
Creating the MBA Resume

A resume serves multiple purposes

1

You: Highlights your professional background, skills and outcomes

2

Briefly: Presents a consistent, concise, format to provide quick access to information

3

Customized: Includes variation to highlight personal strengths and minimize weaknesses

4

As required: Follows traditional norms, practices and guidelines

A resume works on multiple levels



A quick look:

Your resume must provide access to key information quickly



A filtered view:

Include your best highlights (not everything will fit)



Visual attraction:

It should be eye-appealing and make the reader *want* to read it

UNC Kenan-Flagler template

FIRST I. LASTNAME

FirstName_LastName@kenan-flagler.unc.edu
(Area Code) Phone-Number
linkedin.com/in/yourlink

EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School – Chapel Hill, NC May 2017

Master of Business Administration, Full-Time MBA Program

- Concentration in Function; GMAT XXXX [Optional, only if 700 or higher]
- Scholarship/Activity/Achievement [Name of Scholarship – Full/Partial tuition and stipend]

UNIVERSITY OF NORTH CAROLINA at Chapel Hill – Chapel Hill, NC May 2008
Bachelor of Business Administration, Finance, GPA XXXX [Optional, only if 3.50 or higher]

- Scholarship/Activity/Achievement

EXPERIENCE

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] 2011-2015
Optional, company descriptors are in italics to describe unfamiliar companies. Keep to 1 line

Position (2012-2015)

- List various positions under 1 employer with dates to show career progression if applicable
- Begin bullets with a variety of verbs to avoid repetition (e.g. Led, Directed, Supervised)
- Open resume bullets with direct action verbs and AVOID “Responsible” or “Assisted”
- Use Times New Roman font; font sizes: Name, 16; Major Section Headings, 12; Text: 10.5

Position (2011)

- Avoid resume bullets with “widows”, single words on the 2nd line
- Do not adjust margins or spacing between lines; do not use 2 pages for on-campus resume
- Use @kenan-flagler.unc.edu email address; remove any hyperlinks to your email or LinkedIn profile
- Remove grammar or spelling underlines in MS Word and create .doc(x) and .pdf versions

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] 2009-2011
Optional, company descriptors are in italics to describe unfamiliar companies. Keep to 1 line

Marketing Associate

- All numbers should be digits, not words [e.g. 8, not eight]
- Numbers: K=thousands, M=millions, B=billions, +=more than [e.g. \$50M+], <=less than [e.g. <2%], sf=square feet
- Currencies: Convert all foreign currencies to US Dollar as of 15 June 2015; use \$, not USD [e.g. \$120K]

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] 2008-2009
Optional, company descriptors are in italics to describe unfamiliar companies. Keep to 1 line

Marketing Analyst

- Include undergraduate internship only if you have <3 years work experience or it DIRECTLY relates to target position
- Avoid multiple sentences in a single bullet point; the semi-colon is your friend

ADDITIONAL

- US permanent work authorization [Only for international students with the right to work in the US]
- Professional certifications [CPA, CFA]; professional association memberships
- Native Spanish speaker; Conversational Portuguese [Native, Fluent, or Conversational]
- List non-student leadership activities, volunteer leadership, awards or unique elements
- List technical skills only if relevant to role; never list Microsoft Office suite skills
- List hobbies and interests [Be specific, e.g., “Volleyball” rather than “Sports”]
- Don't include controversial material such as religion, politics, unless University-sanctioned organization

