

# MBA Resume Guide

Revised November 2004



## Preface

Welcome!

MBA resumes are really no different in structure or style than any other resume. The difference lies in the content. More than anything else, an MBA resume needs to project, as best as possible, the business leadership capability of the candidate. Lists of duties and responsibilities should be superseded by your work accomplishments. Special skills should be plainly stated. If you have extensive work experience, a summary of qualifications should appear at the top of the resume.

This book will guide you through the steps of developing your MBA resume. Use this book as a guide to organizing your information and composing its text. Before you get into the process, list all of your skills, experiences (with dates – month and year), and accomplishments so that you will have all of the relevant information readily available.

Good luck!



## What is a Resume?

A resume is written communication designed specifically to convey to an employer why you should be hired. Consider it your personal marketing instrument. A good resume will help open the door to an interview.

**REMEMBER:**  
The purpose of the resume is to help you get  
the interview!

General hints to keep in mind:

- Use concise language. Eliminate all extraneous words. Frequently, direct and indirect articles such as “the” and “a” should be omitted. In addition, leave out personal articles such as “I”, “my”, “me” or “our.”
- Use a legible, 11 or 12 point font. The style of font you choose is one way to give your resume flair and personality. However, we recommend a fairly conservative font, especially if applying for a job in a conservative field. Examples of suggested font styles are Arial, Times New Roman and Garamond.
- Keep your margins between .5”-1”. Margins *do not* have to be the same on all sides.
- Minimize or omit anything that is irrelevant or mundane. Personal and high school information should not go into a resume. Stick to facts, leave opinions and beliefs about your personal qualities for the cover letter.
- Select and order the major categories (e.g., Work Experience, Education) so that the most relevant information is near the top of your resume where it will receive the majority of the reader's attention. This applies to the statements under each employment entry -- order your statements so that the most relevant and impressive duties and accomplishments are near the top of the bulleted list or paragraph.
- Your resume *must* be free of typographical and grammatical errors. Pay special attention to the proper use of capitalization and punctuation. When writing the names of school subjects, do not capitalize the first letter unless they are incorporated in the title of a course (e.g., math; Principles of Math). *All* languages are capitalized.
- There is no single correct way to write a resume. Each person will have a unique way to present the information. Therefore, you may receive conflicting advice if you ask several people for their opinions. We suggest you use a single qualified person (such as a PEP counselor, of course!) to critique your resume.
- Print your resume on 22-25 lb. cotton bond paper. Stick to conservatively colored paper. Always use a laser printer. Digital photocopies may be made from a laser-printed original copy.
- The length of your resume will usually be one page but no longer than two pages. It is typical for someone who has many relevant work experiences and accomplishments to have a 2-page resume. If your resume is two pages long, make sure your name is on the top of the second page.

## To Bullet or Not to Bullet . . .

Resumes usually come in two styles: *bulleted* form or *paragraph* form (examples are provided in the **Resume Sample** section). In the bulleted form, each statement will have its own line with a bullet at the front. In paragraph form, your accomplishment statements are linked together one after the other as you would arrange a paragraph.

Which is better? Like all of resume writing, there is no one right way to arrange a resume. However, to decide on which format to use consider the following:

- Would you like to highlight each statement individually? If so, use bullet form.
- Do you have a lot of space to fill? If so, again, use bullet form.
- Do you have a lot of information (even after all nonessential information has been removed) but not enough space? Use paragraph form.
- Think about aesthetics . . . you might just like the look of one form over the other. Some think bulleted form is easier to read, others think paragraph form looks more professional . . . you need to decide which form represents you best.

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## Electronic Resumes

In this age of technology, you may need to submit your resume electronically. If you are sending the resume via e-mail as an attachment, you can follow the directions in this manual as there will not be variations in the content. In addition, many companies will now scan resumes into their computer and ask the computer to select resumes based on certain specifications. Be sure to include your resume as an attachment and not as text in the original e-mail.

However, if you are sending your resume as an e-mail document or as a file that will be displayed on a web page there may be display and formatting issues.

Due to variations between Internet browsers and e-mail applications, the display of your electronic resume will vary. To have your electronic resume comply with most variations between applications please consider the following tips:

- Use a font size that is between 12 and 14 points
- Set your left margin at 0 and your right margin at 6.5
- Use standard fonts such as Arial, Universe, Times, Palatino or Courier
- Use the structured resume format that we have provided for you
- Use “jargon” or “buzzwords” specific to your industry
- Spell out any acronyms
- Use words that describe your experience in a concise and accurate manner and be specific in describing your skills
- Use white paper printed on one side only and avoid folding the resume.
- Use more than one page if necessary
- Give each work experience a separate paragraph
- Single space lines within paragraphs
- Do not abbreviate, use italics, underlining, shadows or reverse type
- Do not use bullets (asterisks or hyphens are OK), parenthesis or brackets
- Do not use vertical or horizontal lines, borders, boxes or graphics
- Do not use compressed lines of text
- Do not use vague or excessive descriptions of your experience

## Contact Information and Letterhead

- Your name and contact information belong at the very top of your resume.
- Your name should stand out. Make your name at least two font sizes larger than the resume text. For example, a 12-point font resume will have a 14-point font name. You may also use all capitals and/or bold.
- You may include more than one address if you have a temporary (school) address and a permanent address.
- Include your e-mail address if you have one and only if you check it regularly. You do not need to label your email address with "E-mail:". If you are sending your resume as a hard copy (by fax or regular mail) always remove the hyperlink from the e-mail address. To do this, right click on the e-mail address, choose "hyperlink", then "remove hyperlink."
- Use an appropriate email address that consists of your name or a variation of your name so that the receiver knows immediately who the sender is. Avoid "cute" or unprofessional email usernames.
- Below, or next to, your addresses include your telephone number. Include your work number only if receiving a telephone call from a potential employer will not be a problem.
- If your telephone number is connected to answering machines, be sure to have a professional sounding greeting. State your name or phone number in your outgoing message and do not have any loud noises or music audible in the background.
- Do not include a cell phone number, unless it is the ONLY way you can be reached. You do not want an employer to call you at a time when it is inconvenient for you to speak or when the connection is not clear.



## The Career Objective

The career objective is a brief statement, usually one sentence, describing the position you are seeking. Your objective must be clear but not too broad to suggest lack of a career focus and not too vague to suggest lack of direction. Remember too, that you can change your objective to fit each position to which you will apply. Other points to consider are:

- The objective should explain what you can do for the company, *not* what the company can do for you -- this, remember, is the whole purpose of a resume. Avoid clichés such as "challenging, rewarding career", "growth oriented firm", or "to work with people". Many times, clichés just state the obvious.

**Remember: The resume explains  
what you can do for the organization,  
not what the company can do for you!**

- Writing a good objective can be difficult. If you are having difficulties, it could be because you are uncertain about your career direction. If so, it's best to visit the PEP office and work with a career counselor who can help you define your goals.

*Examples of objective statements:*

**Good:** Product management position in the pharmaceutical industry

A position involving analysis, design, and implementation of management information systems

Entry-level position in human resources with generalist responsibilities

**Poor:** To pursue a challenging, rewarding career with a growth oriented firm directly working with people



## The Summary

The *Summary* is an optional section for individuals with extensive work experience usually used in place of the objective to highlight your most important skills and credentials. The summary is particularly advantageous for individuals who want to emphasize achievements that date back many years and therefore may get buried at the end of the resume. The summary can also help highlight the skills and qualifications of someone who wants to change careers to a field in which they have little experience, but have skills from other jobs that can cross over into the new field.

