

# Smeal Resume Tips, Samples, and Formats

Business Career Center | 114 Business Building | [careerconnections.smeal.psu.edu](http://careerconnections.smeal.psu.edu)

## Components of a Resume:

Contact Info, Education, Experience (Leadership, Work, Relevant, Involvement, etc.), Optional - Skills/Interests/Honors

## General Resume Tips:

**Include your GPA** - You should always include your cumulative average (to the hundredth). If your cumulative average is below a 3.00, consider including your major GPA in addition to your cumulative GPA if it is over 3.00. Do NOT round your GPA up.

**List experiences in terms of "power"** - Experiences do NOT need to be listed in chronological order (most recent to oldest).

- Think about which experiences you most want to feature because they are either the most relevant or where you had the most success or biggest contribution.
- Discuss accomplishments instead of listing job duties.

## When drafting your resume, keep the following in mind:

- Do NOT embellish experiences or your GPA- recruiters do typically ask for your unofficial transcript
- Check and recheck for spelling/grammar mistakes
- Keep your resume to one page
- You can include your address but it isn't necessary. If you include, you should list your school address and can also include your home address. International students do not need to include their home country address
- Include an appropriate email address that you check frequently
- Keep your margins between .5 – 1.0"
- Communicate key skills in every bullet point wording
- Keep your formatting consistent (i.e. all dates along the right side of the resume)
- Use the same size font [10-12"] for everything but your name [16-18"]
- Be consistent with the type of font (i.e. all titles of positions in italics) and the way dates are written (abbreviate all months or spell all months out)
- Use Times New Roman, Calibri, or Arial font
- Do NOT use a Microsoft or web-based resume template; they are challenging to edit. There is a downloadable Smeal resume format available on the Business Career Center website
- Do NOT use web-based systems like Google Docs to create your resume - use Microsoft Word
- DO NOT print your file from a web browser PDF viewer - this can skew the margins. Be sure to download your resume locally and print it from Adobe Reader
- Save your resume as a PDF with your name as the file title (i.e. Sally.SmithResume20XX)

## Tips for First Years & Sophomores:

- Include high school experiences if they provide valuable skills to your resume, but only keep them on your resume until the end of sophomore year. These experiences should be removed first as you gain experience in college. Your high school institution should be the first item removed.
- List the Smeal College of Business if you are in Smeal. List Division of Undergraduate Studies if you are in DUS (change to Smeal once you are officially in the college).
- Work to build leadership experience and highlight progression, For example, denote if you were promoted from lifeguard to head lifeguard.

## Bullet Point Tips

Start with a strong action verb (supervised, trained, led, organized, etc.)

### Sample Action Words:

Led a project:

- Chaired
- Coordinated
- Executed

Increased something:

- Capitalized
- Enhanced
- Maximized

Researched something:

- Analyzed
- Assessed
- Evaluated

Developed something:

- Built
- Created
- Designed

Changed/improved something:

- Customized
- Influenced
- Modified

Supported customers:

- Consulted
- Informed
- Resolved

Made something efficient:

- Consolidated
- Decreased/Reduced
- Reconciled

Managed a team:

- Delegated
- Motivated
- Collaborated

Use industry-specific keywords and quantify your accomplishments. Review each job posting to identify key language to highlight in your resume.

- What tasks did you perform?
- What were those tasks used to accomplish? What did you actually do?
- Why was this helpful or important?
- Who did it help?
- Were there any outcomes?

Task	What did you do?	Who did it help?	Why was it important?	Outcomes?
Waited Tables	<ul style="list-style-type: none"><li>• Communicated with customers regarding specific sales and promotions</li><li>• Collaborated with back of the house and wait staff team</li></ul>	<ul style="list-style-type: none"><li>• Store owners, managers, customers</li></ul>	<ul style="list-style-type: none"><li>• Increased customer experience</li><li>• Created efficient food delivery processes</li><li>• Followed proper food handling policies</li></ul>	<ul style="list-style-type: none"><li>• Increased transaction sales by 10%</li><li>• Employee of the month/top selling employee</li><li>• Increased customer seating time by 5%</li></ul>

List skills such as computer software that are relevant to the position you are applying to.

Simply stating that you are proficient in Microsoft Excel could mislead a recruiter. Explain how you have used the skills through an activity, a project, or if you completed coursework focusing on a specific program. It is better to incorporate skills into specific bullet points instead of listing them in a skills section.

