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# Schulich CDC RESOURCE GUIDES



**Schulich**  
School of Business  
York University  
Career Development Centre

## Resumes

### Guide & Prep Package

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## WHAT IS A RESUME?

A resume is a focused summary of **qualifications, skills** and background (employment and educational) that you have to offer a potential employer. It is an **accomplishment-oriented** document. A resume forms the first impressions an employer will have of you and represents you in your absence. The primary purpose of a resume is to obtain an interview.

## WHAT DOES A RESUME DO FOR YOU?

- Focuses attention on your **unique abilities** and accomplishments
- Creates a desire to meet you personally and to find out more about you
- The resume is a selling tool that outlines how you can contribute to the employer's work place.

## WHO IS YOUR AUDIENCE?

Your resume is not the only resume on the manager's desk. It is 1 of 50 of 1 of 100's. The better the position and the better the company you are applying to, the more individuals your resume will be competing against. Remember the manager is looking for a specific type of person. They are not going to interview all of the candidates. Only 4-5 candidates will be interviewed.

The manager knows the type of person they are looking for. If you don't write what they are looking for, your resume will be tossed out. If you write what the manager wants to hear you will be one of the 4-5 interviewed

## AUDIENCES

Most job seekers write their resume for the hiring manager. However, do consider that your resume has up to 3 potential audiences. Ensure you have understanding of likely will who review your resume and what criteria they are browsing for.

- 1) **SCREENERS/HR:** Looking for match to the list of qualifications of the position
- 2) **EXECUTIVE DECISION MAKERS/HIRING MANAGERS:** Looking for Impact on bottom-line initiatives
- 3) **THIRD PARTY RECRUITERS:** Looking for selling points to position you as top candidate

## WRITE WHAT THE READER WANTS

When most people write their resume (90 %+ ) they are not thinking about what the manager is looking for, they are thinking about themselves. They write their autobiography. The manager is not interested in your life story. The manager is looking for someone who can best do the job and solve their problem.

The manager wants to see what they are looking for. The resume has to be honest, but it also has to focus on the part of your background that is relevant to what the manager seeks.

## MAKE YOUR RESUME EASY TO READ

- Writing your resume in a bullet point format will enable the manager to easily scan your resume.
  - 1) Bullet point job descriptions are 3 times faster to read than the long paragraph format
  - 2) In 20 seconds they can read a bullet point format resume
- One or Two full pages are essential. As a rule of thumb, if you don't have more than two years of full-time work experience, you should not have more than one page



## **CAREER OBJECTIVE VS PROFILE**

Many graduates start a resume with a Career Objective. This is best for those who have a targeted position/industry in mind. For individuals with a well-established work history or are unsure of their specific direction, a career profile may be suitable. Your Objective/Profile and your experience listed should be reflective of your FIT for the Position (e.g. technical capability and organizational fit).

## **WHAT IS YOUR PROFILE?**

A Profile should provide the reader with a quick preview of what he or she will find in your resume. It should be a few sentences and written as one paragraph. It should include a highlight of your personal brand, top skills, and a summary of your professional, academic and industry experience. In an objective section, your career goal can be added as the last sentence.

This section, in combination with your work experience, is the most important part of your resume, consistently telling the employer the best things about yourself here. Be precise and relevant to the position you are applying for (Ex. 5 years of engineering experience).

## **EXAMPLE OF PROFILE ELEMENTS**

<b>Your skills and experience:</b>	<b>How you will contribute to the company:</b>
7 years of financial services industry experience...	.....providing excellent customer service to diverse client base

## **WHAT IS YOUR CAREER OBJECTIVE?**

- It is a short description of the type of work you are looking for; it provides focus for your resume and communicates your interests

## **HOW DO I WRITE A CAREER OBJECTIVE?**

- Start by assessing what sort of work you really want by analyzing your interests, values, skills, abilities, goals, and work experience
- This will help you develop criteria for pursuing or rejecting various career paths
- It will also make it a lot easier to convince a potential employer to hire you if you know that you are well suited to a particular position or field
- Then, identify where you can do the type of work that interests you – what companies, organizations or people have a need for what you have to offer
- **BE SPECIFIC!** Be clear and concise while remaining focused



**EXAMPLE OF OBJECTIVE**

<b>Your skills and experience:</b>	<b>Type of opportunity you are seeking:</b>	<b>Type of company or environment you want to work in:</b>	<b>How you will contribute to the company:</b>
To use my client service and strategic analysis skills from 7 years in the financial services industry...	...in a product development and management role	for a multinational mutual fund/ insurance company...	...developing innovative financial services solutions that meet the needs of a diverse client base.

