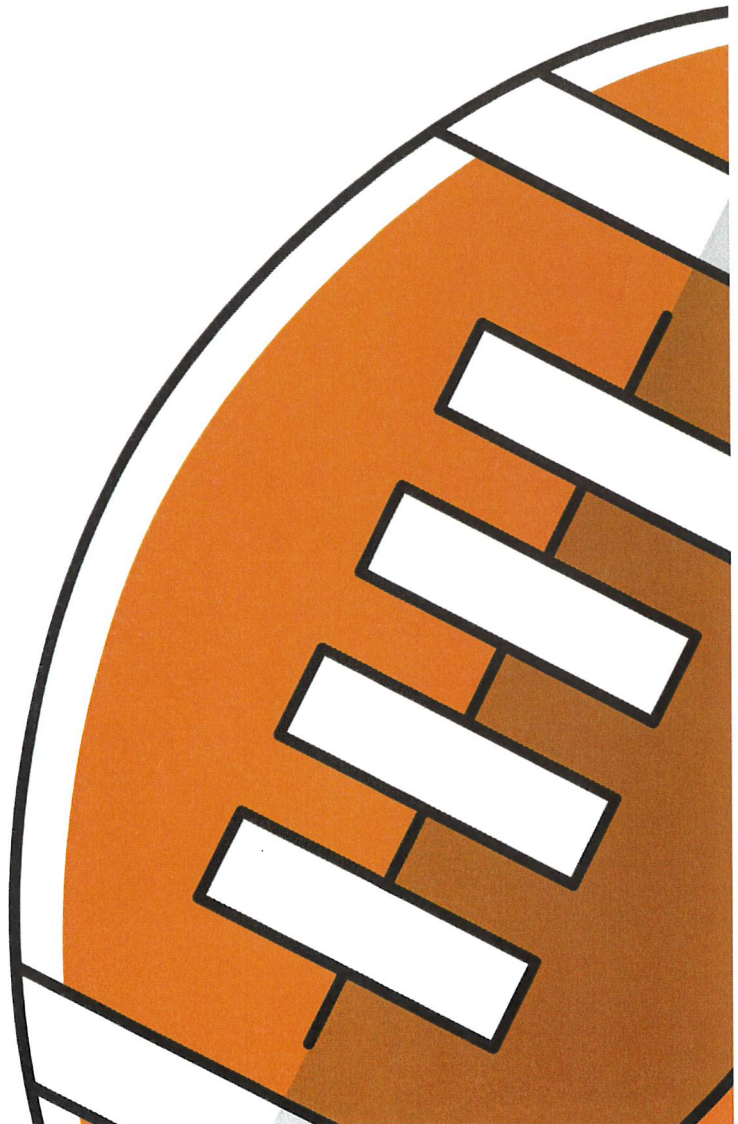


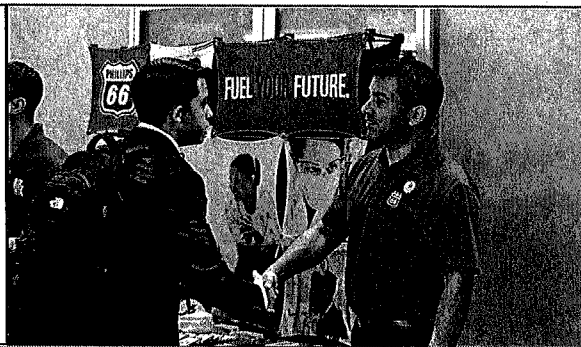
# RESUME PLAYBOOK

ROCKWELL CAREER CENTER



# Rockwell Career Center

2nd Floor Cemo Hall (832) 842-6120  
Monday - Friday 8:00 AM - 5:00 PM  
www.hirebauer.com hirebauer@uh.edu



## YOUR PARTNER FOR SUCCESS

### BBA & MS ACCY Career Counselors

**Troy Hopkins - Director of BBA Career Counseling**  
thopkins@central.uh.edu

**Megan Bauml - Assistant Director of Career Counseling**  
**Accounting Specialty Programs**  
**(PPA, CAP, & MSACCY)**  
mbauml@central.uh.edu

