



UNIVERSITY OF CENTRAL FLORIDA

# College of Business Resume Writing Guide

The College of Business Resume Writing Guide is to provide you with direction as you start the resume writing process. Included are three versions of a resume (1) **Minor League: Beginner**, for those with little experience related to their field of study, (2) **Major League: Intermediate**, for those with little experience related to their field of study but extensive involvement with leadership activities, volunteer, or part-time work, and (3) **All Star : Advanced**, for those with direct experience to their field of study complemented by transferrable skills and certifications.



**Office of Professional  
Development**

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*“How are you going to stand out in that crowd? **That’s where we come in** I’m a huge baseball fan. And in baseball terms, you’ve been called up to the Major League. But it’s not enough just to get to the “Show”... You need to become an all-star — in **business and in life.**”*

- Dr. Paul Jarley, Dean, UCF College of Business

# FIRST LAST NAME

City, State • Mobile: (555)555-5555 • Email Address • LinkedIn Address

## EXECUTIVE SUMMARY

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An executive summary may replace an objective statement on a resume. Executive summaries are a great way to demonstrate experience in a field and connect this experience to the job/internship in which you are applying. Review the job description and tailor your executive summary to highlight your greatest assets and correlate them to the employer’s needs. Be specific about your assets and hard skills, while keeping soft skills to a minimum.

## EDUCATION

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**University of Central Florida, Orlando, FL** **Month Year**  
Bachelor of Science in Business Administration, Major  
Cumulative GPA: 3.4/ Major GPA: 3.4

## PROFESSIONAL EXPERIENCE

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**Company Name - City, State** **Month Year – Present**  
Job Title

- The number of jobs you list in your ‘Professional Experience’ section will depend on your involvement and experience. Listing your last 3 positions is a good rule of thumb.
- ‘Professional Experience’ section should be 3-7 bullet points for each job.
- Bullet point structure: Action Verb + Activity + Accomplishment
- For accomplishment, ask yourself: “How did this activity contribute to the success of the organization?” OR “What problem did this activity solve?”
- Highlight transferrable skills and strengths that would relate to your field of study and the job/internship you wish to apply.
- Be specific with your activities and accomplishments and do not copy and paste the job duties from the job description.
- Use quantitative data where you can especially if you are a technical major like accounting, finance, and economics.
- Avoid I, me, was, were, a, an, the, had, have, may, might, is, and are. You should not have any of these pronouns, helping verbs, and articles since these bullet points are not sentences!
- Be consistent with use of periods for each bullet point. Either a period at the end of each bullet point or none at all.
- List experience in reverse chronological order, meaning whatever you are doing currently should be listed first.

## ACADEMIC PROJECTS

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**Name of Class, Project Name** **Semester Year**

- List 1-2 projects related to the job/internship that you wish to apply.
- ‘Academic Projects’ sections should have 1-3 bullet points for each project.
- Showcase activities/skills and accomplishments that you learned that are transferrable to the job duties you will experience in your job or internship.
- If you already have relevant internship or job experience, an ‘Academic Projects’ section isn’t necessary.

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Name of Organization, Title** **Semester Year**

- List 1-3 organizations or leadership activities that you made the greatest impact. Significant volunteer opportunities can go in this section as well.
- ‘Leadership Experience and Activities’ sections should have 1-3 bullet points for each project.

## HONORS

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- List honor, award, or achievement denoted with semester and year flush to the right for each. **Semester Year**
- In place of an ‘Honors’ section, you could write ‘**Achievements/Awards:**\_\_\_ (Semester/Year),....’ inside of the ‘Education’ section under the institution information.

## ADDITIONAL INFORMATION

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**Computer Skills:** Only list relevant certifications for the position/company/industry that you are applying (list as ‘Microsoft Office’ to cover Word, Excel, PowerPoint, etc.).

**Certifications:** Only list relevant certifications for the position/company/industry that you are applying.

**Languages:** Add if applicable (If you just speak English, no need to note it here! This is only for bilingual/multilingual students).

# IMA KNIGHT – MINOR LEAGUE BEGINNER

Orlando, FL • Mobile: (555)555-5555

knightro.1.knight@knights.ucf.edu • www.linkedin.com/in/imaknightucf/

## EXECUTIVE SUMMARY

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Current marketing major at the University of Central Florida with 2 years of customer service experience who is skilled in building relationships with clients to ensure repeat business. Proven ability to increase sales through the simplification of business processes and always looking for ways to solve difficult problems with creative solutions.

