RESUME PLAYBOOK
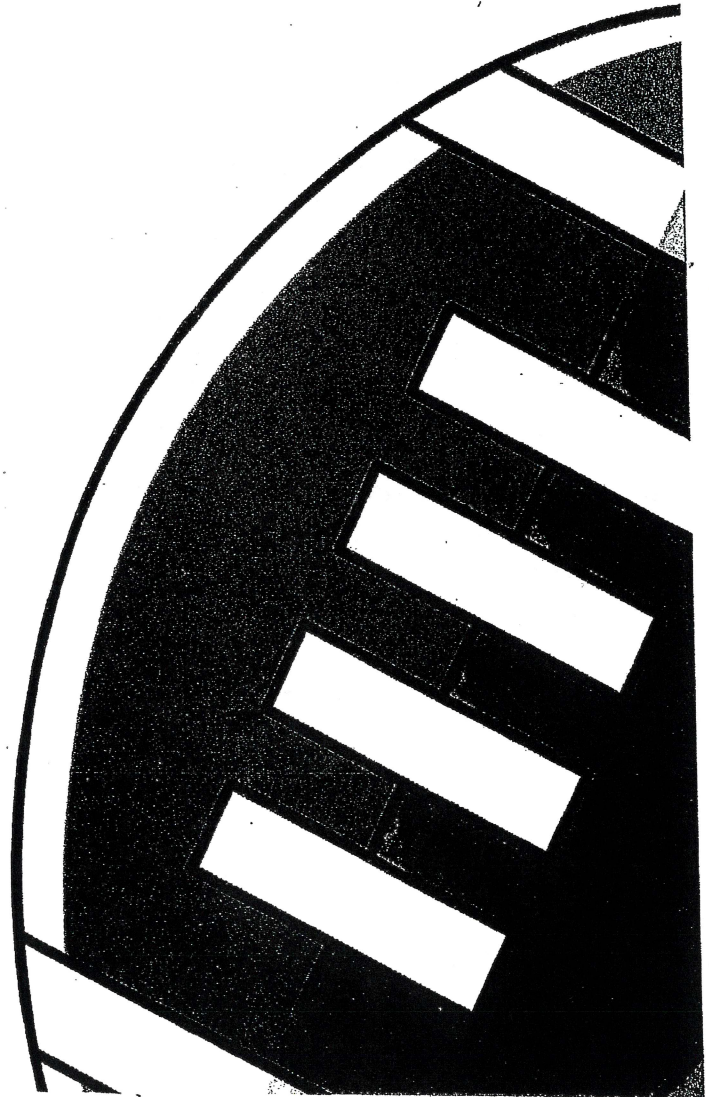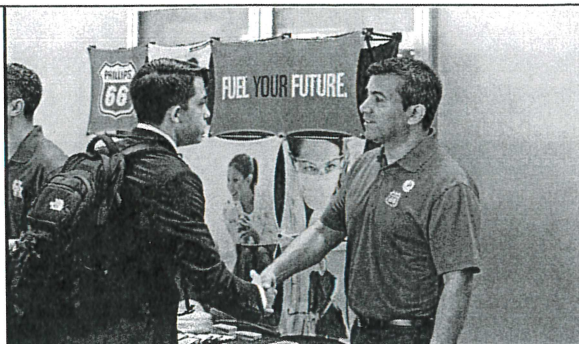
ROCKWELL CAREER CENTER

BBA & MS ACCY
Virtual Career Services

www.hirebauer.com (832) 842-6120

Monday - Friday   8:00 AM - 5:00 PM

YOUR PARTNER FOR SUCCESS

BBA & MS ACCY Career Counselors

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

**Megan Bauml - Assistant Director of Career Counseling
BBA ACCT and ACCT Specialty Programs
(PPA, CAP, & MSACCY)**
mbauml@cougarnet.uh.edu

Amanda Wysinger - BBA ENTR & MARK
akwysinger@cougarnet.uh.edu

Grace Kim - BBA FINA
ghkim4@cougarnet.uh.edu

Chris Porras - BBA MANA & SCM
cporras@cougarnet.uh.edu

Amanda Ware - BBA MIS
awware@cougarnet.uh.edu

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)
Live in Cemo Hall during Spring and Fall semesters.
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**

LOG INTO BAUER GATEWAY via HireBauer.com
- JOB POSTINGS
- INTERNSHIPS
- ON CAMPUS RECRUITING (Live and Virtual OCR)

CAREER EVENTS
- Pre-Recruiting Mixers
- Resume Event
- Bauer Career Fair
- Workshops
- Employer Info Sessions
- Mock Interviews

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

ONLINE RESOURCES
- www.HireBauer.com

Download the Bauer Career Gateway - **Symplicity Jobs and Careers App** & never miss an opportunity
In the Symplicity Jobs App, Search for **Bauer** under 'Find your School' and log in via Access UH.

FirstName LastName

(Area Code) ###-#### ▪ City, State Zip ▪ Your Cougarnet.uh.edu email address
Your LinkedIn URL (See 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

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

ALTERNATE RESUME SECTIONS

HEADING
Students should not list a street address, only City, State and Zip Code as well as a valid and professional email address. Students are strongly encouraged to list a phone number and a customized LinkedIn Profile URL.