**Asha Sowell - BBA MANA & SCM**  
asowell@central.uh.edu

**Amanda Ware - BBA FINA & MIS**  
awware@central.uh.edu

**Chelsea Price - BBA ACCT**  
ctprice@central.uh.edu

**Zach Wortzel - BBA MARK & ENTR**  
zwortzel@central.uh.edu

### Log into Bauer Career Gateway via AccessUH or HireBauer.com

- JOBS and INTERNSHIPS
- ON CAMPUS RECRUITING
- Career Counseling Appts

### CAREER EVENTS

- Pre-Recruiting Mixers
- Resume Kick Off
- Bauer Career Fair
- Volunteer Fair
- Workshops
- Employer Info Sessions
- Mock Interviews

### CAREER COUNSELING

- Career Assistance
- Resume Review
- Interview Assistance
- Job Search Tips & Strategies
- Meetings via Microsoft Teams, Phone, or in Person - schedule in Bauer Career Gateway

### ONLINE RESOURCES

- www.HireBauer.com

### Appointment Scheduling for current Bauer students

Online appointment scheduling with your Career Counselor may be found in Bauer Career Gateway at **hirebauer.com**.

### Drop-In Career Counseling Session (15 minute intervals)

In Person in Michael J. Cemo Hall, 2nd Floor  
Mondays and Tuesdays -----2 PM - 4 PM  
Wednesdays and Thursdays-----11 AM - 12 PM

### Bauer Career Gateway Access for current BAUER MAJORS and BAUER ALUMNI only

The place to search for internships, jobs, events, or to view the RCC calendar. Visit **HireBauer.com** or AccessUH and click on the button "Bauer Career Gateway." For assistance please email **hirebauer@uh.edu** or chat with us at **HireBauer.com**

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

UNIVERSITY of  
**HOUSTON**  
C.T. BAUER COLLEGE of BUSINESS  
Rockwell Career Center

## FirstName LastName

(Area Code) ###-#### ▪ City, State Zip ▪ Your email address  
Your LinkedIn URL (See [linkedin.com/public-profile/settings](https://www.linkedin.com/public-profile/settings))

### EDUCATION

#### C. T. Bauer College of Business, University of Houston, Houston, Texas

Bachelor of Business Administration in Insert Major

(This is your graduation semester) May 2024

Cumulative GPA: 3.14 (if above 3.00)

- Financed XX% of educational expenses through employment (if applicable)

#### Houston Community College, Houston, Texas (if you have transfer credits)

Associate of Arts in Business

December 2021

Note if you did not complete a degree, Completed XX hours towards an Associate of Arts in Business and list enrollment dates.

### ACADEMIC PROJECTS (This section is OPTIONAL)

#### University of Houston, BUSI 3302: Connecting Bauer to Business

Spring 2022

XYZ Energy Management Corporate Project

- Collaborated with a team of 7 to conduct an in-depth analysis of the energy value chain, as well as the company's position within a competitive marketplace
- Conducted research on emerging technologies and marketing of products and services for energy companies
- Assisted in delegating tasks to other group members and facilitated communication between the group and company representatives to provide timely status updates
- Presented findings to management staff and received recognition as a top 3 project for the course

### EXPERIENCE (If you have work experience)

#### Discount Bookstore, Houston, Texas

November 2021 – Present

Sales Associate

- Manage and handle up to \$1500 in cash and credit card payments daily
- Assure outstanding customer service while on the sales floor
- Assist with marketing campaigns, visuals, purchase orders and re-stocked products
- Train new employees on opening and closing procedures and store policies

#### ABC Bank, Houston, Texas

January 2020 – October 2021

Teller

- Processed checking and savings account deposits
- Marketed branch sales promotions and products to customers
- Responded to customer service inquiries and resolved account service issues

### HONORS AND AWARDS (This section is OPTIONAL)

Dean's List: Fall 2022, Spring 2022, Fall 2021, Spring 2021

Ted Bauer Scholarship, 2022; Academic Excellence Scholarship, 2020 – 2021

### ACTIVITIES (This section is OPTIONAL)

Hispanic Business Student Association (HBSA), Fundraising Committee Member, Fall 2021 – Present