**WORKSHEET**

<b>Your skills and experience:</b>	<b>Type of opportunity you are seeking:</b>	<b>Type of company or environment you want to work in:</b>	<b>How you will contribute to the company:</b>



### ACCOMPLISHMENT STATEMENTS

When defining your work on your resume, show accomplishments instead of merely listing your job duties or the type of function that you do or did. Show an accomplishment utilizing these three criteria:

1. Use an action verb in the past tense (or present tense if you are currently working)
2. Give a brief description of what you did
3. Show, where possible, the result in terms of %, # or \$. Percentages\*, numbers\* (quantities) and Dollars\* stand out on a resume, more so than just words. When quantifying is not possible, it's important to identify scope for the reader (Ex. Responsible for the entire division's activities).

\* **Percentages** should be stated without decimals i.e. 50%, 35%

\* **Numbers** should be expressed as a word if less than ten; otherwise use numeric digits

Comas should be used for increments of a thousand i.e. 1,000

Quantities of a million or more should be stated as "x.x million" i.e. 2.5 million

\* **Dollar** values of a million or more should be expressed in M's for millions, B's for billions. It is also recommended that thousands are signified by a K i.e. 10 K (10,000)

Put name of currency first, then symbol (if applicable), number and units (if applicable) i.e. US \$1.5M

Here are some examples of accomplishment statements. Use these examples to create your own.

Action Verb	+ What you did	= Measurable result
Developed	policy manual	which ensured consistency in customer relations and reduced complaints by 33%
Initiated	policy of inventory control	which reduced stock thefts by \$10,000 (or \$10K) per month
Analyzed	method of tracking inventory and recommended a JIT system	that reduced costs by 15%
Managed	orders given by customers	which helped to ensure repeat business
Provided	excellent service to customers	which helped increase and maintain repeat business
Managed and grew	sales territory of 175 key accounts	and achieved sales that were 104% of forecast; ranked 2 <sup>nd</sup> in province in 1998
Collected and contributed	competitive research	and suggested methods to facilitate product development and pricing strategies
Provided	logistical support to marketing organizations	in the form of pricing requests and inventory control
Developed	key marketing plans and strategies	resulting in a 50% increase in customer base
Planned, developed and implemented	help desk	to support over 400 Marketing, Accounting, and Reporting users
Co-ordinated	projects	with budgets in excess of \$500,000 (or \$500K)
Implemented	Time and Billing application and provided training	to 40 staff



**SAMPLE OF ACCOMPLISHMENT STATEMENTS (continues)**

<b>Action Verb</b>	<b>+ What you did</b>	<b>= Measurable result</b>
Researched, selected and implemented.	New client reporting system	which resulted in a 75% increase in operational efficiency
Identified relevant stakeholders and implemented	optimal financial recovery plans	for more than 12 distinct bankrupt firms
Headed	design and implementation of all corporate marketing material	ranging from investor brochures, to corporate web site, to annual reports
Researched and compiled	corporate business plan	for new internet based start-up
Organized	special promotional events	which were used in conjunction with marketing material to raise overall company awareness
Designed Excel spreadsheets	for use by senior management	to analyze performance of investment representatives within firm
Monitored and supervised	'Peer' Call coaching	for other investment representatives
Ensured	all investment representatives provided professional service	in accordance with our company standards
Negotiated	acquisitions of over 15 businesses across the country,	increasing company premium income under administration from \$50M to \$120M
Wrote	full-length prospectus template	to obtain additional financing
Closed	sales transactions	and consistently exceeded quota by 10% to 15%
Provided customers	with price and product information	that resulted in a 95% closing ratio
Consistently balanced	daily cash and banking	with 100% accuracy
Completed	internal reports regularly	without sales targets being jeopardized
Explained	product information	to encourage investment
Persuaded	potential customers	to attend sales presentations