Ted Bauer	
(832) 842-6120 • Houston, Texas 77204 • hirebauer@uh.edu	
LinkedIn.com/in/TedBauerUH	

EDUCATION
Transfer Students
Once a student has become academically established at UH, it is acceptable to remove previous education (community college, other universities where they did not receive a degree). However, some students may have a reason to keep this information, especially if their academic performance or campus involvement was much stronger at the previous institution than it is at UH. *High School education should never be included on a resume.*

University of Houston, C.T. Bauer College of Business, Houston, Texas	
Bachelor of Business Administration in Management	May 2025
Houston Community College, Houston, Texas	
Completed 45 hours towards an Associate of Arts in Business Administration	August 2022 – May 2023
GPA: 3.3	
---- OR if the student completed an Associate degree ----	
Houston Community College, Houston, Texas	
Associate of Arts in Business Administration	May 2023
GPA: 3.3	

Professional Program in Accountancy (PPA)
Make sure to list both degrees with expected graduation dates, and list both overall and accounting GPA.

University of Houston, C.T. Bauer College of Business, Houston, Texas	
Professional Program in Accountancy	
Master of Science in Accountancy	May 2027
Bachelor of Business Administration in Accounting	May 2026
GPA: 3.2, Accounting GPA: 3.5	

Note: GPA should only be included when it is at or above a 3.00.
Major GPA consists of ONLY courses in the Major Department at the 3000 level and above. For example, an Accounting GPA consists of only courses in ACCT 3000+

Bauer Honors / Honors College / Certificates
Students enrolled in the Honors College or Bauer Business Honors should highlight this information on their resume under their education section.

University of Houston, C.T. Bauer College of Business, Houston, TX	
Bachelor of Business Administration in Supply Chain Management	May 2027
Bauer Business Honors Program, The Honors College	
Certificate of Entrepreneurship	December 2026
GPA: 3.2, Supply Chain Management GPA: 3.6	

ACADEMIC PROJECTS

This section can be used when a student may not have relevant work experience but gained understanding of the subject matter through hands-on class projects or experiential learning. The information should be achievement-focused and should speak to the individual student's role in the project and the result that was delivered. This section should be listed after EDUCATION but before EXPERIENCE.

ACADEMIC PROJECTS
University of Houston, MANA 4397, Cost Reduction Case Study Analysis   Spring 2023
- Developed a cost reduction plan to cut expenditures for a large manufacturing company by 30% as part of a five-person team
- Analyzed head count profit and loss information to justify decisions about personnel cuts
- Effectively communicated with team members to develop a response to issues presented in assigned case study; results were presented to Management faculty

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EXPERIENCE
Often a student has worked for the same company for their entire experience, only in different positions. This shows an upward mobility or diversity of skills gained within a job and should be highlighted on the resume.

Madison Avenue Boutique, Houston, Texas   February 2021 – Present
Assistant Manager (December 2022 – Present)
- Order and verify at least $5,000 worth of inventory per week
- Manage scheduling for three full-time sales reps and two part-time cashiers
- Revised inventory storage process which decreased monthly turnover time by 15%
Sales Representative (February 2021 – December 2022)
- Consistently met or exceeded monthly sales quotas of $2,000 per month
- Assisted with monthly inventory turnover
- Called a minimum of 20 customers per week regarding available sales promotions

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SKILLS or SKILLS AND CERTIFICATES
The SKILLS section should not include "soft skills". Soft skills should be demonstrated in other sections like EXPERIENCE, ACADEMIC PROJECTS, or ACTIVITIES. Examples of soft skills are Communication, Punctuality, Adaptability, Positive Attitude, Listening, Time Management, Problem-Solving, Team Player, Detail-Oriented, Self-Motivated, Conflict Resolution, Interpersonal Skills, Networking, etc.

SKILLS
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

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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

It is not necessary to state that a student is "Fluent in English", especially if no other language is listed.

For additional assistance with your resume, please log into Bauer Career Gateway and set up an appointment with a Rockwell Career Center Career Counselor.

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 (@cougarnet 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 "**EDUCATION**" 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: "**C.T. Bauer College of Business, University of Houston, Houston, Texas**" (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 hirebauer.com in the BBA resource section or by searching "alternate resume sections" in the search box
	Be sure to list the correct degree from your transfer university or community college website. • If you finished the degree, list the completion month & year. Date should be right-justified. • If you did not finish the degree, list the enrollment start and end months and years and then make those dates right-justified.
	Relevant Coursework 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 **not** be included.