Two to five brief powerful sentences are sufficient. For example:

Two years experience as a human resource professional. Comprehensive knowledge of recruitment, policy implementation, benefits administration, and performance management. Involvement with labor relations issues.

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## Education

The *Education* section will illustrate your academic career. Here are guidelines to follow:

- List degrees in reverse chronological order -- most recent degree first. Omit high school.
- If you are still pursuing your degree, you may list it in the same way as shown below, with your expected date of graduation stated. You do not need to include phrases like “expected date” or “anticipated date.”
- Include colleges from which you transferred only if you received a degree.
- If you are a recent graduate, many employers will expect to see your GPA on the resume. However, if your GPA is less than a 3.0, you can choose to omit it. If you have more than one degree, it is okay to list a GPA for the more recent degree and not the other if meeting the GPA guideline is not possible for both.
- The education section need not be restricted to formal degree programs. For example, certificates, minors, or other educational programs and workshops may be shown.
- If you have financed your education through full or part-time work or scholarships, you may want to make a statement to that effect.
- The *Education* section can be placed either before or after the *Experience* section. Typically new graduates place this section first. However, if you have been working, and especially if your current job has skills and duties related to the job you seek, you may place your educational experience after your work history.
- Following is a list of *Education* entry examples:

**Master of Business Management**, January 2003  
Long Island University/C.W. Post, Brookville, NY

**LONG ISLAND UNIVERSITY, C.W. POST CAMPUS**, Brookville, NY  
Master of Business Management, January 2003

However you choose to set up this section, be sure to be consistent.  
This applies to the entire resume.

## Honors and Awards

If you have three or more honors/awards, make a separate category. Otherwise, you may omit this category and add your honors and awards to your *Education* section.

Examples:

### Honors and Awards

- Magna Cum Laude, Dean's List, Academic Performance Award
- Delta Mu Delta (Business Honor Society)

### Honors and Awards

Magna Cum Laude, Dean's List, Academic Performance Award, Delta Mu Delta (Business Honor Society)

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## Experience

In this section, you will list your past work experience under headings such as:

- **Work Experience**
- **Professional Experience**
- **Related Experience**
- **Additional Experience**
- **Management (or Marketing, Finance, etc.) Experience**

This section will have entries that contain the following information:

- Name of business and location of business (city and state only)
- Your title while employed there
- The dates of employment (months and years only)
- A listing of duties and accomplishments in bulleted or in paragraph form

The goal of the *Experience* section is to convey your responsibilities in a way that presents them as accomplishments and skills. To do this effectively, you will need to write concise but complete statements about your most important duties and accomplishments at a particular job.

Experience does not only include full-time employment. It also includes part-time employment, internships, significant volunteer experiences, or summer work. Keep in mind that entries such as internships and volunteer work may have their own heading depending on their significance.

**Always arrange your resume in reverse chronological order!**

Always be consistent in each employment entry. For instance, if you bold your job title in the first entry, all subsequent entries will have their job title bolded. Consistency in a resume makes it easier to read (especially if an employer is reviewing a stack of resumes).

Example:

## **WORK EXPERIENCE**

**Intern**, January 2002 to present

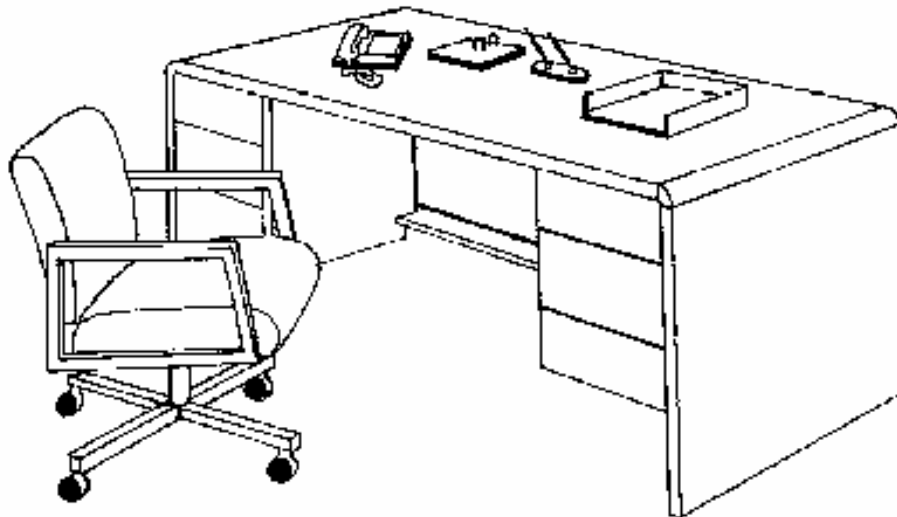
ABC Widget Factory, Ltd., Willy Wonka, NY

- Create widgets by hand utilizing special tools of the trade
- Organize widgets by size and shape according to company made diagram
- Motivated co-workers to increase production by 25 percent last year

**Head Digger**, January 1999 to December 2001

Bedrock Fossil Quarry, Inc., Montgomery, MT

- Excavated fossils of all dinosaur types in nation's top fossil quarry
- Coordinated and supervised digging crew of 100 people
- Won award for most fossils dug in a day
- Handled approximately 150 fossils per week



## Accomplishment Statements

The employment entries above (in bulleted form) contain *accomplishment statements*. Accomplishment statements convey your ability to make things happen, solve problems, make money, cut costs, etc. These statements are the crux of your resume.

Attempt certain things in writing your accomplishment statements:

- Use action verbs (see next pages). Action verbs will convey pictures of you doing something. Use words that will present you as taking initiative, being creative, and accomplishing a goal. Avoid phrases like, "Assisted with", "Responsibilities are," or "Duties include".
- In using your action verbs, make certain that you use the correct *verb tense*. If your employment entry is in the present (for instance, a current job) be sure the verb reflects that you are still performing the duties. If the employment entry is for a past job, the verbs ought to be in the past tense. The only exception is an accomplishment statement in a current job that reflects a duty or success performed only once (for instance, "increased sales for 1999 fiscal year").
- Try to quantify your action. How large was the budget you balanced? Certainly a budget of \$5.00 will be easier to balance and organize than a budget of \$5,000,000. Quantifying adds to the mental picture of your accomplishments.
- Use the *buzzwords* of the field in which you intend to work. Buzzwords trigger assumptions and generalizations of your skill in the mind of the reader thus making it easier for them to create the mental picture.

Examples:

**Good:** Managed office operations and staff of twelve.

**Better:** Managed sales office operations and staff of 12 to record productivity.

**Good:** Analyzed data.

**Better:** Analyzed financial data of Fortune 500 companies to analyze investment opportunities.

**Good:** Developed marketing strategies.

**Better:** Developed marketing strategies for companies in various industries using research data and teamwork to develop ideas.



