

The following sample resumes are offered to inspire your drafting of an "updated version." Once you do, please email this draft to your Career Center Alumni Counselor. Via email and phone, individualized resume critiquing will be completed. Working one alum at a time, one resume at a time, and one cover letter at a time you and your counselor develop a strong relationship and you create the most powerful job search documentation.

The first sample is in an example of the Harvard Business School format, and the following ones shows how the UofResume, evolved from the ones used by candidates attending this top tier business school. The first UofResume sample is "multi-purpose" and the others "targeted." **There is in truth no "perfect" format, but the targeted UofResume format has proven effective for many, many students and alumni(ae).** Please review samples, develop drafts, discuss your specific circumstances, and complete the resume critiquing process through direct communications with a counselor.

H. B. Ess

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education

- 1995-1997 HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION BOSTON, MA
Candidate for Master in Business Administration, June 1997. Elected Vice President of Marketing Club. Appointed Co-Director of Marketing Project. Outreach 1996 Volunteer Program. Selected by faculty to tutor first-year students. Member of Communications, Media and Computing Club.
- 1997-1990 UNIVERSITY OF ROCHESTER ROCHESTER, NY
Bachelor of Arts, double major in Political Science and Economics, May 1990. Studied international relations and political science in Paris at L'Institut d'Etudes Politiques. Selected to serve as D'Lion Advisor to freshmen students. Served as Co-Chair of Visiting Prospective Students Program and Chairperson of Student/Alumni Network.

experience

- 1997-present WALT DISNEY COMPANY LOS ANGELES, CA
Assistant Marketing Manager, Consumer Products/Interactive Division
Worked with Vice President of Sales and Marketing to create business vision and branding strategy for introduction of new brand in educational interactive products industry.
- Developed brand elements and positioning statements and contributed to brand name generation.
 - Created preliminary marketing communications programs for brand launch and national product roll-out, targeting both home and academic markets.
 - Analyzed economic and consumer trends and conducted competitor analysis resulting in entry strategy recommendations.
 - Analyzed economic and consumer trends and conducted competitor analysis resulting in entry strategy recommendation.
 - Conducted in-depth study of educational products and services currently available on-line and created bi-weekly internal newsletter to keep team members informed of advancements.
- 1992-1995 THE GRAUBARD GROUP NEW YORK, NY
Associate Supervisor
Directed marketing communications activities for Nikon, agency's largest account representing 65% of annual billings at start-up firm specializing in consumer products.
- Created strategic marketing communications program to increase brand awareness and loyalty in both general consumer and professional photography markets. Addressed shrinking market share, increased competition and consumer confusion.
 - Managed new product launches from concept development to market for existing product lines and new category introductions. Led multi-functional team of seven people responsible for product positioning, competitor analysis, media coverage, and dealer/sales education. Aided launch of 15 new products.
- Executive Committee Member**
Worked with President to define corporate policies for emerging firm and manage strategic planning process. Increased company billings by 45% in first year of operation through new business development.
- 1990-1992 MCRATH/POWER ASSOCIATES NEW YORK, NY
Account Coordinator
Developed and implemented marketing communications programs and national media campaigns in support of new product launches, including Nikon Lite-Touch, Reebok Pump, and Step Reebok aerobic workout program for this full-service public relations firm.
- personal* Fluent in French. Active in University of Rochester Alumni Activities and Volunteer Marketing Consulting for Sky Rink Youth Hockey Program.

I. WANDA INTERVIEW

741 West Avenue • Rochester, NY 14610 • (716) 255-7249 • iw003@mail.rochester.edu

ECONOMICS, BUSINESS AND LANGUAGE STUDIES

- 1999-2002 UNIVERSITY OF ROCHESTER ROCHESTER, NY
Bachelor of Arts, French , with a major GPA of 3.5 anticipated May 2002
Bachelor of Arts, Psychological Applications of Business, with a major GPA of 3.3 anticipated May 2001
Minor: **Economics**, with a minor GPA of 3.4.
- Management Studies Certificate, with Marketing, Finance/Accounting, and Personnel Tracks, for completion of courses taught by faculty of College and the William E. Simon School of Business Administration.
 - Dean's List 4 of 5 Eligible Semesters, Class of 1929 Alumni Scholarship and Lawrence Smith Scholarship.
 - Completed cluster of three thematic courses addressing issues related to ethics of genetic engineering.
 - Economics Council and Student Activity Board Member and Campus Times Staff Writer and Photographer.
- 1998-1999 HOBART AND WILLIAM SMITH COLLEGES GENEVA, NY
Completed varied Economics and Liberal Arts Courses