Penn State Smeal College of Business  
Student Intern, Business Career Center

- Prepared Excel spreadsheets for online research for 9 professors and 3 graduate students

University Park, PA  
August 20XX – May 20XX

XYZ Company  
Marketing Intern

- Designed weekly customer newsletters in Adobe InDesign

State College, PA  
May 20XX - August 20XX

## Major-Specific Requirements, 2-Piece Sequence, Major "Options"

Having a minor, 2-piece sequence, or major "option" can enhance your resume by showcasing specific focuses, additional skills, and career interests.

- Be sure you can comment on how those skills relate to the job function you are pursuing throughout the recruiting process (resume, career fairs, interviews, etc.)
- Demonstrate what makes you stand out as a candidate because of the additional coursework

### Major "Option"

The Pennsylvania State University, Smeal College of Business	University Park, PA
B.S. in Management, Human Capital Management/Organizational Leadership	May 20XX

The Pennsylvania State University, Smeal College of Business	University Park, PA
B.S. in Risk Management, Enterprise Risk Management/Real Estate	May 20XX

### 2-piece Sequence

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Supply Chain Management and Information Systems	May 20XX
Additional coursework in Accounting (6 credits)	
(Don't say 2-piece sequence –employers don't know that term)	

### Minor

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Finance, Minor in Economics	May 20XX

### Actuarial Science Exams

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Actuarial Science	May 20XX
	GPA

Exam P – Passed, January 20XX

Exam FM – Passed, August 20XX

Exam MLC – Sitting, November 20XX

If you are majoring in accounting, be sure to accurately list how you intend to complete 150 credits if you plan to obtain the CPA certification. Listing the appropriate Master of Accounting (MAcc) option (one-year or integrated) or that you intend to complete 150 credits by graduation is important to recruiters.

### Four-Year Accounting Students

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Accounting	May 20XX

### Four-Year Accounting Students who will obtain 150 hours in four years

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Accounting	May 20XX
Will obtain 150 credit hours by graduation (or in four years)	GPA

### Four-Year Accounting Students who are planning on applying for the 1-year MAcc program

The Pennsylvania State University, Smeal College of Business	University Park, PA
Bachelor of Science in Accounting	May 20XX
Anticipated 150 credits completed by August 20XX	

### MAcc Students

The Pennsylvania State University, Smeal College of Business	University Park, PA
Master of Accounting (MAcc), Bachelor of Science in Accounting	May 20XX
Additional coursework in Data Analytics	

### One Year MAcc Program

The Pennsylvania State University, Smeal College of Business  
One-Year Master of Accounting (MAcc)  
Additional coursework in Data Analytics

University Park, PA  
Aug. 20XX  
Cum. GPA & Major GPA

The Pennsylvania State University, Smeal College of Business  
Bachelor of Science in Accounting

University Park, PA  
May 20XX  
Cum. GPA & Major GPA

### Smeal Alumni Mentor Program

Did you have a Smeal Alumni Mentor? Below is how you can indicate the experience on your resume in your experiences section.

Penn State Smeal Alumni Mentor Program  
Mentee  
Learned...from Smeal alumnus in XZY job field  
Networked with ...

University Park, PA  
Month 20XX – Month 20XX

### Studying Abroad- place under 'Education' section

Study Abroad Institution (if completed)  
Program Name/Course focus

City, Country  
Month 20XX

### Smeal Ethical Leadership Challenge (SELC)

Did you participate in the Smeal Ethical Leadership Challenge? Below is how you can indicate the experience on your resume in your experiences section.

Smeal Ethical Leadership Challenge  
Task Force Member

University Park, PA  
Month 20XX – Month 20XX

- Dedicate X hours weekly towards ethical leadership activities as part of the pilot program
- Provide monthly feedback on...
- Engage in monthly strategic planning focus groups to...
- Explore practical applications of the PSU values through...

Smeal Ethical Leadership Challenge  
Participant

University Park, PA  
Month 20XX – Present

- Earned Top 10 on leaderboard for month of X by completing X number of ethical leadership activities
- Completed X number of activities towards Personal and Professional Badge (75% toward Badge completion)

## Skills, Online Free Trainings, And Certifications to Add to Your Resume

Check out these sites to get access to free online trainings and certifications.