- Collaborate with a team of five fellow students to put together four bake sales each semester
- Raised an average of \$2,500 per semester through campus events

Houston Museum of Natural Science, Volunteer Greeter, 2020

### INTERESTS (This section is OPTIONAL)

Completed 2019 Woodlands Marathon and 2019 Kemah Triathlon

Avid chess player

### SKILLS AND CERTIFICATES

Fluent in Spanish (for foreign languages indicate fluent, proficient, skilled, experienced, or conversational)

Microsoft Excel, Access, Power BI, Word, PowerPoint, Outlook; Tableau; Adobe Photoshop; Java

Tableau Essential Training Certificate, January 2022

# Is Your Resume in the Bauer Format?

Use this checklist to help make sure your resume will be approved for Gateway

## Overall

REQUIRED	Resume is one page
REQUIRED	Free of spelling or grammar errors
REQUIRED	Consistent use of abbreviations throughout (e.g., Texas or TX)
REQUIRED	Consistent date formats throughout (e.g., April 2022 OR Apr. 2022)
REQUIRED	Consistent use of margins and indentions
REQUIRED	Consistent use of bullets (styles and sizes), bullets should be aligned throughout the document
REQUIRED	Font is Times New Roman, Calibri or Arial throughout
REQUIRED	Font is 10, 11 or 12 points consistently throughout, with the name being slightly larger
REQUIRED	Use bold text consistent with the Bauer format
REQUIRED	Do not use italics or underlining (except for hyperlinks)

## Header

REQUIRED	First and Last name are at the top of the resume, bolded and in slightly larger font than the rest of the resume
REQUIRED	Phone number with area code, your city state and zip code and your UH email address ( @cougar.net or @uh.edu alias) is under your name
	If you have a LinkedIn URL, it is under your contact information

## Education

REQUIRED	This section is immediately after the header. (The Bauer template does not use an objective statement) The heading is left-justified and labeled <b>"EDUCATION"</b> and is all-caps and bolded in the same font size and style as the rest of the resume.
REQUIRED	First line, left-justified and bolded, reads: <b>"C.T. Bauer College of Business, University of Houston, Houston, Texas"</b> (TX is acceptable as well if it is more consistent with the rest of your resume)
REQUIRED	Second line, left-justified, plain text reads "Bachelor of Business Administration in X" where "X" is replaced by your intended major(s)
REQUIRED	Second line, right-justified is the date you expect to graduate, e.g.: May 2025
	Next line, left-justified, you may include a cumulative and/or major GPA if you have one and it is above a 3.0.
	Next line, left-justified and bulleted, you may include the line "Financed XX% of educational expenses through employment" where you replace the XX with the percent that is true for you if you are paying your own way through school in full or in part.
	If you attended community college, this would be listed after Bauer and after a blank line between the schools using a format like what is described above. See the "alternate resume sections" examples at <a href="http://hirebauer.com">hirebauer.com</a> in the BBA resource section or by searching " <a href="#">alternate resume sections</a> " in the search box
	Be sure to list the correct degree from your transfer university or community college website. <ul style="list-style-type: none"> <li>If you finished the degree, list the completion month &amp; year. Date should be right-justified.</li> <li>If you did not finish the degree, list the enrollment start and end months and years and then make those dates right-justified.</li> </ul>
	<b>Relevant Coursework</b> Relevant Coursework should only include classes in your field of study or that are relevant to the career you are seeking. Courses that are part of the Business CORE Curriculum like Principles of Microeconomics, Business Computer Applications, etc. should <b>not</b> be included.