Contact information

Education

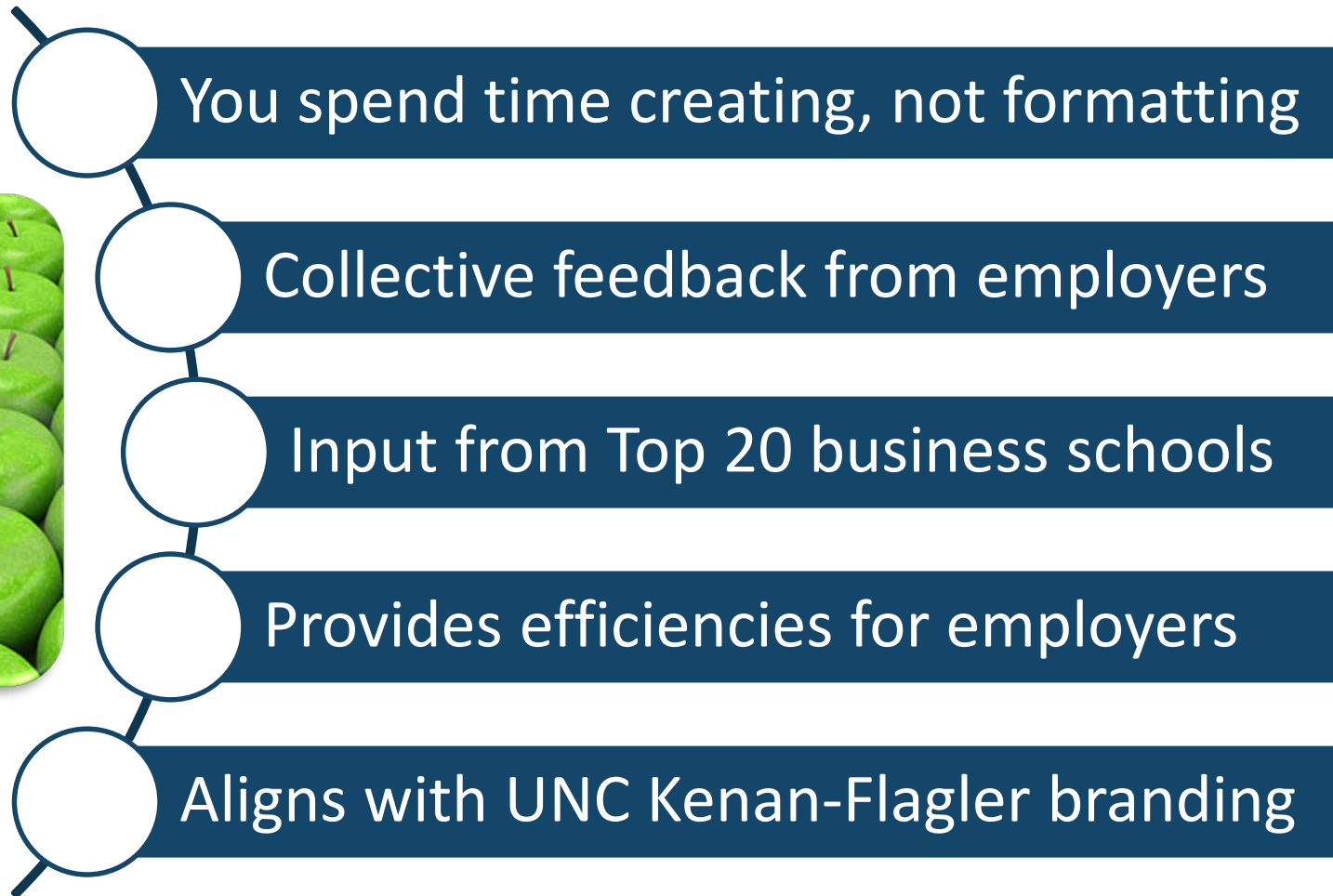
Experience

Additional

Ensure 100% accuracy throughout resume!

The template is required for all on-campus recruiting.

Why use a template?



3 basic stages to create your resume

1

Understand your goals

- Review job postings for desired skills
- Use stretch, target, and realistic organizations for your examples
- Ensure your goals align with likely opportunities

2

Conduct self-assessment

- Consider your background and previous experience
- Ensure your strengths align with key career requirements
- Identify gaps and minimize

3

Compose strong bullets

- Focus on your impact on the organization
- ALWAYS try and quantify results
- Prioritize the most important accomplishments and achievements

A good place to find job descriptions

The screenshot shows the Indeed search results for 'mba associate wells fargo'. The search bar at the top contains the text 'mba associate wells fargo' and a 'Find Jobs' button. Below the search bar, there are filters for 'My recent searches' and 'Sort by: relevance - date'. The job listings are sorted by relevance. The first listing is 'Investment Banking Associate - 1 year' by Wells Fargo, with a rating of 4.5 stars and 8,788 reviews. The second listing is 'Wells Fargo Sec Res Cons 1' by Wells Fargo, with a rating of 4.5 stars and 8,788 reviews. The third listing is 'Associate' by Wells Fargo, which is highlighted with a red box. A blue arrow points from the 'Associate' title to the 'Responsibilities' section on the right. Another blue arrow points from the 'Associate' title to the 'Minimum Qualifications' section at the bottom.

indeed
one search. all jobs.

what: where: Find Jobs

mba associate wells fargo jobs

My recent searches

- [Intern Wells Fargo](#)
- [mba investment banking intern we...](#)
- [mba investment banking intern](#)