## EDUCATION

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University of Central Florida, Orlando, FL

May 20xx

Bachelor of Science in Business Administration, Marketing

Cumulative GPA: 3.4

## RELEVANT COURSEWORK

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- Business Finance
- Computer Fundamentals for Business
- Management of Organizations
- Marketing
- Principles of Financial Accounting
- Principles of Managerial Accounting

## PROFESSIONAL EXPERIENCE

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Publix – Orlando, FL

June 20xx – Present

Cashier

- Manage check out process by efficiently and effectively ringing up items satisfying approximately 600 rings and 30 customers per hour
- Contribute to 10% reduction in returns and receipt discrepancies through increased mindfulness of weekly circular promotions
- Maintain customer satisfaction by going the extra mile to track items that were not found by customer, reporting to management, and in turn minimizing rain checks and increasing popular inventory
- Assist management with additional projects predominately with sign creation of promotional material including proper citation of content, printing, and posting
- Suggested and assisted with implementation of new checkout system that focuses on utilizing more “Ten Items or Less” lanes during peak hours, reducing the amount of baggers per shift, overall cutting costs by 7% annually

## ACADEMIC PROJECTS

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Marketing

Fall 20xx

Marketing Strategy

- Developed social media campaign for a fictional start-up company to raise awareness of brand
- Conducted market research to find target consumer and best avenues to promote the brand
- Utilized email, social media, and influencers to reach the largest number of consumers

## VOLUNTEER EXPERIENCE

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- Arboretum Community Farm and Garden Spring 20xx – Present
- Walk MS Fall 20xx
- Orlando Union Rescue Mission Fall 20xx



## EXECUTIVE SUMMARY

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Bilingual (English/Spanish) marketing major at the University of Central Florida with 4 years of customer service and sales experience in retail. Success in executing market development projects for specific client, implementing advertising strategies, and delivering profitable solutions. Well-versed in process improvement from conception to fruition and upselling.

## EDUCATION

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**University of Central Florida**, Orlando, FL **May 20xx**  
Bachelor of Science in Business Administration, Marketing  
Cumulative GPA: 3.4/Major GPA: 3.7

**Achievements/Awards:** Deans List (Fall 20xx – Spring 20xx), Recipient of President Scholarship (Fall 20xx)

## PROFESSIONAL EXPERIENCE

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**Publix** – Orlando, FL **June 20xx – Present**  
Cashier

- Manage check out process by efficiently and effectively ringing up items satisfying approximately 600 rings and 30 customers per hour
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**Alehouse Bar and Grille**, Oviedo, FL **May 20xx – May 20xx**  
Server

- Managed 5 tables per hour during 7 hour shift, consistently showing attentiveness towards customer in the form of frequent drink refills, timely food delivery, and proper division of final receipts
- Exceeded sales expectations by \$200 weekly amongst team of 30 servers through constant upselling of specialty drinks and menu items
- Ensured customer satisfaction through personal mention of receipt survey, overall reflecting exceptional service and resulting in increased hours

## ACADEMIC PROJECTS

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**Digital Media Marketing**, New Business Venture Project **Spring 20xx**

- Developed promotional flyers through PowerPoint to ultimately generate more advertising and increase referrals
- Created unique logo for branding materials including brick and mortar signage, uniforms, and promotional give-away items using Photoshop
- Utilized Google Analytics to track website visits and clicks, determining areas of interest and improvement from customers’ perspective

**Cornerstone**, Children Beating Cancer Project **Summer 20xx**

- Planned, developed, and implemented a project development plan including specific marketing and sales initiatives to provide “Teddy Pals” for children with cancer
- Solicited local food trucks and Maitland Farmers Market to partake in fundraiser where 10% of each sale supported Children Beating Cancer, resulting in \$1,064 raised for the cause

## ACTIVITIES

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**Volunteer UCF**, Wekiwa Springs Annual Race Event Volunteer **Fall 20xx**

- Led group of 13 fellow peers through Wekiwa Springs State Park, delegating tasks including recycling waste, monitoring guests, and offering direction for race trails, etc.
- Increased guest satisfaction through proper event management and utilization of additional volunteers and information tents across park that provide maps and detailed flyers of trails and rest areas

## EXECUTIVE SUMMARY

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Accomplished marketing student at the University of Central Florida with 4 years of customer service and sales experience in retail and consultative settings. Success in executing market development projects for various clients, supporting needs, and delivering creative alternatives. Well-versed in digital media marketing, sales implementation strategies, and social media management tools.