## Other Sections

	<p><b>Not all sections are required.</b></p> <p>If you do not have any work experience, have never done an academic project, or have no college-level extra-curricular activities (student organizations, volunteer work, etc.) then you can SKIP these sections.</p> <p>These sections have a note on the BBA Resume Template in red that says (This section is OPTIONAL)</p>
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## ACADEMIC PROJECTS and EXPERIENCE Sections (These sections are OPTIONAL)

REQUIRED	<p>Projects and Experiences should be listed in Reverse Chronological Order within each section.</p> <ul style="list-style-type: none"><li>This means most recent first, then second most recent, etc. See Bauer template Experience section for example.</li></ul>
REQUIRED	<p>Bullets in these sections should be formatted as phrases, not complete sentences.</p> <ul style="list-style-type: none"><li>Example: Manage and handle up to \$1500 in cash and credit card payments daily</li></ul> <p>Do <b>not</b> use First person tense (I manage and handle...). Use third person; (Manage and handle...)</p>
REQUIRED	<p>List start and end dates for each entry and right-justify the dates to the right margin.</p> <ul style="list-style-type: none"><li>If the entry is ongoing (has not ended) list the second date as "Present"</li></ul> <p>example: November 2021 – Present</p>
	<p>We recommend the section header <b>EXPERIENCE</b> instead of Work Experience or Professional Experience.</p> <ul style="list-style-type: none"><li>The reason is that if a student has an unpaid / volunteer experience that is related to their degree, this is not technically Work or Professional, but it does count as Experience.</li></ul>

## ACTIVITIES section (This section is OPTIONAL)

	<p>This section is for all the student organizations and extracurricular activities that you take part in (AFTER High School).</p> <p>Simulation projects, such as Forage projects, may also be listed here.</p> <ul style="list-style-type: none"><li>Bullets are OPTIONAL.</li></ul>
REQUIRED	<p>List the organization your type of membership (example: member or officer) with the start and end dates.</p>

## INTERESTS section (This section is OPTIONAL)

	<p>This section is a place to list things that are not necessarily academic in nature but are activities that you participate in. Note: Student Organizations and Volunteer activities go in the ACTIVITIES section.</p>
	<p>Hobbies are a good example for the Interests section.</p> <ul style="list-style-type: none"><li>Martial Arts, Musical instruments, organized sports (AFTER High School).</li></ul> <p>Simply stating "Houston Sports Fan", "Reading Books" or "Watching TV" is not recommended. Think of something that sets you apart - something that is INTERESTING and memorable about you.</p>

## SKILLS or SKILLS AND CERTIFICATES section

	<p>The SKILLS section is for “hard skills”: technical skills that a person can be tested on. Examples include:</p> <ul style="list-style-type: none"><li>• Foreign languages - be sure to include your level of proficiency (and be honest!)</li><li>• Software: programming languages, professional computer programs (Microsoft Excel, Adobe Photoshop, etc.) always list the proper name of the program.</li><li>• Software that is particular to a specific field like social media (be specific). Example: Do not say “Social Media”; list Facebook, Instagram, SnapChat, TikTok, etc.</li></ul>
REQUIRED	<p>No “soft skills”. Things like Teamwork, Leadership, Communication, etc. are considered soft skills and should be proven in the bullets under the EXPERIENCE and/or ACTIVITIES section.</p>
	<p>Certificates</p> <p>If you have earned technical certificates that are APPLICABLE to what you want to do next, list the name of the certificate, the organization that issued it, and the issue date.</p> <ul style="list-style-type: none"><li>• Non-applicable certificates examples might be CPR or TABC for jobs that do not need them.</li></ul>



# RESUME ACTION VERBS

Use the present tense of verbs for jobs you are still doing (e.g. create)

Use the past tense of verbs for jobs you had in the past (e.g. created)

## Achievement

accelerated  
accomplished  
achieved  
activated  
attained  
competed  
earned  
effected  
elicited  
executed  
exercised  
expanded  
expedited  
generated  
improved  
increased  
insured  
marketed  
mastered  
obtained  
produced  
reduced  
reorganized  
reproduced  
restructured  
simplified  
sold  
solicited  
streamlined  
succeeded  
upgraded

## Help/Teach

advised  
clarified  
coached  
collaborated  
consulted  
counseled  
educated  
explained  
facilitated  
guided  
instructed  
modeled  
taught  
trained  
tutored

## Administrative

arranged  
channeled  
charted  
collated  
collected  
coordinated  
dispensed  
distributed  
established  
executed  
implemented  
installed  
maintained  
offered  
ordered  
outlined  
performed  
prepared  
processed  
provided  
purchased  
recorded  
rendered  
served  
serviced  
sourced  
supported