BUSINESS, MARKETING, ECONOMICS COURSES

Principles of Marketing, Marketing Projects and Cases, Micro and Macroeconomics, International Economics, International Finance, Corporate Finance, Financial and Cost Accounting, Business Law, Business Statistics, Industrial/Organizational Psychology, Psychology of Human Motivation and Emotion, Business Administration, Public Relations Writing, Advertising, Mass Media, Persuasion and Consumer Behavior.

FINANCE, MARKETING AND BUSINESS EXPERIENCE

- 2002-present THE FINANCIAL GROUP DISCOUNT BROKERAGE PITTSFORD, NY
Assistant Operations Manager: Used computerized financial transactions and market tracking systems. Updated customer databases using Excel. Interacted with and completed research and administrative projects for licensed representatives and addressed client inquiries from throughout the United States.
- Summer 2001 DAYS ADVERTISING, INC. PITTSFORD, NY
Intern/Assistant to an Account Manager: Assisted with design of television and radio ads and proposals for varied products and clients, including Wegmans and Bausch & Lomb. Developed customer database.
- 2000-2001 ADEFFECT ROCHESTER, NY
Intern/Assistant to an Account Manager: Researched and developed promotional materials for local retail, manufacturing and restaurant clients. Gained knowledge of small business marketing. Recommended changes in client advertising materials, consumer outreach strategies, and marketing literature.
- Summer 2001 PEARLE VISION CENTER PITTSFORD, NY
Sales Representative: Assisted customers and ordered inventory designed to increase sales and implement strategy targeting upscale markets.
- Summer 1999 IT HAPPENS ANTWERP, BELGIUM
Marketing Intern: Determined target markets and developed advertisement budget for concert, event planning and entertainment agency. Collected and analyzed financial and marketing data. Conducted surveys to determine market penetration. Assisted graphic artists producing ads, posters, brochures, and reports.

QUALIFICATIONS

- Marketing research, strategic planning, promotions, and sales talents nurtured by internships and employment.
- Technical skills and specialized knowledge gained through economics as well as business curricula.
- Knowledge of international business approaches and cultural sensitivities gained living and working in varied North American, European and Middle Eastern settings.
- German, French, Dutch, and Farsi fluency and conversational Spanish capabilities.
- Windows and MacOS, UNIX, HTML, Word, WordPerfect, Excel, PageMaker, Adobe PhotoShop, Netscape, Explorer, and Internet communications utilities.

I. WANDA INTERVIEW

741 West Avenue • Rochester, NY 14610 • (716) 255-7249 • iw003@mail.rochester.edu

MARKETING, ADVERTISING AND PROMOTIONS QUALIFICATIONS

- Marketing research, strategic planning, promotions, customer service and sales talents nurtured by in depth and diverse advertising, promotions and retail internships and employment experiences.
- Technical skills and specialized knowledge gained via marketing courses including: Principles of Marketing, Marketing Projects and Cases, Psychology of Human Motivation and Emotion, Business Administration, Public Relations Writing, Advertising, Mass Media, Persuasion and Consumer Behavior.
- Knowledge of International Business approaches and cultural sensitivities gained living and working in varied North American, European and Middle Eastern settings.
- German, French, Dutch, and Farsi fluency and conversational Spanish capabilities.
- Windows and MacOS, UNIX, HTML, Word, WordPerfect, Excel, PageMaker, Adobe PhotoShop, Netscape, Internet Explorers, and Internet communications utilities.