## EDUCATION

---

**University of Central Florida**, Orlando, FL **May 20xx**  
Bachelor of Science in Business Administration, Marketing  
Cumulative GPA: 3.4/Major GPA: 3.7

## PROFESSIONAL EXPERIENCE

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**Prestige Worldwide** – Orlando, FL **August 20xx – May 20xx**

Intern

- Developed networking card for each consultant through Illustrator ultimately generating more advertising and increasing referrals by 30% in 6 months
- Published self-written human resource related content to company newsletter using WordPress
- Managed LinkedIn, Instagram, Pinterest, and Facebook accounts through Hootsuite, increasing content by 20% weekly

## LEADERSHIP EXPERIENCE

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**American Marketing Association**, Marketing Chair **Fall 20xx – Present**

- Created Mailchimp account to provide a more appealing form of email communication for members and chairs alike, overall offering an increased click through rate of 50% per weekly update
- Developed cohesive meeting and event marketing templates using Microsoft Word and PowerPoint to provide an easy format for all members to edit while offering consistent branding for organization

## HONORS

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- Dean’s List **Fall 20xx – Spring 20xx**
- Recipient of President Scholarship **Fall 20xx**
- Inducted Member of National Society of Leadership and Success **Spring 20xx**
- Participated in UCF Alumni and College of Business Mentoring Program **Spring 20xx**

## ADDITIONAL INFORMATION

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**Computer Skills:** Microsoft Office, Hootsuite, WordPress

**Certifications:** Adobe Photoshop and Illustrator

**Languages:** Fluent in English and Spanish

## All Star Verb List

*“How are you going to stand out in that crowd? That’s where we come in I’m a huge baseball fan. And in baseball terms, you’ve been called up to the Major League. But it’s not enough just to get to the “Show”... You need to become an all-star — in **business** and in **life**.” - Dr. Paul Jarley, Dean, UCF College of Business*

### YOU STEPPED UP TO THE PLATE

Ever took the lead on a project or assignment? Try these alternatives to “led”:

- Chaired
- Controlled
- Coordinated
- Executed
- Headed
- Operated
- Orchestrated
- Organized
- Oversaw
- Planned
- Produced
- Programmed

### YOU HIT IT OUT OF THE PARK

And if you actually developed, created, or introduced that project into your company? Try:

- Administered
- Built
- Charted
- Created
- Designed
- Developed
- Devised
- Founded
- Engineered
- Established
- Formalized
- Formed
- Formulated
- Implemented
- Incorporated
- Initiated
- Instituted
- Introduced
- Launched
- Pioneered
- Spearheaded

### YOU TURNED A DOUBLE PLAY

It’s always nice to get two for the price of one. Companies love to hire employees that can help them become more efficient and cost effective. To explain how you might have done that, consider:

- Conserved
- Consolidated
- Decreased
- Deducted
- Diagnosed
- Lessened
- Reconciled
- Reduced
- Yielded

### YOU STRETCHED A SINGLE INTO A DOUBLE

Have you been able to maximize a process or improve results or metrics in a previous position? If so, try using:

- Accelerated
- Achieved
- Advanced
- Amplified
- Boosted
- Capitalized
- Delivered
- Enhanced
- Expanded
- Expedited
- Furthered
- Gained
- Generated
- Improved
- Lifted
- Maximized
- Outpaced
- Stimulated
- Sustained

### **YOU TURNED A BLOOPER INTO A HIGHLIGHT**

Have you ever took a bad or outdated system or process and created a new standard of how things were done?

Stress these accomplishments using the following verbs:

- Centralized
- Clarified
- Converted
- Customized
- Influenced
- Integrated
- Merged
- Modified
- Overhauled
- Redesigned
- Refined
- Refocused
- Rehabilitated
- Remodeled
- Reorganized
- Replaced
- Restructured
- Revamped
- Revitalized
- Simplified
- Standardized
- Streamlined
- Strengthened
- Transformed
- Updated
- Upgraded

### **YOU MANAGED A TEAM**

Setting the winning lineup can be hard, but if you have had success managing talent, use the following:

- Aligned
- Cultivated
- Directed
- Enabled
- Facilitated
- Fostered
- Guided
- Hired
- Inspired
- Mentored
- Mobilized
- Motivated
- Recruited
- Regulated
- Shaped
- Supervised
- Taught
- Trained
- Unified
- United

### **YOU LOADED THE BASES**

Did you help land a new partner, sponsor, or funding? Consider:

- Acquired
- Forged
- Navigated
- Negotiated
- Partnered
- Secured

### **YOU WERE THE GO-TO TEAMMATE**

Did you answer questions and provide quality customer support in a previous role? These verbs may be for you:

- Advised
- Advocated
- Arbitrated
- Coached
- Consulted
- Educated
- Fielded
- Informed
- Resolved

### **YOU DEVELOPED A SCOUTING REPORT**

Did your previous duties have you researching information, analyzing data, and reporting on your findings? If so, these are your go to descriptors:

- Analyzed
- Assembled
- Assessed
- Audited
- Calculated
- Discovered
- Evaluated
- Examined
- Explored
- Forecasted
- Identified
- Interpreted
- Investigated
- Mapped
- Measured
- Qualified
- Quantified
- Surveyed
- Tested
- Tracked

### **YOU WROTE AND ANNOUNCED THE STARTING LINEUP**

Were you responsible for creating effective written communications or oral presentations in prior roles? These words may help:

- Authored
- Briefed
- Campaigned
- Co-authored
- Composed
- Conveyed
- Convinced
- Corresponded
- Counseled
- Critiqued
- Defined
- Documented
- Edited
- Illustrated
- Lobbied
- Persuaded
- Promoted
- Publicized
- Reviewed

### **YOU CALLED BALLS AND STRIKES**

Were you responsible for overseeing or regulating certain company protocol? Explain what you did with the help of these words:

- Authorized
- Blocked
- Delegated
- Dispatched
- Enforced
- Ensured
- Inspected
- Itemized
- Monitored
- Screened
- Scrutinized
- Verified

### **YOU WOWED THE CROWD**

Whether you hit important metrics, achieved company goals, or received an award, don't forget to include the accomplishment on your resume, with words like:

- Attained
- Awarded
- Completed
- Demonstrated
- Earned
- Exceeded
- Outperformed
- Reached
- Showcased
- Succeeded
- Surpassed
- Targeted

# Executive Summary

An executive summary replaces an objective statement on a resume. Executive summaries are a great way to demonstrate experience in a field and connect this experience to the job in which you are applying. Review the job description and tailor your executive summary to highlight your greatest assets and correlate them to the employer's needs. Be specific about your assets and hard skills, while keeping soft skills to a minimum. Below you will find executive summary examples organized by job functions.

## FINANCE

Finance major at the University of Central Florida utilizing 2+ years of sales and relationship building experience within wealth management industry. Successfully passed FINRA Series 7 General Securities and Series 63 Uniform Securities State Law Examinations. Proven track record of providing customers with suitable investment recommendations based on financial needs resulting in surpassed monthly performance objectives of 25%.

## MARKETING

Accomplished marketing major at the University of Central Florida with 4 years of customer service and sales experience in retail and consultative settings. Success in executing market development projects for various clients, supporting needs, and delivering creative alternatives. Well-versed in digital media marketing, sales implementation strategies, and social media management tools.

## ACCOUNTING

Experienced trilingual leader passionate about analytics and problem solving with experience working in teams and creating solutions. Achieved extensive knowledge of Excel and R, along with QuickBooks through individual practice, research, and coursework case studies. Working towards completing 150 credits for CPA Certification through UCF's MBA program, commencing August 2019.

## MANAGEMENT

Customer service specialist with extensive leadership experience associated with hotel industry and athletic affiliations. Strong interpersonal and conflict resolution skills with certification in Human Resource Management. Innovative problem solver who developed and implemented new incentive programs that increased employee retention by 30% for most recent organization.

## INTEGRATED BUSINESS

Current integrated business major at the University of Central Florida with extensive client interaction and project management experience. Proven success in managing multiple projects and ensuring final product is completed on time and on budget. Passionate about finding creative solutions to difficult problems to ensure client needs are always met.

# How to Get to the One

## FIRST BASE

Choose the right major:

- Perform job shadows
- Conduct informational interviews
- Take the MyPlan assessment

## SECOND BASE

Get prepared:

- Attend Career Coach group cluster session
- Sign-up for a one-on-one meeting with a Career Development Coach

## THIRD BASE

Get involved:

- Join the CBA mentorship program: “Meet your Mentor”
- Participate in clubs/organizations
  - [UCF clubs & organizations](#)
  - [CBA clubs & organizations](#)
- Attend career fairs:
  - CBA Career Fair – “The Invitational”
- Go to presentations and events in The EXCHANGE

## HOMERUN

Get Experience:

- Externship
- Internship/CO-OP
- Meet with Employer Relations Career Coach
- Volunteer
- Study Abroad