

Peter Jones

Address, City, State Zip Code ◦ Phone Number ◦ Email ◦ LinkedIn Profile

EDUCATION

West Virginia University, Morgantown, WV May 20XX

Bachelor of Science in Business Administration

Major: Marketing GPA: 3.22/4.00

Area of Emphasis: Professional Sales

Minor: Data Analytics

Proctor & Gamble, Braun Subdivision (WVU Partnership) Fall 20XX

Undergraduate Student Project

- Utilized research methods to collect primary and secondary data about Braun and millennials
- Created new ideas for Proctor & Gamble to increase revenue and build brand awareness
- Presented findings to members of Proctor & Gamble marketing team at their headquarters

INTERNSHIP EXPERIENCE

Aldi | Morgantown, WV June 20XX-August 20XX

Buying Intern

- Forecasted sales for new seasonal items introduced on sales floor
- Implemented a receipt tracking system in order to perform receipt creation and maintenance
- Collaborated with management team on different promotional advertisements on a weekly basis
- Presented a report on industry-wide statistics and trends at regional grocery sales conference

WORK EXPERIENCE

Aerie | Cranberry Township, PA June 20XX-Present

Brand Ambassador

- Outfit customers by suggesting key looks and incorporating latest fashion trends and current promotions based on each individual customer's style
- Develop customer brand loyalty by being knowledgeable about loyalty programs and consistently informing customers of each program and benefits
- Perform cash register transactions quickly and accurately and maintain an organized sales floor

TECHNICAL SKILLS & CERTIFICATIONS

- Microsoft Office 365, MailChimp, Salesforce.com, GoogleAdWords Certified, Hootsuite Certified, Adobe CS, iMovie, Hubspot Inbound Marketing Certified, Experience in SPIN Selling method

INVOLVEMENT

American Marketing Association (AMA), *Vice President* August 20XX-Present

- AMA i6 Case Competition Participant 20XX

Professional Sales Club, *Member* January 20XX-Present

WVU Sales Team, *Member*

- 6th Annual WVU Sales Competition Participant, 2nd Place 20XX

Pi Sigma Epsilon, *Member* August 20XX-Present

Mountaineers For Mutts, *Volunteer* Summer 20XX

HONORS & AWARDS

WVU Promise Scholarship Award Recipient August 20XX-Present

Dean's List Fall 20XX, Spring 20XX

President's List Fall 20XX, Spring 20XX

Resume Checklist

Personal Information

- Include your first and last name at the top in a large font (14-16pt).
- Phone Number:** List the number where you are most easily reached; set up a professional voicemail.
- Email Address:** Use a professional address, such as `firstname.lastname@gmail.com`. Avoid inappropriate prefixes, such as mountaineer.cutie@gmail.com.
- Address:** Different scenarios dictate which address (or addresses) you should include: current, permanent, both, or none. If your address is close to the job location, include it. If the address is far away and you want to include your address, it can be beneficial to indicate that you are mobile or actively relocating since some companies find that they better retain talent who already live in close proximity.
- If you are active on LinkedIn, include the URL to your profile.

Formatting & Appearance

- Make sure your resume is one page.
- Use a readable font such as Calibri, Arial, Times New Roman (11-12pt).
- Differentiate sections by headings (e.g. Education, Work Experience, Involvement, Leadership).
- Put Education as the first heading, then organize headings in order of importance.

Education

- Include West Virginia University at the top of the Education section. Underneath, include Bachelor of Science in Business Administration.
- List Marketing as your major and include all minors and areas of emphasis.
- Add any undergraduate projects you have completed and include what you did, how you did it (research methods), and if you presented your findings.
- Add study abroad experience and include 1-2 bullet points about what the experience entailed.
- Include your GPA (always if above a 3.0; if below a 3.0, contact the CCD to discuss)
- Add honors (Dean's List, Scholarships, etc.). You can also create a separate section toward the bottom.

Work Experience, Leadership, Involvement, and Volunteering Sections

- List the name of the organization, the title you held, and the location (city, state).
- Put your start date (month and year) and end date (month and year).
- Bold or italicize job titles and/or the name of the organization.
- List experience in reverse chronological order (most recent first).
- Use bullet points to highlight your responsibilities and tasks.
- Use action verbs (present tense for current jobs, past tense for previous jobs).

Building Better Bullets

- Use quantifiable and measurable information in your bullets.
 - *BAD* Open-ended:** Helped managed children at summer camp
 - *GOOD* Measurable:** Managed over 250 children ages five to fourteen at a week-long day camp
- Ensure your bullet points are objective, rather than subjective or up to personal opinion.
 - *BAD* Subjective:** Experienced verbal communicator
 - *GOOD* Objective:** Delivered ten Ignite-style presentations to audiences ranging from 10-100 individuals on the topics of ethics in the workplace

Technical Skills

- Include technical (hard) skills, such as proficiency in various software systems.
- Do not simply list soft skills (e.g. teamwork or leadership). Demonstrate them via the bullet points of your experiences.