[clear searches](#)

Sort by: **relevance** - date

▼ Salary Estimate

- \$70,000+ (3)
- \$90,000+ (2)

► Title

► Company

► Location

► Job Type

Investment Banking Associate - 1 year
Wells Fargo ★★★★★ 8,788 reviews - New York, NY
Wells Fargo Securities Program Associate 1. Wells Fargo Securities. MBA. Specific Associate Responsibilities Include:....
Sponsored by OneWire Inc. - 11 days ago

Wells Fargo Sec Res Cons 1
Wells Fargo ★★★★★ 8,788 reviews - New York, NY
Wells Fargo Securities. Associate Analyst - Tobacco, Beverages & Convenience Stores. In this Senior Associate position you will partner with a Senior Analyst...
15 hours ago - [save job](#) - [email](#) - [more...](#)

Associate
Wells Fargo ★★★★★ 8,788 reviews - Eastdil Secured. Our Associate program is designed for recently promoted Associates, professionals with 3-4 of relevant industry...
30+ days ago - [save job](#) - [email](#) - [more...](#)

Responsibilities

+

Qualifications

=

What they're seeking!

Responsibilities

- Working closely with senior team members on presentations and financial analysis
- Financial underwriting, due diligence review and transaction execution
- Performing comprehensive and in-depth company, real estate, and market analysis
- Preparing presentations and other materials for clients
- Creating pitches, proposals, and marketing materials

Minimum Qualifications

- Associates must demonstrate a combination of academic aptitude, quantitative skills, personal motivation, and distinguished written and oral communication skills. Associates are required to manage several projects at once and work effectively as an individual and as part of a team.
- Related experience through professional work or internship
- Strong Argus, financial analysis and excel modeling skills
- Demonstrated ability to perform quantitative and qualitative analysis of deals using financial modeling techniques and a strong attention to detail
- Demonstrated ability to consistently produce high quality work under tight time frames
- Demonstrated ability to manage multiple projects and priorities to conclusion within agreed upon deadlines

How do we translate these?

Target position qualification:

Demonstrated ability to perform quantitative and qualitative analysis of deals using financial modeling techniques and strong attention to detail

Your experience

Ad agency associate

Potential bullet

Analyzed website traffic reports and google analytics to create forecast modeling algorithm based on client buyer behavior; detailed recommendations drove 30% increase in online sales

The goal

Translate your experience into what the employer seeks

Job descriptions & resume bullets



Job Descriptions:

Employers want to know if you have the right toolset



Resume bullets:

You need to describe the houses you've built

Section details

FIRST I. LASTNAME

FirstName_LastName@kenan-flagler.unc.edu
(Area Code) Phone-Number
[linkedin.com/in/yourlink](https://www.linkedin.com/in/yourlink)

Use your U.S. mobile phone number

Use Linkedin module to build custom URL

Remove all link underlines and colors

EDUCATION

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UNIVERSITY OF NORTH CAROLINA at Chapel Hill – Chapel Hill, NC May 2008
Bachelor of Business Administration, Finance, GPA X.XX [Optional, only if 3.50 or higher]

- Scholarship/Activity/Achievement

Include grad and undergrad highlights

Be very selective w/ undergrad bullets.
Remember, each line is vital. Consider saving space for work experience.

Section details

EXPERIENCE

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] 2011-2015

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Position (2012-2015)

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Bullet the most impressive projects and accomplishments first

The most recent/relevant jobs should have the most bullets

No job should have only one bullet; no job should have more than six bullets



Use your bullets to advantage

Lead with very strong verbs

~~Assisted~~ → Led, managed, developed, created

Avoid repeating verbs

There are plenty of verbs, use verb sheet and google

Use digits

Use digits, not words, e.g. 8, not eight

Ensure top to bottom progression

Demonstrate your skill-set has advanced

Sell strongly and be proud of results

Be confident, but not braggadocios

Each bullet should include 3 parts



Problem:

What were you trying to solve, or improve?



Action:

What were the direct actions you took to improve this situation?



Results:

What were the quantifiable results of your actions?