MARKETING, ADVERTISING, PROMOTIONS AND SALES EXPERIENCE

DAYS ADVERTISING, INC. , Pittsford, NY

Intern/Assistant to an Account Manager: Assisted with design of television and radio ads and proposals for varied clients, including Wegmans and Bausch & Lomb. Developed customer database. May-July 2001

ADEFFECTS, Rochester, NY

Intern/Assistant to an Account Manager: Researched and developed promotional materials for retail, manufacturing and restaurant clients. Gained knowledge of small business marketing. Suggested changes in advertising materials, consumer outreach strategies, and marketing literature. May 2000-July 2001

PEARLE VISION CENTER, Pittsford, NY

Sales Representative: Assisted customers and ordered inventory designed to increase sales and implement strategy targeting upscale markets. May-July 2001

IT HAPPENS, Antwerp, Belgium

Marketing Intern: Determined target markets and developed advertisement budget for concert, event planning and entertainment agency. Collected and analyzed financial and marketing data. Conducted market surveys to determine market penetration. Assisted graphic artists producing ads, posters, brochures, and reports. May-September 1998

BUSINESS, ECONOMICS AND LANGUAGE STUDIES

UNIVERSITY OF ROCHESTER, Rochester, NY

Bachelor of Arts, French, with a major GPA of 3.5, anticipated May 2002.

Bachelor of Arts, Psychological Applications of Business, with a major GPA of 3.3, anticipated May 2002.

Minor: **Economics**, with a minor GPA of 3.4.

- Dean's List 4 of 5 Semesters.
- Class of 1929 Alumni Academic Scholarship and Lawrence H. Smith Academic Scholarship Recipient.
- Economics Council and Activity Board Member as well as Campus Times Staff Writer and Photographer.
- Completed cluster of three thematic courses addressing issues related to ethics of genetic engineering.

WILLIAM E. SIMON GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, Rochester, NY

Management Studies Certificate, Marketing, Finance/Accounting and Personnel Tracks, anticipated May 2002.

- Completed business focussed, project oriented courses taught by Simon School and College faculty.

HOBART AND WILLIAM SMITH COLLEGES, Geneva, NY

Completed varied Economics and Liberal Arts Courses, 1998-1999

FINANCE AND GENERAL BUSINESS EXPERIENCE

THE FINANCIAL GROUP, INC. DISCOUNT BROKERAGE FIRM, Pittsford, NY

Assistant Operations Manager: Utilized computerized financial transaction and market tracking systems. Updated customer databases using Excel. Interacted with and completed research and administrative projects for licensed representatives and addressed client inquiries from throughout the United States. 2002-present

Ima Alum

2345 Any Street • Rochester, NY 14627 • (585) 555-1234 • ialum@hotmail.com

FINANCIAL SERVICES QUALIFICATIONS AND CAPABILITIES

- Comprehensive experience and training in Financial Services, Financial Planning and Financial Markets.
- Abilities to use firm-specific proprietary research, transaction and related software.
- Capacities to research, understand, and explain various financial service products to clients and to serve within fund management, asset allocation and operations support roles.
- Specialized knowledge of and capacities to teach clients and peers, web-based brokerage systems.
- Confidence in client development, needs assessment, seminar planning and presentation roles.
- Quantitative, analytical and presentation skills gained experiences and academics.
- Series 7, Series 63, Series 31 as well as Accident, Life and Health Insurance licenses.
- Abilities to use Word, Excel, PowerPoint, Schedule Maven and Internet applications for work related tasks.

FINANCIAL SERVICES EXPERIENCE

MORGAN STANLEY

ROCHESTER, NY

Financial Advisor

May 1998-present

- Conduct cold calls to establish and build client base.
- Individually and in seminars, assess financial needs of existing and prospective clients, translating needs into strategies and goals.
- Utilize advising and consultative-based approach to facilitate clients' asset growth strategies.
- Hired as first "e-broker" to build e-business, support clients, and teach peers the use MSDW On-line.
- Passed Series 7, Series 63, Series 31 as well as Accident, Life and Health Insurance examinations.
- Gained comprehensive knowledge of marketing, operations, and branch office management areas.

AG EDWARDS

ROCHESTER, NY

Sales Associate

1997- 1998

- Provided operations and client liaison support for 4 Account Executives.
- Addressed queries of clients, facilitated communication between AEs and clients, and scheduled individual appointments as well as seminar attendance for potential clients.
- Enhanced knowledge of all front and back end operations of brokerage firm.

PRINCIPAL FINANCIAL GROUP

ROCHESTER, NY

Financial Services Intern

Spring 1997

- Assisted with all activities associated with marketing mutual funds, life and health insurance and 401k plans.
- Conducted calls to schedule appointments with clients.
- Enhanced knowledge of how client assessment and planning efforts yield to successful marketing outcomes.
- Increased awareness of which products and services matched stated needs of varied clients.
- Studied for appropriate licensing examinations.