**WORKSHEET – ACCOMPLISHMENT STATEMENTS**

<b>Action: What did you do?</b>	<b>Skills: How did you do it?</b>	<b>Results: What Happened?</b>

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<b>Action: What did you do?</b>	<b>Skills: How did you do it?</b>	<b>Results: What Happened?</b>



## SAMPLE ACTION VERBS FOR WRITING ACCOMPLISHMENT STATEMENTS

### ACCOMPLISHMENTS

achieved assessed expanded improved	reduced (losses) resolved restored spearheaded	transformed lectured mediated overhauled
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### CLERICAL OR DETAIL SKILLS

approved arranged catalogued classified compiled dispatched	executed generated implemented monitored operated organized	prepared processed purchased recorded
--	--	--

### COMMUNICATION SKILLS

addressed arbitrated arranged authored collaborated convinced corresponded developed	directed drafted edited formulated influenced interpreted moderated negotiated	persuaded promoted publicized reconciled recruited spoke translated wrote
---	---	--

### CREATIVE SKILLS

acted conceptualized created customized collected developed directed established	fashioned founded inspected initiated instituted integrated introduced invented	originated performed planned revitalized shaped systematized
---	--	---

### FINANCIAL SKILLS

allocated analyzed appraised audited balanced calculated	computed developed diagnosed forecasted managed marketed	planned retrieved screened specified tabulated validated
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**SAMPLE ACTION VERBS FOR WRITING ACCOMPLISHMENT STATEMENTS (continues)**

**MANAGEMENT SKILLS**

administered analyzed assigned attained chaired consolidated contracted co-ordinated	delegated developed directed evaluated executed improved increased organized	oversaw planned prioritized recommended reviewed scheduled strengthened supervised
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**RESEARCH SKILLS**

clarified collected critiqued diagnosed evaluated examined	extracted identified inspected interpreted interviewed investigated	stimulated reviewed summarized surveyed systematized administered
---	--	--

**TECHNICAL SKILLS**

assembled built calculated computed designed	devised engineered fabricated maintained operated	remodelled repaired solved upgraded designed
--	---	--

**TEACHING SKILLS**

adapted advised clarified illustrated communicated co-ordinated demystified	developed enabled encouraged evaluated explained facilitated guided	informed instructed persuaded set goals assisted trained coached
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## **FORMATTING AND GRAMMAR CHECKLIST FOR RESUMES IN CANADA**

### **FORMATTING**

- Boldface type, italic type, or capitalization used selectively to highlight important parts of your resume (e.g. your name, major, position titles)
- Remember what you highlight is what you want an employer to read
- One or two (maximum) full pages
- Use a clear font and size (10 or 11 points) min
- Be accurate on employment history dates
- Keep formatting consistent. Limit to two font types (Sans-Serif fonts work better)
- Omit provide personal information (age, marital status, photo)
- Omit reference contact information on your resume
- All Dates should align right or left
- Heading font size should be 12-14 and bold

### **GRAMMAR**

- Concise action phrases rather than complete sentences
- Avoid use of personal pronouns (e.g.: “I”, “we”)
- Proof-read your resume for spelling and grammar. Have someone else proof read your resume. Don’t rely on spell check.
- Keep your verb tense consistent
- Use action verbs to describe your accomplishments



MBA SAMPLE

YOUR NAME

Finance | Consulting  
(List one or two areas of functional/industry interest)

PROFILE

(list 2-3 points which best sum up your skills and expertise for your target audience)

- Self-starter with 5 years work experience in the financial services industry
- Exceptional skills in providing customer service and creating business process efficiencies
- Proficient in devising and implementing solutions with focus on quantitative benefits

EDUCATION

**Master of Business Administration** (Candidate) May'10  
*Schulich School of Business, York University, Toronto, ON*

- Specializations: Finance and Marketing
- Dean's Honour List (*also Scholarships, Awards, etc.*)
- GMAT-710/91<sup>st</sup> percentile (*include only if 700/90% or better*)
- Elected Vice-President of Graduate Business Council (*or other involvements*)
- Completing 8-month group strategy field study/consulting project for prominent Canadian financial services firm