## Action Verbs

Accelerate	Conceptualize	Eliminate
Achieve	Condense	Emphasize
Act	Conduct	Enable
Adapt	Conserve	Encourage
Address	Consider	Engineer
Administrate	Consolidate	Enlist
Advertise	Construct	Entertain
Advise	Consult	Establish
Advocate	Contact	Estimate
Aid	Contract	Evaluate
Adjust	Contribute	Exceed
Allocate	Control	Execute
Amend	Convert	Expand
Analyze	Convey	Explain
Answer	Convince	Explore
Apply	Coordinate	Express
Appoint	Correct	Extract
Appraise	Correspond	Fabricate
Approve	Counsel	Facilitate
Arbitrate	Create	Familiarize
Arrange	Critique	Fashion
Articulate	Customize	File
Assemble	Debate	Focus
Assess	Debug	Forecast
Assign	Decide	Formulate
Assist	Define	Fortify
Attain	Delegate	Furnish
Audit	Deliver	Further
Author	Demonstrate	Garner
Authorize	Describe	Gather
Award	Design	Generate
Balance	Detect	Govern
Begin	Determine	Guide
Broaden	Develop	Handle
Budget	Devise	Head
Calculate	Devote	Help
Chair	Diagnose	Hire
Clarify	Direct	Host
Coach	Discuss	Identify
Collaborate	Display	Illustrate
Collect	Distribute	Implement
Combine	Document	Improved
Communicate	Draft	Incorporate
Compare	Draw	Increase
Compile	Edit	Individualize
Complete	Educate	Influence
Compute	Elect	Inform
Conceive	Elicit	Initiate

Inspect  
Install  
Instill  
Institute  
Instruct  
Integrate  
Interact  
Interpret  
Interview  
Introduce  
Investigate  
Invent  
Involve  
Issue  
Join  
Judge  
Launch  
Lead  
Lecture  
Legislate  
Leverage  
Liaison  
Limit  
List  
Listen  
Locate  
Log  
Maintain  
Manage  
Market  
Measure  
Mediate  
Merge  
Moderate  
Modify  
Monitor  
Motivate  
Negotiate  
Offer  
Operate  
Order  
Organize  
Outline  
Overhaul  
Oversee  
Participate  
Perform  
Persuade  
Pioneer  
Plan  
Prepare

Present  
Preserve  
Preside  
Prevent  
Prioritize  
Process  
Produce  
Program  
Project  
Promote  
Propose  
Provide  
Publish  
Purchase  
Qualify  
Quantify  
Query  
Recommend  
Reconcile  
Record  
Recruit  
Rectify  
Reduce  
Reference  
Register  
Regulate  
Rehabilitate  
Reinforce  
Remodel  
Reorganize  
Repair  
Replace  
Report  
Represent  
Research  
Resolve  
Respond  
Restore  
Result  
Retrieve  
Revamp  
Review  
Revise  
Revitalize  
Route  
Schedule  
Secure  
Select  
Serve  
Service  
Shape

Simplify  
Simulate  
Sold  
Solicit  
Solve  
Spearhead  
Specialize  
Standardize  
Stimulate  
Streamline  
Strengthen  
Study  
Succeed  
Suggest  
Summarize  
Supersede  
Supervise  
Supply  
Support  
Surpass  
Survey  
Synthesize  
Systemize  
Teach  
Terminate  
Test  
Trace  
Train  
Transfer  
Transform  
Translate  
Transmit  
Tutor  
Unify  
Upgrade  
Use  
Utilize  
Validate  
Volunteer  
Write

## **Professional Affiliations & Memberships**

In this section, you will list the various professional organizations, clubs, or extracurricular activities in which you may be involved. Include the title of the organization and special responsibilities or titles that you held.

### **Activities**

You may also wish to include unique life experiences or hobbies to make your resume more personal. Entries of this type may include such activities as extensive travel, or accomplishments in music. When adding entries such as these, be sure you are able to talk about them adequately and completely if they come up in the course of the interview.

A special word of caution about references to religious or political affiliations ...

Unfortunately, there are interviewers with biases to certain ideologies and people. You may choose to keep political/religious entries off for this reason. On the other hand, if a particular employer has such a bias, then one may not want to work for that employer. The choice is always yours whether to add these entries to your resume. It may take some thought about your own convictions regarding this matter. In other words:

**When in doubt . . .  
Leave it out !**

If you are not sure how to represent something in your resume, or if something just outright does not feel like it should be there. . . leave it out! Remember that your resume may be the agenda for the interview and anything on the resume is fair game for the interviewer to ask about. You do not want to get caught not being able to speak about events or experiences in your own life. And most of all:

**NEVER, under any  
circumstances, lie on your  
resume!**

## Skills

You can label this section various things depending upon the entries in it. It can be simply *Skills*, or *Computer Skills*, or *Language Skills*, or *Technical Skills*, or whatever else represents the entries appropriately. You may add any skills to this section that will be relevant to the job you seek.

When speaking of language skills, try to qualify your talent. Are you *fluent*, or do you have *conversational knowledge* of a language? Also, is your language skill in spoken form, written form, or both? Make sure you do this for each language you know.

When writing about computer skills use one of four phrases to characterize your level:

- **Proficient in** -- means you can do just about anything with a particular application
- **Working knowledge of** -- means you can use an application at an intermediate level
- **Knowledge of** -- means you are a beginner on a particular application

Feel free to list all relevant computer hardware and software you know (especially if you are majoring in a technology related field!). It is recommended that only the latest versions of the application be mentioned unless an employer is looking for experience in a particular version of the software.

If you are in a technology field in which your skills with computers or technology is most important, you can add subsections to your computer skills section to help make your information easier to read (see below)

Example:

### Computer Experience

Proficient in MS Word and PowerPoint; working knowledge of Excel, Internet navigation, e-mail; knowledge of Quicken; exposure to MS Access

or

### Computer Experience

- Proficient in MS Word and PowerPoint
- Working knowledge of Excel
- Knowledge of Quicken
- Exposure to MS Access

### Technical Skills

**Software:** Proficient in Word, Excel, and Access

**Hardware:** Proficient with PC and Mac hardware and peripherals

**Languages:** SQL, Visual Basic, C++



## References

Traditionally, the last line of a resume states (in whatever form fits your resume style):

### References available upon request

Though it is not necessary to have this section. An employer knows that you will supply references if you are asked to, regardless of whether or not it says so on your resume.

When collecting references **be sure you first ask the reference if you may use him or her!** This avoids surprises and prevents possible poor reference calls. Give your references an updated copy of your resume so they can become more familiar with your experience and know how you have presented yourself.

Never immediately hand an employer your references. Have them on a separate sheet to give when requested. Below is an example of a reference sheet:

Your Letterhead
Reference 1
Job title
Address
City, State, ZIP
Phone
Email if available and if reference wishes it to be used
Reference 2
Job title
Address
City, State, ZIP
Phone
Email if available and if reference wishes it to be used...etc.

**Be sure that  
YOUR RESUME represents YOU  
in the best possible way;  
and be sure that YOU are comfortable and  
knowledgeable with the style, form, and wording of  
the information on  
YOUR RESUME.**

# Resume Formatting Tips

## HOW TO SET UP PAGE MARGINS

We sometimes suggest that you change your margin setting for your resume. In certain cases this gives you more room to include content and eliminates a lot of white space. Here are the easy steps to setting up your margins:

### **STEP 1.**

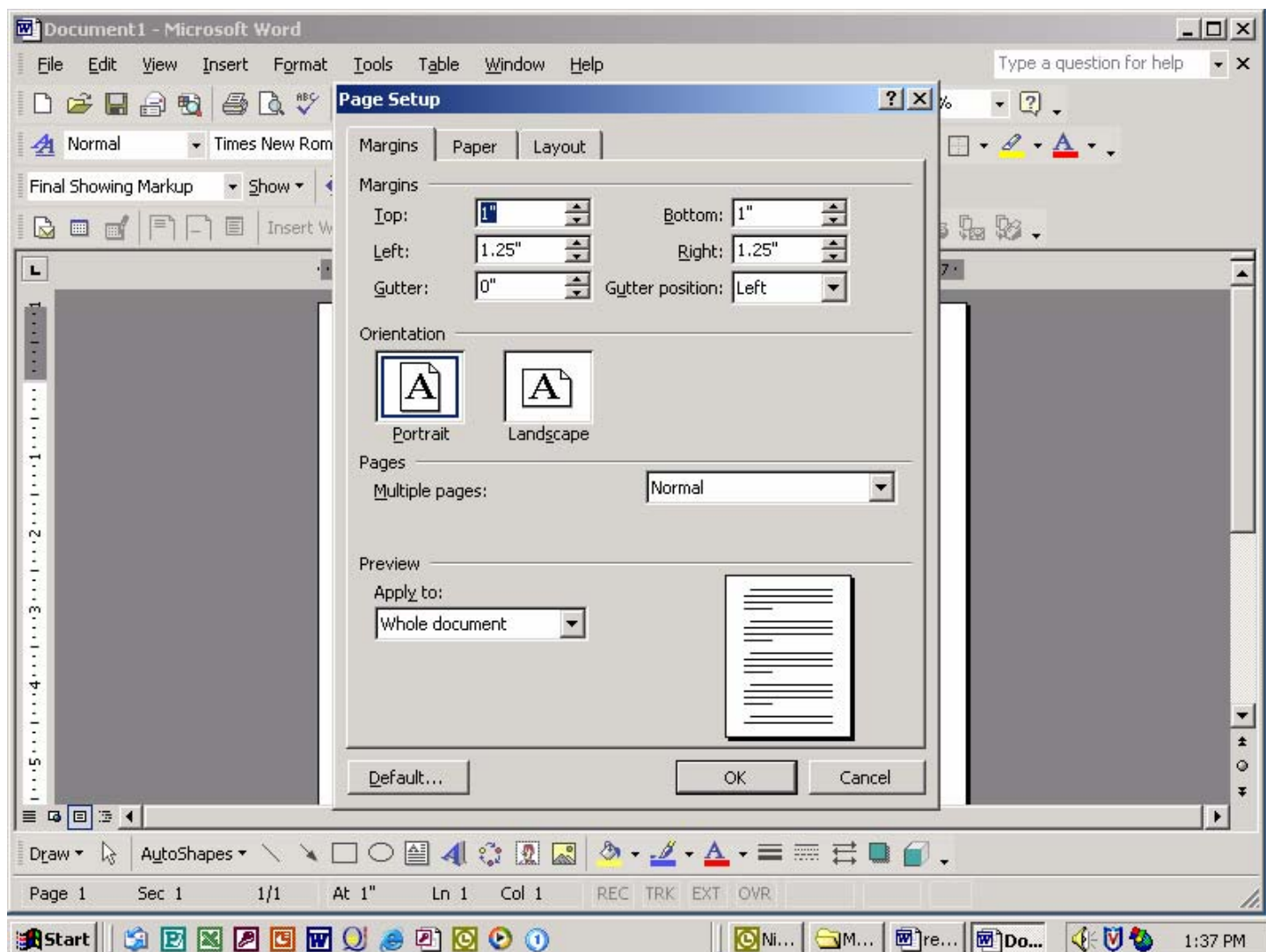
Open up a new document, or a pre-existing one and select FILE on the top left of your screen.

### **STEP 2.**

Select PAGE SETUP from the FILE options.

### **STEP 3.**

The PAGE SETUP task bar will open. You can then change the TOP, BOTTOM, LEFT and RIGHT margins. Click OK and your page will now appear with the new margin setting.



## HOW TO INSERT A HEADER/FOOTER

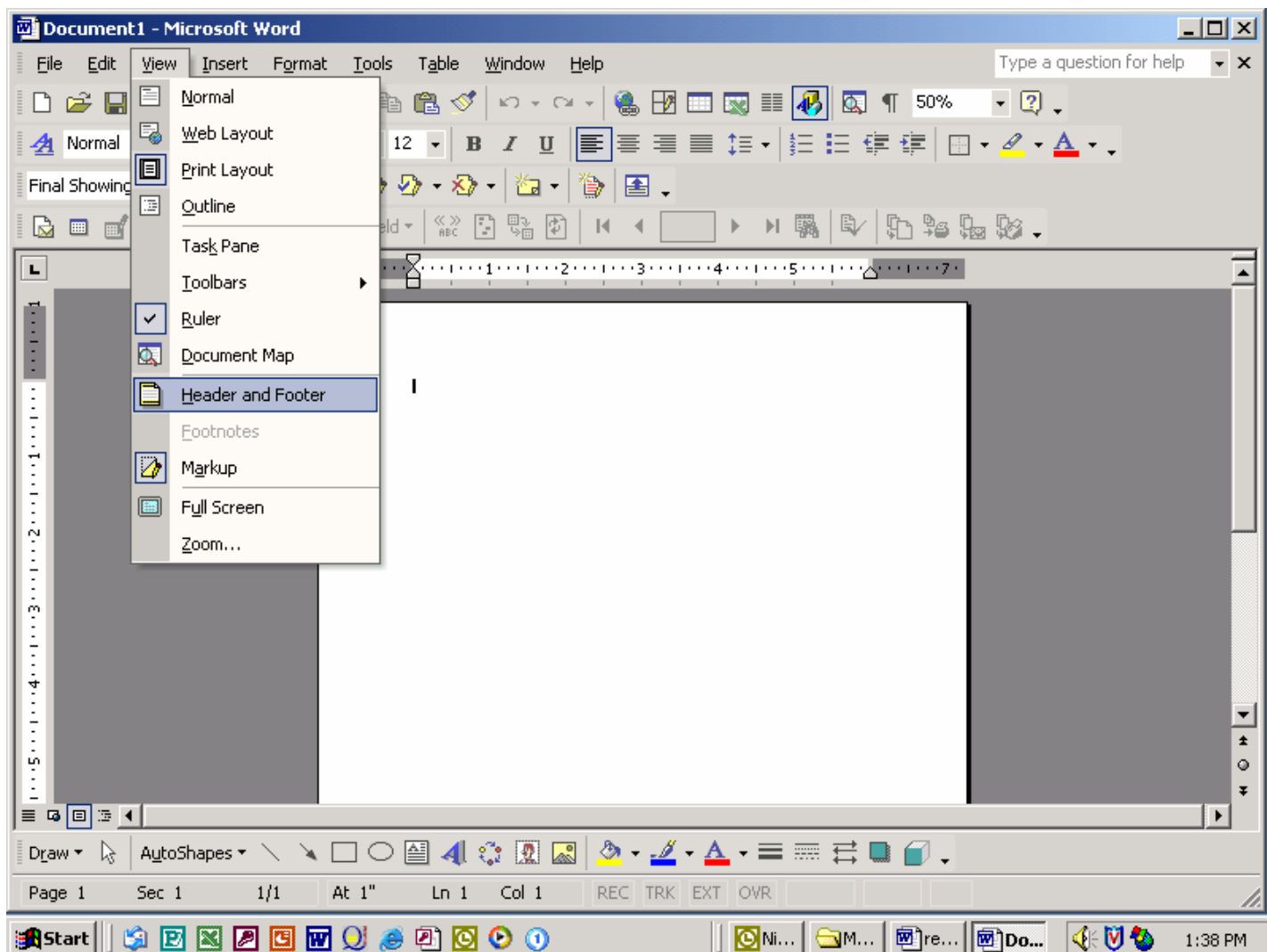
To give you even more room on your resume, you may want to put your heading (name and contact information) in a HEADER. Here are the easy steps to inserting a HEADER/FOOTER:

### **STEP 1.**

Select VIEW on the top of your screen.