- LinkedIn Learning (formerly Lynda.com)
- Coursera.org
- edx.org – offers MOOCs (massive open online courses from Universities)

### Highlighted Learning Path Trainings in LinkedIn Learning

#### Technical Skills:

- Excel 2013 Specialist (25 hours)
- Improving Excel Skills (18 hours)

#### Communication Skills:

- Become a Leader (10 hours)
- Improve your Presentation Skills (5 hours)

### Highlighted Individual Trainings in LinkedIn Learning

#### Technical Skills:

- Excel Quick Tips (26 minutes)
- Learning Excel 2016 (1 hour)
- Learning Access 2016 (1 hour)
- Learning Office 365 (2 hours)
- Excel for Marketers (2 hours)
- Excel for Sales Professionals (3 hours)
- Google Analytics Essential Training (3 hours)

#### Communication Skills:

- Writing Formal Business Letters and Emails (38 minutes)
- Giving & Receiving Feedback (49 minutes)
- Persuading Others (33 minutes)
- Managing Up (1 hour)
- Business Etiquette: Phone, Email, & Text (1 hour)
- Working with Difficult People (2 hours)

## How To List LinkedIn Learning Trainings & Certifications On A Resume

### Example 1: Professional Training

Completed the Managing Up training through LinkedIn Learning (1 hour)  
LinkedIn Learning certified Excel 2013 Specialist (25 hours)

### Example 2: Skills

Completed the Become a Leader learning path through LinkedIn Learning (10 hours)  
Completed the Google Analytics Essential Training through LinkedIn Learning (3 hours)

### Example 3: Skills & Professional Training

LinkedIn Learning Completed Trainings: Excel Quick Tips & Persuading Others (4 hours)



## BUILDING A RESUME WITH INTEGRITY

**Recruiters seek individuals who demonstrate professional integrity. Your values and commitment to ethical standards are signaled in a variety of ways throughout the recruitment process, including through your social media presence and resume. When preparing your resume, keep in mind the guidelines below to help you effectively promote yourself, while ensuring that your relationship with recruiters begins on a solid foundation.**



### DO

- Keep your resume updated. Claiming you are currently involved in an activity, when that is no longer true, can plant seeds of doubt about your trustworthiness.
- List your cumulative GPA, not just your major GPA. Your cumulative GPA tells the whole story, while your major GPA does not.
- Be honest about the college you are currently enrolled in. If you are in DUS, write Division of Undergraduate Studies. You can change this information once you are accepted into Smeal.
- Keep experiences on your resume even if they are not relevant to your major or career interest. You gain key skills that are transferable into various industries and job functions (ex. customer service, communication, organization, etc.).



### DON'T

- Exaggerate your GPA. You will be found out, especially when many employers will ask for your transcript as part of the hiring process. Don't round up! Always give your GPA to the hundredth.
- Overestimate or exaggerate your title at an organization and/or work experience. Recruiters can see through "fluff." Be honest about the roles you played and focus on the skills and knowledge you developed.
- Try to use "fancy" language in your bullet points to sound more professional if you don't fully understand the definitions and how it ties into your task – use key industry buzzwords only when appropriate and when you are able to explain your role and task.
- Exaggerate the duration of your involvement; if you volunteered for Relay for Life on one day, don't state you volunteered for a month or until "Present" if your involvement is not ongoing.
- Try to trick Applicant Tracking Systems with hidden keywords typed in white in the margins of your resume.
- Exaggerate your language and/or technical proficiencies. Be honest! It's very easy to test on these competencies.
- Include experiences that you can't speak to. Any experience on your resume is fair game for employers to discuss during an interview.



## THE HONOR CODE

**We, the Smeal College of Business community, aspire to the highest ethical standards and will hold each other accountable to them. We will not engage in any action that is improper or that creates the appearance of impropriety in our academic lives, and we intend to hold to this standard in our future careers.**

# Legal First Name (Optional: Preferred Name) Last Name (Sample Smeal Format)

(111) 111-1111 | abc1234@psu.edu

## EDUCATION

### The Pennsylvania State University

*Smeal College of Business (or Division of Undergraduate Studies)*

Bachelor of Science in (Freshmen/Sophomore: Intended Bachelor of Science in)

Insert Minor or Secondary Major here (delete this line if you don't have one)

City, ST

Month 20XX

GPA: X.XX

Dean's List X/X semesters

**High School** (This should be removed after first semester of Freshmen Year)

(Can put AP classes here or any scholarships/special awards received)

City or Country, ST

Month 20XX

GPA: X.X/X.X

**Study Abroad Institution** (if completed)

Program Name/Course focus

City, Country

Month 20XX

## HEADING LABEL (Examples of labels: Work, Leadership, Involvement, Activities, Volunteer, etc.)

### Organization/Employer

*Position title*

City or Country (if abroad), ST

Month Year – Month Year

- Accomplishments and results (quantify if possible). For each bullet point, try to include: **What** task you completed, the **Purpose** of the task, **How** you completed the task, and show any **Results**
- Start each bullet with a strong action word (facilitate, lead, organize, train, etc.) – visit [careerconnections.psu.edu](http://careerconnections.psu.edu) for more examples
- Aim for 2-5 bullets for each experience

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- Aim for 2-5 bullets for each experience