**Bachelor of Arts** (Honours) May'03  
*Political Science, University of Toronto, ON*

EXPERIENCE (*do NOT use periods at the end of bullet points*)

**Business Consultant** Sept'08 - Present  
*York Consulting Group, (p/t), Toronto, ON*

- Managing team of 6 MBA students analyzing marketing, production and financial plans of a CAD \$50M International computer components supplier

**Commercial Account Officer,** Jun'03 - Aug'08  
*Bank of Montreal, Toronto, ON*

- Analyzed financial statements to make informed decisions regarding clients' creditworthiness; succeeded in reducing non-payment rate by 50%
- Increased corporate product sales by 50% in first 6 months, surpassing objectives and resulting in *Exceptional Employee* honours 2 years in a row
- Major clients: *Bell, Rogers*

**Intern** May'02 - Aug'02  
*Procter & Gamble Canada, Toronto, ON*

- Selected as one of only 25 interns nationally
- Analyzed 3 product lines' marketing strategies, researched latest trends, and compiled report recommending and detailing new campaigns that were targeted to result in a 2% increased market share

ADDITIONAL (*Languages, volunteer experience, professional associations/affiliations, interests*)

**Director of Communications,** (volunteer), *Schulich Marketing Association, Toronto, ON*  
**Coach,** (volunteer) *Wilson Soccer Camp for Kids, Toronto, ON*  
**Member, Board of Directors,** (volunteer), *Right to Play, Toronto, ON*

Fluent in French and Mandarin; proficient in MS Office Suite and Photoshop  
Avid interest in skydiving and rock-climbing

[Youremail@schulich.yorku.ca](mailto:Youremail@schulich.yorku.ca) / (416)-555-5555 (cell)

Schulich MBA Candidate, Class of 20XX



BBA SAMPLE

YOUR NAME

Finance | International Business
(List one or two specializations here)

PROFILE

(list 2-3 points which best sum up your skills and expertise for your target audience)

- Self-starter with strong communication and teamwork skills; 3 years work experience in x and y industry
Exceptional skills in providing customer service and creating business process efficiencies
Proficient in devising and implementing solutions with focus on quantitative benefits

EDUCATION

Bachelor of Business Administration (Candidate) Jun'10
Schulich School of Business, York University, Toronto, ON

- Dean's Honour List (also Scholarships, Awards, etc.)
Ambassador for Schulich, hosting corporate guests and representing school at off-campus events
Elected Vice-President of Undergraduate Business Council (or other involvements)

Diploma (Honours) (optional section) Jun'06
School, City, ON

- (any Awards, Titles, etc.)

EXPERIENCE (do NOT use periods at the end of bullet points)

Sales Associate Sep'08 - Present
XYZ Company, (p/t), Toronto, ON

- Managing evening staff of 6, scheduling shifts, managing nightly deposits and ensuring brand is delivered through excellent customer service

Commercial Account Officer Intern, Jun'07 - Aug'07
Bank of Montreal, Toronto, ON

- Analyzed financial statements to make informed decisions regarding clients' creditworthiness; succeeded in helping to reduce non-payment rate by 50% by initiating two new internal process improvements
Helped increase corporate product sales by 50% in first 6 months, surpassing objectives and resulting in Exceptional Employee honours 2 years in a row; Major clients: Bell, Rogers

Marketing Intern May'06 - Aug'06
Procter & Gamble Canada, Toronto, ON

- Selected as one of only 25 interns nationally
Analyzed 3 product lines' marketing strategies, researched latest trends, and compiled report recommending and detailing new campaigns that were targeted to result in an x% increased market share

ADDITIONAL (Languages, volunteer experience, professional associations/affiliations, interests)

Director of Communications, (volunteer), York Marketing Association, Toronto, ON

Coach, (volunteer) Wilson Soccer Camp for Kids, Toronto, ON

Member, Board of Directors, (volunteer), Right to Play, Toronto, ON

Fluent in French and Mandarin; proficient in MS Office Suite and Photoshop

Avid interest in soccer and rock-climbing

Youtemail@schulich.yorku.ca / (416)-555-5555 (cell)

Schulich BBA Candidate, Class of 20XX