## Lead/Manage

acquired  
administered  
approved  
assigned  
chaired  
contracted  
controlled  
decided  
delegated  
directed  
enlisted  
governed  
handled  
initiated  
instilled  
managed  
motivated  
recruited  
retained  
reviewed  
selected

## Communication

addressed  
arbitrated  
articulated  
briefed  
communicated  
conducted  
contacted  
conveyed  
corresponded  
delivered  
demonstrated  
edited  
entertained  
interviewed  
informed  
lectured  
mediated  
negotiated  
persuaded  
presented  
promoted  
proposed  
publicized  
reported  
represented  
responded  
suggested  
translated  
wrote

## Plan/Organize

allocated  
anticipated  
arranged  
catalogued  
categorized  
classified  
collected  
consolidated  
convened  
edited  
eliminated  
employed  
grouped  
monitored  
planned  
regulated  
scheduled  
structured

## Creative

authored  
changed  
conceived  
constructed  
created  
developed  
devised  
drafted  
established  
formulated  
founded  
illustrated  
influenced  
introduced  
invented  
launched  
originated  
revamped  
revised  
staged  
updated  
visualized

## Research/ Analytical

assessed  
compared  
critiqued  
defined  
derived  
detected  
determined  
discovered  
evaluated  
examined  
explored  
found  
inspected  
interpreted  
investigated  
located  
measured  
observed  
rated  
recommended  
reviewed  
searched  
studied  
surveyed

## Financial

allocated  
analyzed  
appraised  
audited  
balanced  
budgeted  
calculated  
compiled  
computed  
controlled  
disbursed  
estimated  
figured  
financed  
forecasted  
projected  
reconciled  
tabulated

## Technical

adapted  
adjusted  
applied  
built  
computed  
constructed  
designed  
diagnosed  
engineered  
experimented  
maintained  
modified  
operated  
prescribed  
programmed  
proved  
reinforced  
repaired  
resolved  
restored  
solved  
specified  
systematized  
tested

Your First Name and Your Last Name  
210 Street Address, Apt. #22 (**Your actual street address is optional**)  
Houston, Texas 77204 (**Do put the city, state and zip**)  
Cell: 832-843-6120; Email: hirebauer@uh.edu

Month day, year

Ms. /Mr. Last Name or Hiring Committee  
Street address optional  
City, State, zip

Re: position title and posting # (optional but helpful)

Dear Ms. /Mr. Last Name or Hiring Committee:

Use this space to briefly mention the position you are applying for, how you found out about the position and your background –example-perhaps you found the position on Gateway, or met a recruiter at a Bauer career fair; also mention your degree, major and a brief comment about your background.

Paragraph two is where you should go in to more detail about your interest in the position and past experiences that may add to your qualifications. Quantify your experience such as: Three years as a financial analyst at a large hospital. Then elaborate on your relevant experience. Focus on what you can bring to the company. Consider briefly mentioning the reason you are interested in working with this particular company. Focus on how you can contribute vs. how you will benefit from the employer.

You can take an active approach by stating you will follow-up on a certain day or you can say: Thank you for your time and consideration of my application.