## HONORS/SKILLS/INTERESTS

(Optional – but can showcase computer skills, language skills, and any Honors/interests you would like to share with employers)

Update all fields and save as a PDF with your name as the file title

# Legal First Name (Optional: Preferred Name) Last Name (MAcc Resume)

Phone | Email

## EDUCATION

**The Pennsylvania State University, Smeal College of Business**  
Master of Accounting (MAcc), Bachelor of Science in Accounting  
Additional Coursework in Data Analytics

University Park, PA  
Graduation Month 20XX  
Cumulative GPA: X.XX, Major GPA X.XX  
Dean's List: X/X semesters

## RELEVANT EXPERIENCE

### Reznick Group

*Audit Intern*

New York, NY  
Month Year – Month Year

- Conducted annual audits and reconciliation activities for 8 commercial real estate clients
- Analyzed and used pivot tables in Excel to provide accurate assessments of client financial statements
- Maintained accurate records of ledger audits using NetSuite in accordance with Sarbanes-Oxley
- Streamlined audit processes for real estate clients as part of a team of 4; resulted in \$1M in annualized savings
- Communicated directly with clients regarding missing details of financial statements to update and record correct data

### Penn State Volunteer Income Tax Assistance (VITA)

*Tax Preparer, Member*

University Park, PA  
Month Year – Present

- Complete weekly trainings to understand income tax laws and preparation procedures; passed examination to assist low-income earners file federal income tax forms
- Meet with approximately 12 clients each week to accurately and efficiently file federal income taxes
- Engage in conversations with members surrounding best practices and ethical behavior in the accounting industry

### Penn State Smeal College of Business

*Accounting Department Tutor*

University Park, PA  
Month Year – Present

- Tutor approximately 6 students weekly in accounting skills in 2 upper-level accounting courses

*Accounting Proctor*

Month Year – Month Year

- Proctored exams for approximately 5 hours/week for 200 students; ensured academic integrity standards and Smeal's Honor Code were upheld by collaborating with professors to resolve academic integrity issues

*Work Study*

Month Year – Month Year

- Prepared Excel spreadsheets for online research for 9 professors and 3 graduate students

## LEADERSHIP EXPERIENCE

### Women in Business

*Community Service and Social Committee*

University Park, PA  
Month Year – Present

- Provide insight and planning in a group setting for organization's Penn State Dance Marathon's (THON) Events Committee
- Contributed to organization's fundraising total of \$51,000 to benefit THON
- Design and distribute print and electronic marketing materials for Powerful Women Paving the Way Conference 20XX in conjunction with team of 4 to attract 180+ student, faculty, staff, and non-Penn State attendees

*Top Five Most Active Member, Fall 20XX*

- Discuss personal and professional issues relevant to women in the corporate world at weekly meetings

### Penn State IFC/Panhellenic Dance Marathon (THON)

*Entertainment Captain – Family Relations Liaison*

University Park, PA  
Month Year – Month Year

- Served as interface between THON families and entertainment committee to create new themes and programs for world's largest student-run philanthropy in the fight against pediatric cancer
- Collaborated with 23 students to plan and manage three family relations events, including a carnival

### PwC Case Competition

*2nd Place Team Member*

University Park, PA  
Month 20XX

## ADDITIONAL EXPERIENCE/ACTIVITIES

**Penn State Ultimate Frisbee, Participant**

Month 20XX - Present

**Friendsville Community Pool, Lifeguard (CPR Certified)**

Month 20XX - Present

## HONORS/SKILLS

Penn State Alumni Trustee Scholarship Recipient, year 20XX

Conversational in Mandarin Chinese

Skills: Advanced in Adobe Photoshop, Intermediate with Microsoft Excel, and familiar with Microsoft Access

# Legal First Name (Optional: Preferred Name) Last Name (Junior/Senior Resume)

Phone | Email

## EDUCATION

### The Pennsylvania State University

*Smeal College of Business*

Bachelor of Science in Marketing

Minor in Economics

University Park, PA

May 20XX

GPA: X.XX

Dean's List X/X semesters

## RELEVANT EXPERIENCE

### Kellogg Company

*Retail Sales Intern*

Battle Creek, MI

Month Year – Month Year

- Exceeded sales goal by 163% with \$125,991 in gross sales over a one-month period
- Achieved the top sales position among interns by 233%, attaining a total sales volume of over \$100,000 in two months
- Analyzed target market characteristics and implemented innovative sales strategies which increased client business by 6.1%, grossing sales of \$3,000 during the first week of the internship
- Generated sales by maximizing distribution, growing shelf share and pursuing creative secondary positioning
- Utilized a full range of data sources to prepare and conduct effective, fact-based, in-store presentations