An example of a structured bullet

Analyzed data to identify 27 under-performing accounts and designed free-goods promotion that generated incremental revenues of \$1M

Problem

Accounts were underperforming

Action

Designed free-goods promotion

Result

Incremental revenues of \$1M

Order may change; structure remains

Problem

Action

Result

Analyzed data to identify 27 under-performing accounts and designed free goods promotion that generated incremental revenues of \$1M

Result

Action

Problem

Generated incremental revenues of \$1M by designing free-goods promotion based on identification of 27 under-performing accounts

Quantified creates relativity and impact

Without
quant

Led cross-functional global product team and generated new business

With
quant

Led cross-functional global product team and to launch new product in 10 countries, generated \$120K in new business; exceeded plan by 15%

Which candidate would
you hire?

Tips to help you quantify

Perfection is your friend

100% completion rate; 0% error rate

Quantified results is a key requirement for resumes and interviews!

Get specific

Managed 3 employees

Worried about confidentiality?

Use general terms → deals in excess of \$10M

Heavy-up the quant

Put terms in perspective → 105% to quota, \$2M over forecast

Additional provides creativity

ADDITIONAL

- US permanent work authorization [Only for international students with the right to work in the US]
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- List non-student leadership activities, volunteer leadership, awards or unique elements
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- List hobbies and interests [Be specific, e.g., “Volleyball” rather than “Sports”]
- Don't include controversial material such as religion, politics, unless University-sanctioned organization

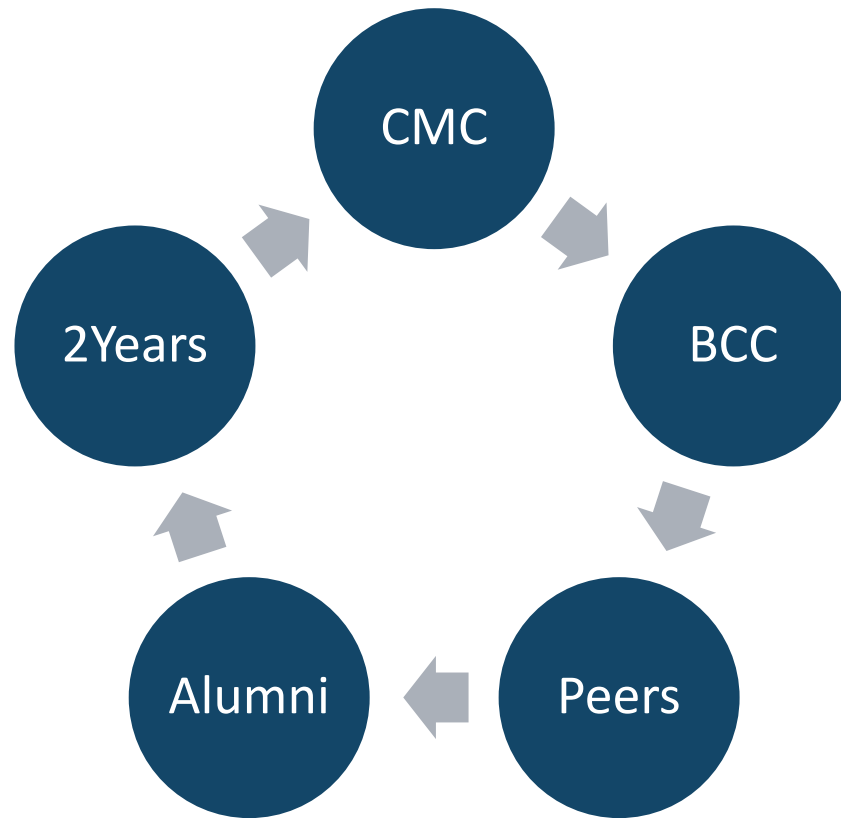
Begin with your professional certifications

If you speak the language, prepare to have the conversation in that language!

Be specific with your bullets; provide details when possible



Everyone has opinion; this is your story



Gather all the feedback you can; then distill that feedback into the best resume possible!

Common questions

What if I don't have quantified results?

Think harder. Review your old performance work plans. Quantified results can include increased revenues, decreased cost, decreased production time, increased student pass rates, reduced employee sick-time, increased employee retention, many, many factors.

Remember: The next resume the employer reviews will have quantified results.

What if I have time gaps on my resume?

Try and minimize gaps that were longer than 1 year. Consider self-employed consulting initiatives or volunteer leadership positions to reduce long periods of non-labor market activities. Explain significant gaps during your resume walk.

Should I include my college internship?

Only if it directly relates to the target position, or you have <3 years of traditional work experience.

Should I have multiple versions of my resume?

You may, but this is usually unnecessary, unless you have two very distinct career paths (e.g. investment banking and operations).

Have more questions?

Review the 2017 resume and style guide FAQs.