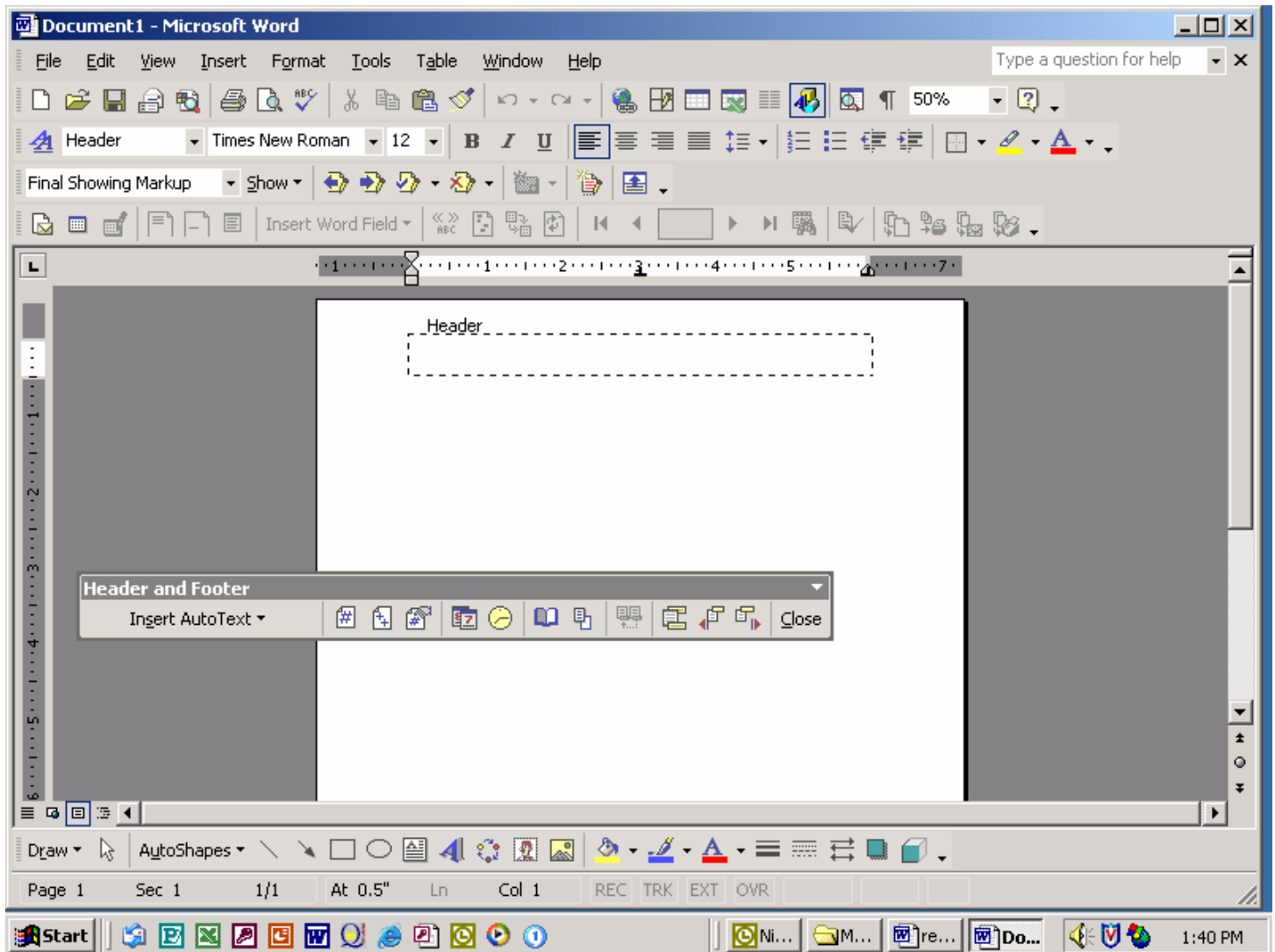
### **STEP 2.**

Select HEADER/FOOTER from the VIEW options.



### STEP 3.

The HEADER will appear on the top of your document with its own toolbar. You can then type within the dotted lines and format your text however you like. When you are finished, select CLOSE on the HEADER/FOOTER toolbar and you will be able to type on the rest of your document.

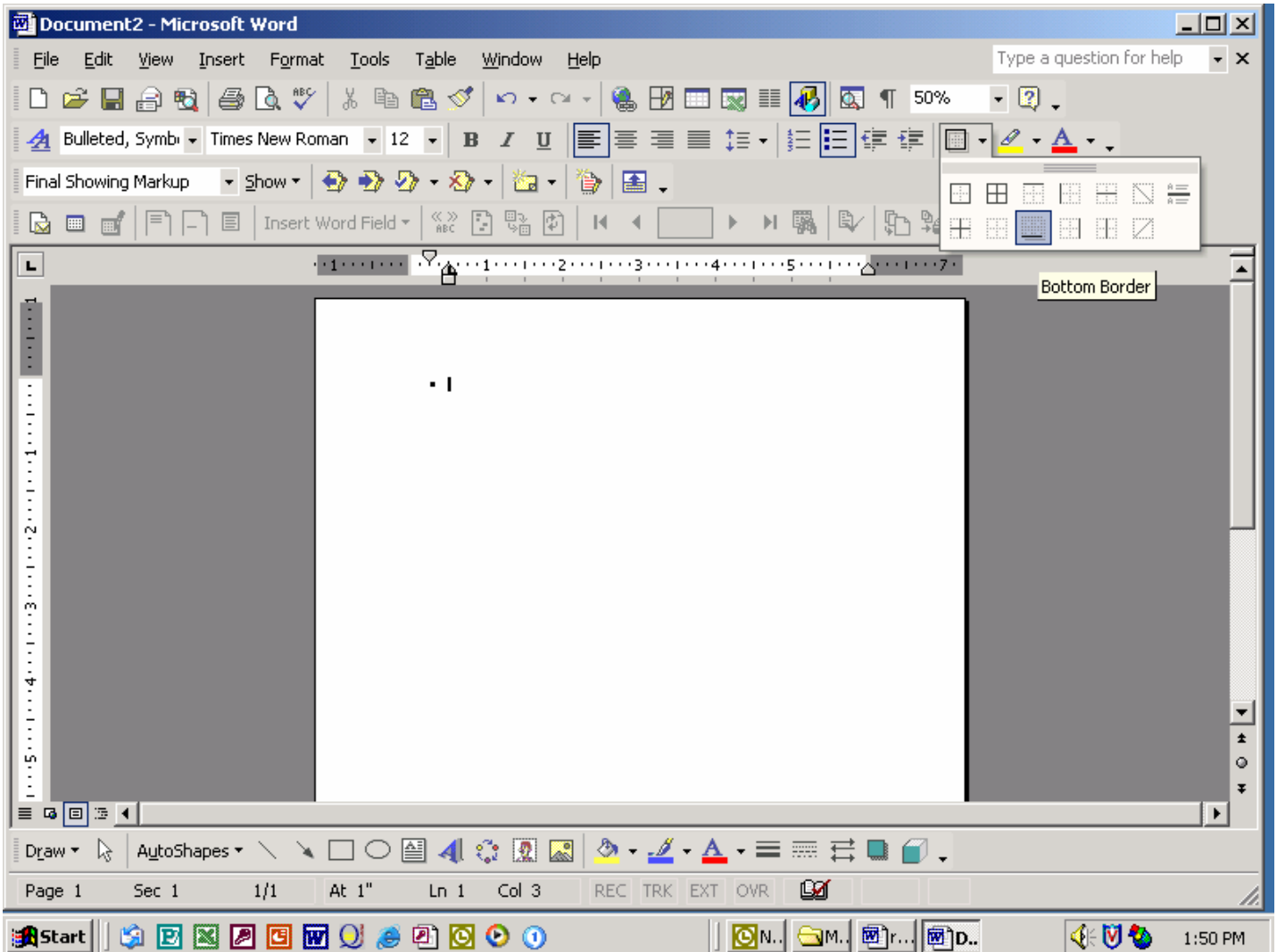


## HOW TO INSERT A BOTTOM BORDER

If you would like a line to separate your heading from the body of your resume, we suggest inserting a bottom border below the header. Here are the easy steps to inserting a bottom border:

### STEP 1.

Position the cursor where you'd like your bottom border. Select the BORDER icon at the top of your toolbar. *Please note that if you would like to type below the BORDER after you insert it, you will have to position your cursor now to the place you intend to type, and then using the arrow keys, position the cursor back up to the position you would like to insert the BORDER.*



### STEP 2.

Select the BOTTOM BORDER from the BORDER selections. The BOTTOM BORDER should then appear.

## HOW TO INSERT BULLETS

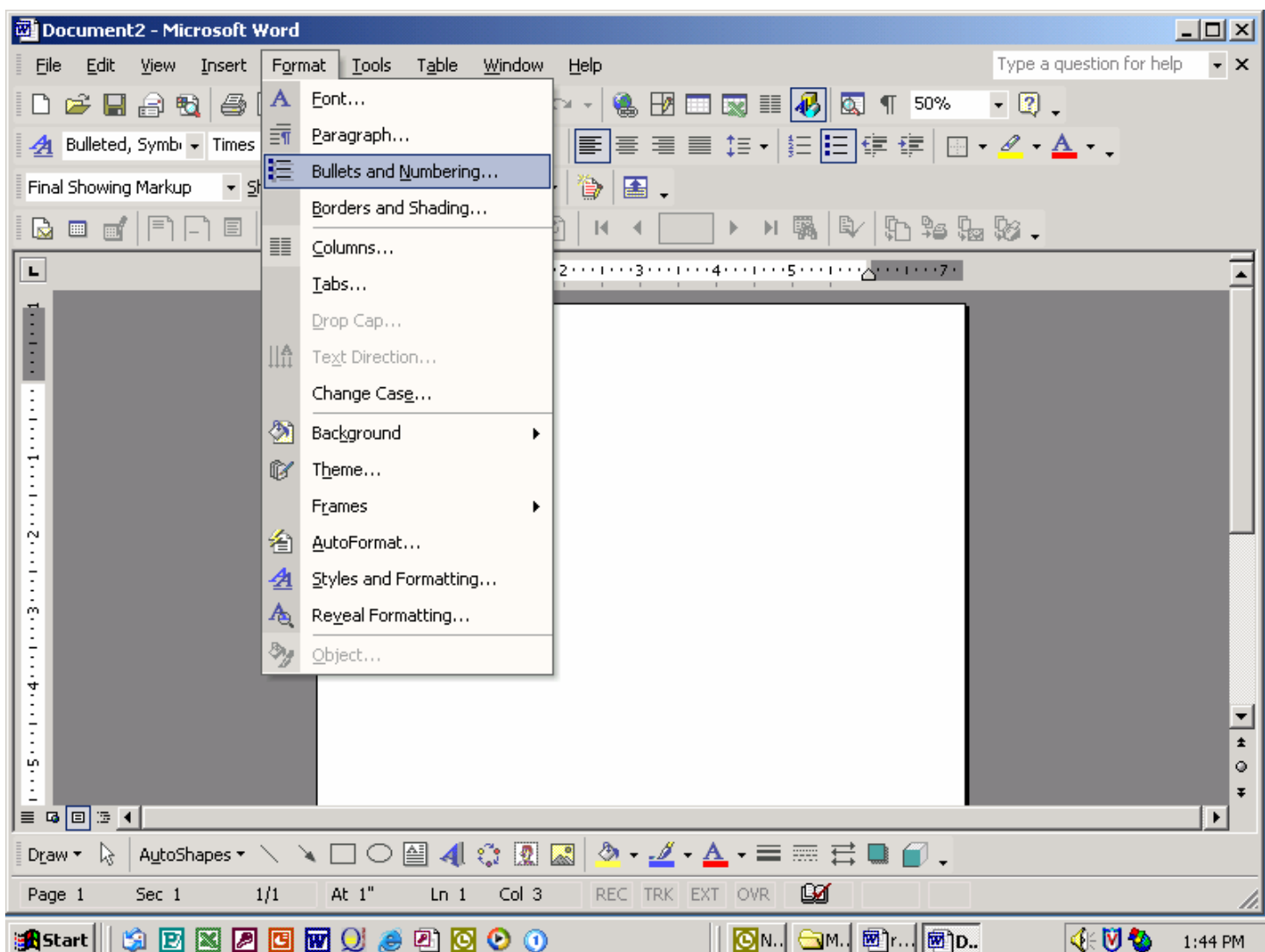
To emphasize your responsibilities at places of employment, you can list them using bullets. Here are the easy steps to inserting bullets in your resume:

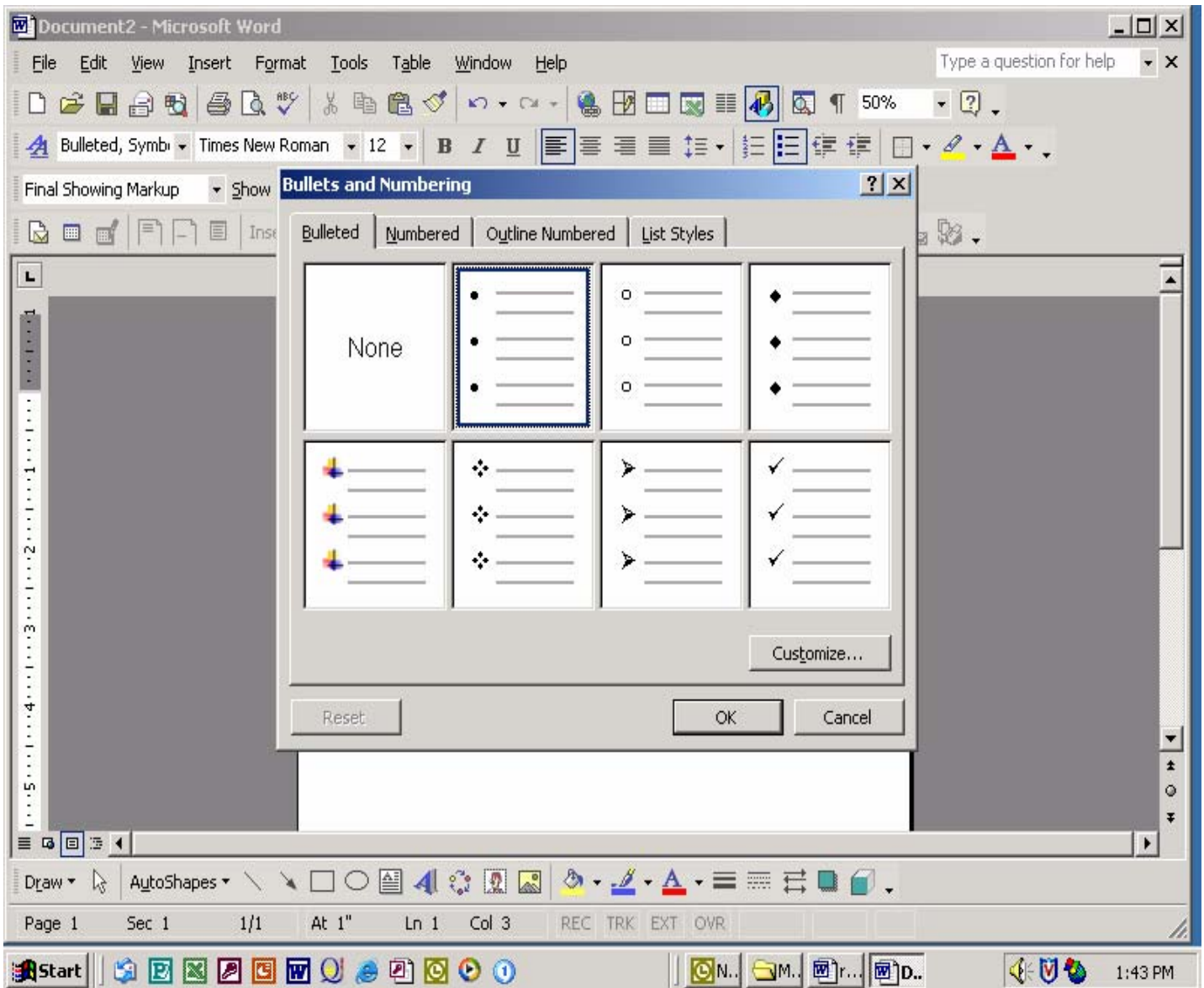
### **STEP 1.**

Highlight the text you would like to have BULLETS and click on FORMAT on the top of your screen.

### **STEP 2.**

Select BULLETS and NUMBERING from the FORMAT options.







## HOW TO SINGLE SPACE YOUR DOCUMENT

To ensure you have proper spacing between your text, we suggest you single space your resume. Here are the easy steps to single spacing your document.

### STEP 1.

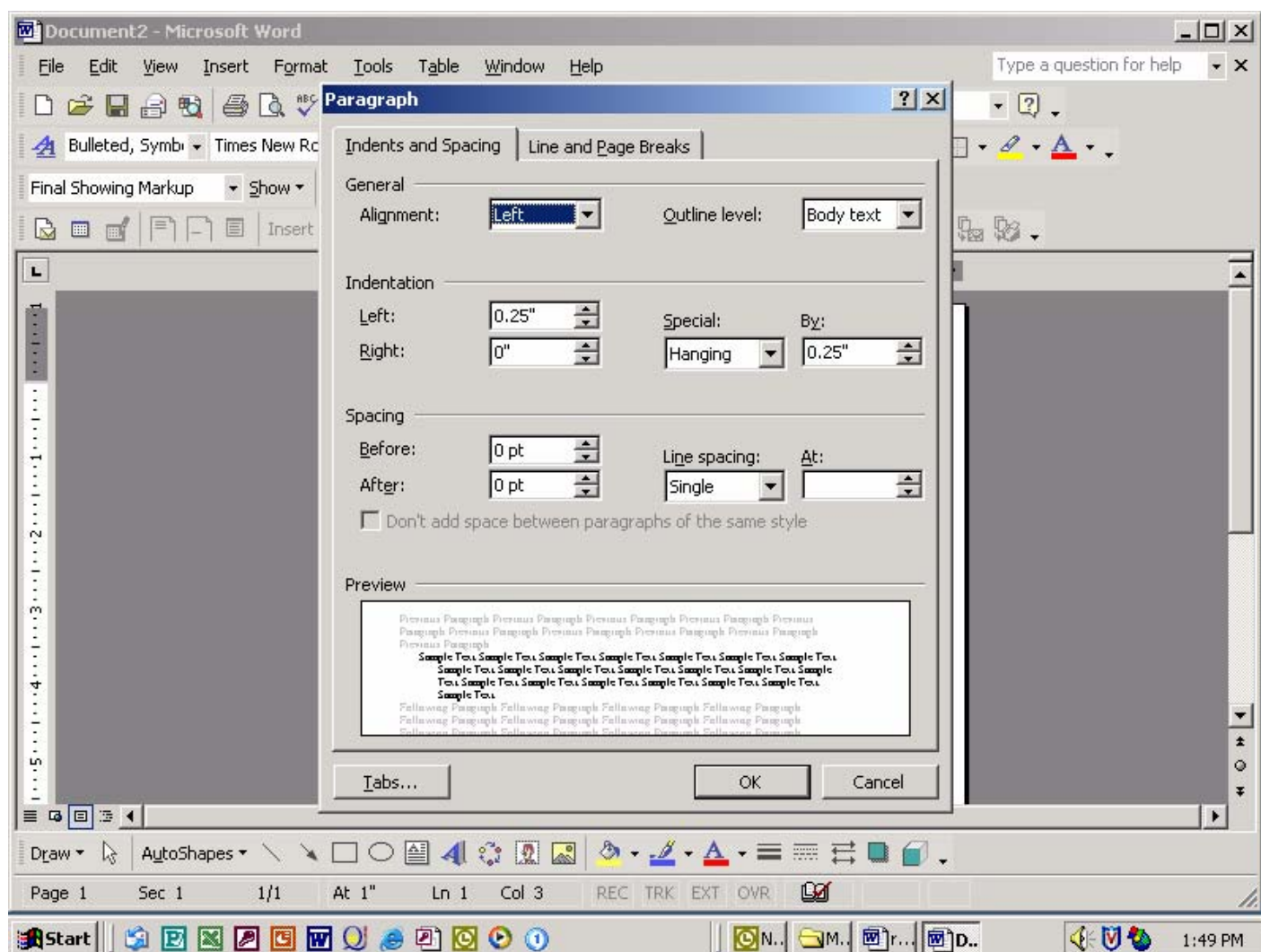
Highlight all of your text and click on FORMAT on the top of your screen.

### STEP 2.

Select PARAGRAPH from the FORMAT options.

### STEP 3.

Click on the INDENTS and SPACING tab and select SINGLE under LINE SPACING. Click on OK and return to your document.





## **Other Useful Hints**

1. **Lining up Text** – You can line up your text properly by using the TAB key instead of the SPACE bar. You can determine whether or not your text is lined up by the points on the ruler at the top and side of your document.
2. **Removing the Blue Email Address** – If you have a color printer, it is suggested to remove the blue hyperlink that appears when you type in your email address. To remove, select the email address and right click on your mouse. A side toolbar should appear. You then select REMOVE HYPERLINK.

