting and auditing issues
- Communicate with team members from senior level or partner level to deliver the best client service in a timely manner
- Performed analytical review of audit documents using KPMG's methodology and tools
- Prepared accurate financial reports and documentation supporting audit opinions
- Assisting in identifying operational risk factors for clients, and responding with a process focused approach

ADDITIONAL EXPERIENCE:

Wells Fargo Bank, Placentia, CA

Customer Service Representative/Teller

November 2019 – Present

- Process various customer banking transactions totaling \$5,000 weekly in compliance with bank guidelines and procedures
- Coordinate sales referrals to appropriate personnel and cross-sell bank services and products
- Respond to customer problems or issues and resolve them in a timely manner
- Utilize auditing skills to identify fraudulent activities to prevent losses

Admissions and Records, CSUF, Fullerton, CA

Administrative Student Assistant

February 2018 – September 2019

- Created and implemented procedures to improve office efficiency including a document tracking system
- Maintained records and processed confidential documents over 100 weekly
- Served as a liaison between technicians and students by answering and directing telephone inquiries

AFFILIATIONS:

Beta Alpha Psi, Membership Chair, CSUF

May 2019 – May 2020

- Promoted involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members
- Increased membership by 20% in 1 year

HONORS & AWARDS:

Dean's List, CSUF

May 2020

Tax Executives Institute Scholarship, CSUF

May 2019

SKILLS:

Technology: Proficient in Microsoft Suite, Advanced in Excel (vLookups and Regression Analysis) and Intuit QuickBooks

Language: Intermediate in Korean

Lucy Castille

(562) 234-1567 | lcastille@hotmail.com | Long Beach, CA 90804

EDUCATION

California State University, Fullerton January 2021
Bachelor of Arts in Business Administration
Concentration: Marketing Minor: Spanish

Class Projects

Analysis of PacSun Marketing Patterns Spring 2020
Retail Marketing Strategies

- Collaborated with a group of four peers to evaluate the effectiveness of PacSun's marketing patterns
- Delegated appropriate tasks to meet deadlines and ensure completion of research, data coding, and presentation
- Assumed leadership role to delegate responsibilities of gathering data, research, and coding of various marketing materials used by the company

RELEVANT EXPERIENCE

Advanstar Communications Inc., Santa Ana, CA September 2018 - Present

Promotions Coordinator

- Supervise promotional campaigns through social media (Facebook, Instagram, Twitter) to increase new customer base
- Design and execute new training procedures to increase effectiveness of new staff
- Build and maintain relationships and negotiate sales contracts with new and returning customers
- Cultivate relationships with five local radio stations to advertise company trade shows and expand reach of services within the location area

Enterprise, Anaheim, CA June 2018 - August 2018

Intern

- Developed relationships with customers, vendors, and co-workers by delivering excellent customer service and providing product knowledge
- Resolved problems and negotiated positive outcomes for varying complex situations
- Managed inventory and deployment of a fleet of 30 vehicles to individual clients, small business and large corporations
- Marketed services to local businesses through cold calling, visits and foster partnerships to meet the varying needs of clients

Disneyland Anaheim Resorts, Anaheim, CA October 2017 - May 2018

Server

- Provided a high level of service utilizing the "Disney Way" for hundreds of guests daily
- Addressed guest concerns and resolved conflicts according to Disney's policies and practices
- Trained over 20 servers and cashiers in basic service operations set by company's protocols and training manuals

MEMBERSHIPS

American Marketing Association, Member September 2019 - December 2021

Finance Association, Treasurer September 2019 - December 2021

SKILLS

Technology: Facebook, Instagram, Twitter, and Adobe Systems Photoshop

Language: Fluent in Spanish both written and oral

Graduate Student Resume

John F. Smith

Fullerton, CA 92831 (657) 278-7943 mbacareers@fullerton.edu

EDUCATION

California State University, Fullerton – College of Business and Economics <i>Master of Business Administration</i>	2021
University of California, Irvine <i>Bachelors in Science—Management Science, International Relations</i>	2019
London Business School—London <i>International Studies</i>	2018

CORE COMPETENCIES

Microsoft Office Suite	Consumer Behavior	Market Intelligence	Consumer Relations Management
Interpersonal Relationships	Data Mining	Project Management	Qualitative Research

EXPERIENCE

MBA Projects	Fullerton, CA
<i>Strategic Management Analysis—Confidential Client (Electronic Manufacturing Services)</i>	2021
Analyzed company's business strategy with emphasis on marketing and presented comprehensive strategic analysis and recommendation to the company's executive team.	
<i>Business Intelligence Solution—Confidential Client (Private Health Services)</i>	2021
Identified and evaluated the company's BI needs and custom-designed an ERM/CRM solution and implementation package.	
University of California, Irvine	2017—2018
<i>Executive Assistant to Dean</i>	
Reported directly to the Dean and a team of 5 Central Administration employees; served as liaisons between the 5 branches of Med Ed and Central Administration	
Managed the Dean's day-to-day personal schedule and infectious disease clinic	
Planned, executed, and hosted Division meetings, conferences, seminars for CME credits for MDs and PhDs, and campus events.	
Trained new employees; welcomed and hosted foreign academic dignitaries; managed purchasing & receiving and maintained inventory records; supervised the NIH Grant programs	
Implemented the department's Account Reconciliation by incorporating the budget, invoices, and projections in coordination with the Finance Department	
Office of Dentistry, Jonathan F. Smith, D.D.S., Inc.	2014—Present
<i>Dental Assistant/Consultant</i>	
Effectively coordinated duties with 6 coworkers, 3 dentists.	
Generated and maintained financial reports, patient and insurance billing records, account reconciliation, and other clerical duties.	
Modernized the office through updating processes and protocols in addition to managed logistics for efficient daily operations.	
Eliminated staff turnover rates by guiding HR problems and increasing office training, communication, trust, and cultural understandings.	

AFFILIATIONS

Lineage-based service organizations: promoting patriotism, preserving history and supporting veterans & education programs
2015-Present <i>Second Harvest Food Bank of Orange County</i>
Public Relations, Events Coordinator, Events Promoter, Newsletter Editor, Photographer, Social Media Specialist
2017-Present <i>MBA Association</i>
Current Vice President, Past Recording Secretary, Registrar, Treasure, Commemorative Events Chairman

RECOGNITION

2019-2021 Graduate Business Scholarships: Anna B. Spangler Memorial, Dr. Alma Adams
2015-2019 Business Management Scholarship: CWIT, Franklin G. Adams, American Management Society (AMS), Future Business Leaders

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