Sincerely,

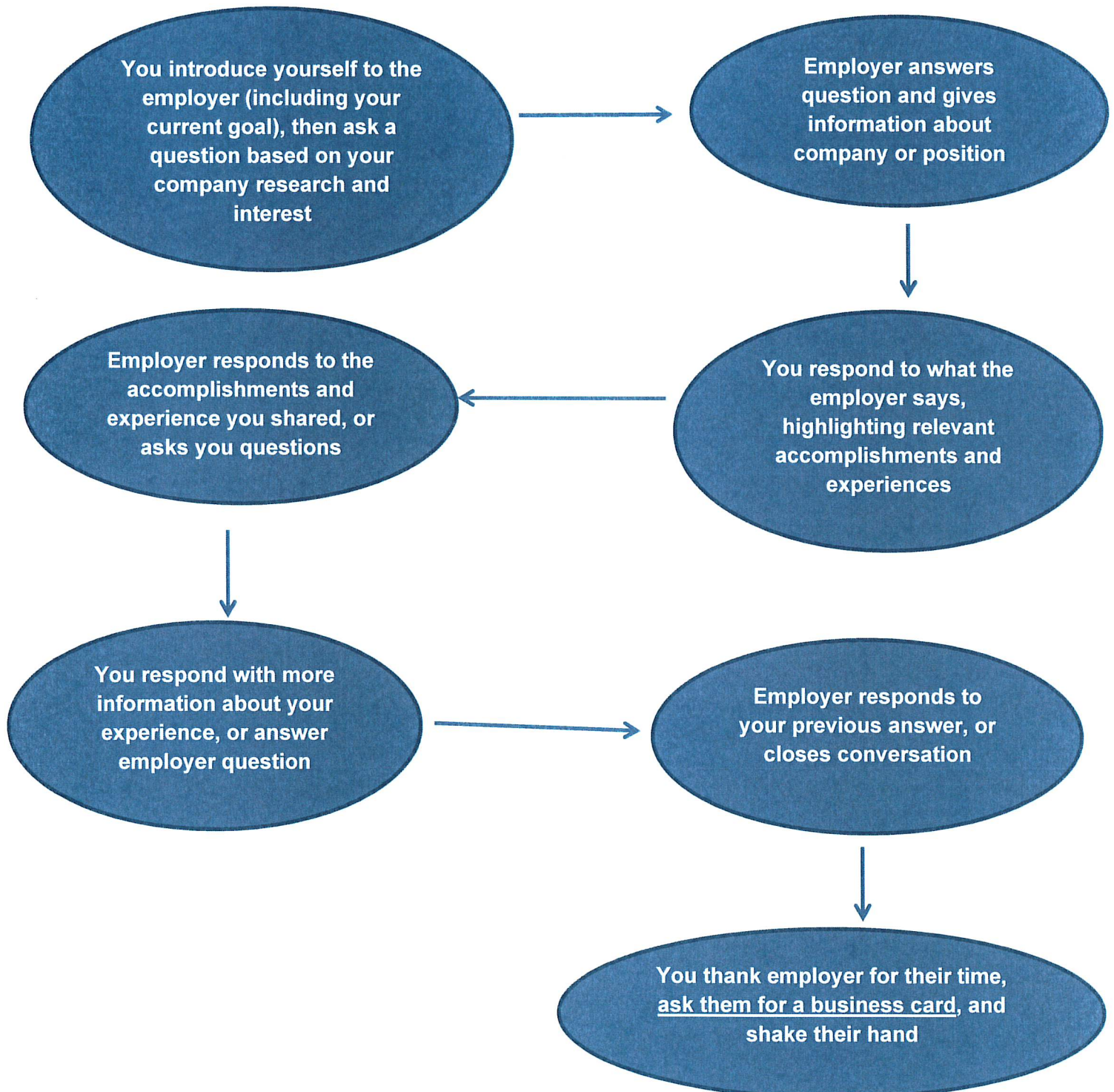
*Your First Name and Your Last Name* (You can use a signature like font if you'd like here)

Your First Name Your Last Name



## CAREER FAIR CONVERSATION FLOW

Once you have created your introduction, it is time to put it to use at Career Fairs, networking events and other functions. Rather than a one-sided speech, your introduction is a dialogue, and a jumping off point for conversation with the recruiter.



## **Sample Career Event Follow-Up Letter / Email**

May 16, 20XX

Ms. Lisa Barnett  
Aerial Communications, Inc.

Dear Ms. Barnett:

Thank you for taking the time to meet with me at the Bauer College of Business event today. You were extremely helpful in explaining Aerial's Customer Service and Marketing Trainee Program. Now that I have a better idea of what the position entails, I am certain I would be an asset to your team and to Aerial.

My solid education in Marketing at the C.T. Bauer College of Business, along with the fact that I have worked my way through college, show the work ethic and determination you said are important to succeed at Aerial. As you suggested, I have submitted my resume through Aerial's Web site.

Thank you again for your time and consideration. I look forward to discussing the program with you further.

Sincerely,  
Bobby Bauer