***Most importantly.....Don't forget to save your work!!***

# **Sample Resumes**

## Nathan Surprise-Partie

14 Prospect Street

Great Neck, NY 11021

(516) 466 2696

nathsp@Yahoo.com

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**Objective** A position related to Finance, Foreign Exchange/currency and Economic Research

**Education** **Master of Business Administration**, July 2004  
Concentration in Finance  
Long Island University/C.W. Post Campus, Brookville, NY

**Bachelor of Science in Business Management, Economics**, May 1998  
State University of New York at Stony Brook, Stony Brook, NY

**Honors** Golden Key National Honor Society  
Omicron Delta Epsilon International Honor Economics Society

**Computer Skills** Proficient in Microsoft Word, Excel, PowerPoint, and Internet search engines  
Knowledge of Microsoft Access

### Finance Experience

**Assistant Controller**, October 2000 - present  
Variety Accessories, Great Neck, New York

- Report to controller in this 50 million dollar manufacturer of seasonal decorations employing approximately 400 individuals
- Record necessary invoice information for payment preparation
- Analyze various A/P related screens when discrepancies occur
- Create and analyze spreadsheets of weekly and monthly expenses
- Assist in the completion of monthly bank reconciliation
- Prepare checks on a weekly basis

**Banker**, February 1999 - April 1999  
North Fork Bank, Great Neck, New York

- Conducted all consumer transactions including deposits and withdrawals
- Resolved monetary discrepancies
- Trained new employees

**Assistant Manager**, October 1997 - May 1998  
Staller Center for Arts, SUNY Stony Brook, Stony Brook, New York

- Created monthly budgets using Microsoft Excel
- Processed payroll for fifteen employees
- Assisted Manager in preparation for concerts, and movie projections
- Managed and supervised newly recruited employees

### Additional Experience

**Teacher's Assistant**, Linear Algebra/Econometrics, January 1998 - May 1999  
State University of New York at Stony Brook, Stony Brook, New York

- Assisted students with homework, held review sessions, graded exams

**Office Assistant**, Summers 1995 - 1997  
Family Medical Practice, Brooklyn, New York

- Aided in various aspects of administrative support including scheduling appointments and preparing charts
- Used computer system to bill insurance companies

# Carlos Agozzino

11 Sandpiper Lane Northport, NY 11768

(631) 757-8825

[Agozzinoc@AOL.com](mailto:Agozzinoc@AOL.com)

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**OBJECTIVE** A marketing manager position with an international company.

**EDUCATION** **Long Island University/C.W. Post Campus**, Brookville, NY  
Master of Business Administration, July 2004  
Concentration in International Business

**Hofstra University**, Hempstead, NY  
Bachelor of Business Administration in Marketing, May 1997

**EXPERIENCE** **Luxtotta Group**, Port Washington, NY  
Marketing Assistant: June 1999-February 2004

- Assisted the Vice President of Marketing for the world's largest eyewear manufacturer in market research, compilation of data and preparation of final reports and proposals.
- Prepared and maintained a multi-million dollar marketing budget.
- Worked directly on coordination and set up of trade shows and was responsible for monitoring and coordinating Armani Style Shows.
- Maintained professional relationship and lines of communication with all business contacts, executives, sales force and customers.

**Fleet Bank**, Port Washington, NY  
Portfolio Manager: March 1998-May 1999

- Managed over 400 of the most profitable clients' accounts.
- Offered superior service and identified opportunities that expanded and made existing relationships more profitable.

Investment Representative: February 1998-May 1999

- Profiled prospective clients and sold alternative products such as annuities and mutual funds to bank customers.

Sales and Service Representative: September 1997-May 1999

- Assisted in the day-to-day activities of running a large branch as well as meeting rigorous sales goals and resolving customer issues.

**Party Antics**, Westbury, NY  
Coordinator: October 1994-November 1996

- Planned, coordinated and set up events for parties, both private and corporate.
- Collected outstanding balances as well as the managed a six-member team.

**SKILLS** Proficient in Quick Books, Microsoft PowerPoint, Excel, Word, Internet use  
Conversational knowledge of Italian.  
Able to relocate within the US and abroad.

# Julie F. Worthington

**jworthington1@aol.com**

70 Willis Lane

Syosset, NY 11791

(516) 364-4495

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## EDUCATION

### **Long Island University/C.W. Post Campus, Brookville, New York**

Master of Business Administration, Concentration in Finance, May 2004

GPA: 3.89

### **School of Management, Syracuse University, Syracuse, New York**

Bachelor of Science, May 2001

Major GPA: 3.4

Dual Concentration: Marketing and Entrepreneurship and Emerging Enterprises

### **The Pennsylvania State University, University Park, Pennsylvania**

Coursework in Criminology and Photography, 1995

## EXPERIENCE

Fall 2002

### **International Council of Shopping Centers, New York, New York**

Intern, Conventions and Conferences

- Planned, coordinated and implemented Next Generation local programs across the United States to increase awareness of new product line
- Prepared meeting budgets and negotiated contracts with hotels, speakers and other service providers
- Created and produced promotional materials including brochures, local television advertisements and radio spots

September 2001-  
May 2002

### **Prudential Securities, Inc., New York, New York**

Facilities Management, Lease Administrator

- Maintained leases for various regions within the United States
- Reviewed and processed rent escalations and operating expenses
- Prepared and reviewed monthly and annual budgets

Spring 2001

### **Hurbson Office Furnishings, Syracuse, New York**

Intern, Consulting in Growth and Acquisition Opportunities

- Helped support and manage Mid-Market developments
- Website design and marketing for Hurbson.com
- Designed layout for interactive software program for in-store kiosk

Summer 2000

### **The New York Post, New York, New York**

Intern, Marketing

- Conducted marketing research and developed demographic presentations and ad layouts for clients
- Web design for NYPOSTEShops.com
- Created an ad campaign for Newspapers In Education

Spring 2000

**EuroFinance, New York, New York**

Intern, Public Relations

- Conducted marketing research and created client base
- Designed and implemented marketing strategies
- Coordinated financial workshops

Summer 1999

**Macy's East, New York, New York**

Intern, Advertising

- Analyzed productivity of sales promotion events
- Managed direct mail traffic
- Researched consumer behavior patterns

**COMPUTER SKILLS**

Proficient in Microsoft Excel, Access, Outlook, PowerPoint, Internet, ACT, Adobe Photoshop, SoundForge, SLIM

**ACTIVITIES**

Vice President of Promotions of the American Marketing Association

Volunteer work for the Newspapers in Education Program

Producer of college radio show WJPZ 89.1

# NATALIE VIERRA

31-25 41<sup>st</sup> Street Apt 2B  
Astoria, NY 11103  
(718) 274-1035  
nvierra@yahoo.com

**OBJECTIVE** A position in the fields of marketing and public relations

**EDUCATION** **Long Island University**, C.W. Post Campus, Brookville, NY  
Master of Business Administration, Concentration in Marketing, May 2004  
GPA: 4.0

**Santa Clara University**, Santa Clara, CA  
**Bachelor of Science in Commerce, May 2001**  
**Major:** Economics **Minors:** Spanish and Sociology  
Cumulative GPA: 3.8  
Dean's List 1998-2002  
Beta Gamma Sigma Honor Society (Lifetime Member)

**SKILLS** **Language:** Intermediate level of written and oral Spanish  
**Computer:** Proficient in Microsoft Word, Excel, PowerPoint, FrontPage, Internet navigation

## RELATED EXPERIENCE

**MS Promotions** Menlo Park, CA

Public Relations Assistant, June 2001-September 2003

- Promoted the distribution of products at specialized locations by participating in community and industry events
- Created press releases and distributed to print media
- Acted as a liaison between beverage distributors and businesses
- Developed marketing tools such as give-aways, contests and cross promotions with other products

**Gestión 906** New York, NY

Product Manager, October 2002-January 2003

- Provided research, reports, and graphs on assigned special projects
- Conducted foreign market research for potential clients through market data analysis

## ADDITIONAL EXPERIENCE

**Wells Fargo Bank** Menlo Park, CA

Teller, July 2001-October 2002

- Interacted with public and resolved conflicting issues dealing with financial banking transactions
- Managed cash and validated customer account information

**Santa Clara University**, Santa Clara, CA

Postal Clerk, November 1999-June 2001

- Organized, compiled, and distributed mail to on-campus residents

## PROFESSIONAL AFFILIATIONS

American Marketing Association