### Student Programming Association

*Marketing Director*

University Park, PA

Month Year – Present

- Direct a diverse team of five in organizing a communications plan that coordinated event management information to 1,000 student organizations across 19 campuses
- Improve collaborations among student programming initiatives through implementation of strategic marketing and communications plan
- Manage a \$100,000 budget that has been increased to a current budget of \$1.2 million due to program success
- Develop and executed strategic marketing timelines and presented strategies to board of directors

### Penn State American Marketing Association (PSAMA)

*Marketing Sales Chair*

University Park, PA

Month Year – Month Year

- Created marketing strategy for club fundraisers and events
- Led brainstorming sessions to generate ideas for new innovative fundraising events resulting in two new initiatives raising \$2000 for the club
- Coordinated volunteers for staffing fundraising events resulting in a 20% increase in member participation and support of fundraisers

## CAMPUS INVOLVEMENT

### Kappa Delta, Beta Theta Chapter Sorority

*Panhellenic Delegate*

University Park, PA

Month Year – Month Year

- Elected as leader to represent chapter's interests in all Panhellenic matters discussed at Delegate's Council that have an impact on the chapter and campus and demonstrate positive relations among other sororities
- Communicated monthly with the national organization and completed the Annual Panhellenic Report to Nationals including all documented records and monthly outlines of Panhellenic activities and participation
- Planned and managed 'Stand Up, Stand Out,' a forum regarding issues affecting American college women

### Penn State Dance MaraTHON

*Morale Team Member*

University Park, PA

Month Year – Present

- Raise approximately \$2,000 individually through canning and canvassing to help fight pediatric cancer
- Provide energy and support for 700 dancers during the 46-hour dance marathon

### Penn State Tennis Club

*Active Member*

University Park, PA

Month 20XX – Present

## ADDITIONAL EXPERIENCE/SKILLS

Texas Roadhouse - Hostess, 20XX – 20XX

Conversational in Spanish

Proficient in Adobe Photoshop, Canva, Indesign

## Legal First Name (Optional: Preferred Name) Last Name (Freshmen/Sophomore Resume)

104 Pennypacker Hall | University Park, PA 16802  
(814) 555-5555 | abc123@psu.edu

### EDUCATION

**The Pennsylvania State University** University Park, PA  
Division of Undergraduate Studies May 20XX  
Intended Bachelor of Science in Marketing (don't list any GPA until after your first semester)

**Harrison Area High School** Harrison, NJ  
*Recipient of James Myers Service Award* June 20XX  
GPA X.XX

### CAMPUS INVOLVEMENT

**Beta Alpha Psi** University Park, PA  
*Active Member* Month Year – Present

- Completed the pledge process by attending 7 pledge meetings, 5 professional events and volunteering in three service events

**Penn State Dance MaraTHON** University Park, PA  
*Morale Team* Month Year – Month Year

- Provided support and motivation for 700 dancers during 46-hour dance marathon benefiting pediatric cancer with a team of 30
- Raised \$2,000 individually through canning and canvassing which benefited the Four Diamonds Fund

**Blake Beat** Harrison, NJ  
*Managing Sports Editor* Month Year – Month Year

- Wrote and edited articles for the sports section of the top high school newspaper in the state of New Jersey
- Directed 11 peer writers to ensure weekly deadlines were met

**Harrison Area High School Varsity Lacrosse** Harrison, NJ  
*Captain, Player* Month Year – Month Year

- Acted as a liaison between players and coaches to help maintain and boost team morale
- Led team in all warm-up and cool-down activities during practices and games
- Organized team fundraising for new equipment, which resulted in raising over \$2,000

### WORK EXPERIENCE

**Penn State University Housing Service** University Park, PA  
*Food Service, Student Employee* Month Year – Present

- Work 10 hours per week while taking full class load
- Train new student employees on operations and customer service with Assistant Manager
- Handle cash transactions and serve over 400 students and staff members

**Dante's Family Restaurant** Harrison, NJ  
*Server* Summers 20XX – 20XX

- Provided superior customer service by recommending specific products to customer's unique preferences
- Improved time management skills by efficiently handling approximately 50 customers per shift
- Performed store opening and closing duties to ensure restaurant operations would run smoothly during operating hours

**Harrison Area Swim Club** Harrison, NJ  
*Lifeguard, Swim Instructor* Month Year – Month Year

- Assured safety of guests for facility serving approximately 200 members with a team of seven lifeguards
- Developed lesson plans for groups of eight swimmers that were age & level appropriate
- Cleaned pool and grounds to provide safe and aesthetic environment