EDUCATION

UNIVERSITY OF ROCHESTER

ROCHESTER, NY

Bachelor of Arts, Health and Society

May 1997

- Men's Varsity, Hillel, Sigma Alpha Mu Member

COMMUNITY SERVICE AND VOLUNTEER EXPERIENCES

- Camp Airy, Summer Program Coordinator, Summers and Part-time 1993-1995
- Vesta, Inc., Volunteer, Summer 1995
- Genessee Hospital Physical Therapy Volunteer, Fall 1995
- University Physical Therapy and Sports Medicine Volunteer, Spring 1993

Al Umnus

1161 Fairport Road • Fairport, NY 14450 • (585) 555-1234 • alumnus@urgrad.rochester.edu

MECHANICAL ENGINEERING QUALIFICATIONS

- Leadership, organizational, and cultural skills demonstrated through engineering experience on three separate continents
- Strong problem solving abilities including experience in all phases of the design process working individually and with groups
- Able to integrate optical, electrical, and mechanical engineering knowledge developed through courses and work experience
- Able to explain complex technical information to a variety of constituency groups with different backgrounds
- Proficiency in mathematica, nastran, sunxl, patran, pafec, fortran, c++, visual basic, word, excel, and Taguchi methods

MECHANICAL ENGINEERING EDUCATION

UNIVERSITY OF ROCHESTER Rochester, NY

Master of Science in Mechanical Engineering, September 2002

- Overall GPA: 3.70/4.00

Bachelor of Science in Mechanical Engineering with high distinction, May 2001

- Overall GPA: 3.55/4.00
- Concentration of courses in Architectural History
- Mechanical Engineering Department Teaching Award 2001
- Deans List All semesters, Rush Rhees Scholarship awarded for high SAT scores of 780 Mathematics and 670 Verbal
- Completed a study abroad experience in Adelaide, Australia focusing on computational and experimental techniques

SELECTED ENGINEERING COURSEWORK & PROJECTS

Modern Optics, Mechanical Design, Heat & Power Applications, Structural Mechanics, Advanced Mechanical Design, Mechanical Systems, Robust Design & Quality Engineering, Optimum Design, Laser Systems, Thermodynamics of Solids, Applied Finite Elements

- **Master's Project, Thermomechanical optimization of solid-state laser systems:** Used Mathematica to examine the phase shift of light traveling through a nonlinear optical material (doubler and tripler) with temperature gradients. This project on Second and Third harmonic generation was done in conjunction with Lawrence Livermore National Laboratory.
- **Orthowire Cast Removal System:** Imbedded a wire within a fiberglass cast at the time of its application to later remove the cast. Wound wire onto the removal tool that pulled it through the fiberglass and cut the cast in half allowing it to be removed. Optimized the system by choosing a wire whose structure and diameter would minimize the amount of force applied to the area that the cast was being removed from, while pulling through as many layers of the fiberglass as possible.

ENGINEERING EXPERIENCE

NATIONAL PHYSICAL LABORATORY, London, England

Research Scientist, October 2002 to July 2003

- Main researcher for development of a micro-coordinate measuring machine (CMM) for strategic research into taking three-dimensional measurements of MEMS / MOEMS and other small scale artifacts.
- Included finite element analysis, design and production of electronic circuits and an optical detection system, design and machining of mounting brackets for the electronic and optical components, programming in visual basic for a computer to CMM interface, running experimental tests to collect data, analyzing the results, and writing a final report.

LECHASE CONSTRUCTION, Rochester, NY

Office Assistant, September 1999 to February 2000

- Took requests for information (RFIs) from contractors and marked area of question on blueprints to answer queries.
- Sent RFIs to architect and client, read blueprints to calculate amount of carpet and blacktop needed and to obtain price quotes.

CENTER FOR OPTICS MANUFACTURING, Rochester, NY

Lab Assistant, May 1999 to September 1999

Ran elasticity tests on magnetorheological fluid (MRF), polished samples for nanoindentation of individual particles, and used the interferometry machines.

TEACHING EXPERIENCE

UNIVERSITY OF ROCHESTER, Rochester, NY

Teaching Assistant for Dynamics, January to May, 1999

Teaching Assistant for Thermodynamics, January to May, 2001 and 2002

Teaching Assistant for Heat and Power Applications, September to December, 2001