Other Sections

	Not all sections are required. 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. These sections have a note on the BBA Resume Template in red that says (This section is OPTIONAL)

ACADEMIC PROJECTS and EXPERIENCE Sections (These sections are OPTIONAL)

REQUIRED	Projects and Experiences should be listed in Reverse Chronological Order within each section. • This means most recent first, then second most recent, etc. See Bauer template Experience section for example.
REQUIRED	Bullets in these sections should be formatted as phrases, not complete sentences. • Example: Manage and handle up to $1500 in cash and credit card payments daily Do **not** use First person tense (I manage and handle…). Use third person; (Manage and handle…)
REQUIRED	List start and end dates for each entry and right-justify the dates to the right margin. • If the entry is ongoing (has not ended) list the second date as "Present" example: November 2021 – Present
	We recommend the section header **EXPERIENCE** instead of Work Experience or Professional Experience. • 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.
	Often a student has worked for the same company for their entire experience, only in different positions. This shows an upward mobility or diversity of skills gained within a job and should be highlighted on the resume. **Madison Avenue Boutique, Houston, Texas** February 2021 – Present Assistant Manager (December 2021 – Present) • Manage scheduling for three full-time sales reps and two part-time cashiers • Revised inventory storage process which decreased monthly turnover time by 15% Sales Representative (February 2021 – December 2021) • Consistently met or exceeded monthly sales quotas of $2,000 per month • Call a minimum of 20 customers per week regarding ongoing sales promotions

ACTIVITIES section (This section is OPTIONAL)

	This section is for all the student organizations and extracurricular activities that you take part in (AFTER High School). Simulation projects, such as Forage projects, may also be listed here. • Bullets are OPTIONAL.
REQUIRED	List the organization your type of membership (example: member or officer) with the start and end dates.

INTERESTS section (This section is OPTIONAL)

	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.
	Hobbies are a good example for the Interests section. • Martial Arts, Musical instruments, organized sports (AFTER High School). 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.

SKILLS or SKILLS AND CERTIFICATES section

	The SKILLS section is for "hard skills": technical skills that a person can be tested on. Examples include: • Foreign languages - be sure to include your level of proficiency (and be honest!) • Software: programming languages, professional computer programs (Microsoft Excel, Adobe Photoshop, etc.) always list the proper name of the program. • 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.
REQUIRED	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 ACTIVTIES section.
	Certificates 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. • Non-applicable certificates examples might be CPR or TABC for jobs that do not need them.

Most Common Resume Errors

- Lines should be removed.
- Street address should be removed for safety reasons. Use City, State Zip Code.
- You can customize your LinkedIn URL by following the directions at https://www.linkedin.com/help/linkedin/answer/87/customize-your-public-profile-url
- Tx should be TX or Texas
- All fonts should be the same font and color (black) All text (except the name) should be the same font size between 10 point and 12 point. Name can be larger.
- Italic text is not part of the approved Bauer format.
- Please check Layout > Space > Before and After and make sure they are set to 0 to eliminate unnecessary spacing between lines.
- Locations (e.g. Houston, Texas) do not have to be bold unless the rest of the line is bold.
- Graduation Month and Year should be on the same line with the degree. You do not need attendance dates for UH. Graduation months should be either May (for Spring), August (for Summer) or December (for Fall) plus the year.
- Transfer work should include dates of enrollment OR a confer date for the degree if earned.
- Management Information Systems should be spelled out instead of MIS
- Major is missing (XXXX). If you are unsure of your major just list Bachelor of Business Administration
- Double major? Both majors should go on the degree line. Bachelor of Business Administration in Accounting and Management Information Systems
- Degree is incorrect. Should be Bachelor of Business Administration and include a major and graduation date if you have decided on one. example: Bachelor of Business Administration in Management
- All high school education and project information should be removed.
- Relevant Coursework should only include classes in the MAJOR, not classes that are part of the Business CORE Curriculum like Principles of Microeconomics, Business Computer Applications, etc.
- All dates should be right justified to the right margin. Dates should not be bold.
- Experience dates should include month and year of start and end or Present.
- Make sure that experience bullets from old jobs are formatted in past tense.
- There should only be one blank line between sections.
- Section headers should not be underlined. Section headers should be Bold and ALL CAPS
- All entries should be in reverse chronological order by section.
- Dashes between dates are inconsistent.
- Do not list references on the resume.

Composing a Cover Letter

Your Resume Header should be copied here including the following:
Your name
City, state, ZIP code, email address, phone number
*position your header the same way as on your resume

Date

Addressee's name and title
Name of company
Mailing address
City, state, ZIP code

Dear Dr. / Mr. / Ms. _____:

The opening paragraph should be brief (2-4 sentences). Introduce yourself and state your major and year at UH. State the reason for your letter including job title, resource from which you heard about the vacancy, job listing number, (if there is one) and any other pertinent information to ensure the employer understands what job you want.

Indicate in the second paragraph your interest in the company, job and why you think you are qualified for the position and how it relates to your own interests or experiences. Match up your qualifications with those listed as required on the job description, if it is an advertised job. A formal letter is obvious to an employer, so write a customized letter for each employer/job. Emphasize the aspects of your education, experience, special skills, etc. that are relevant to the position. You may refer to your enclosed resume, but do not duplicate the exact wording of your resume. Keep it concise and only use about 4-6 sentences.

The last paragraph is only a few sentences in which you express your interest in providing additional information during a personal interview. You then may state that you will call the employer on a certain date (or in 10 days, one week, or whatever timing you want) to arrange for an appointment to further discuss your qualifications with the employer in person. Thank them for their time and consideration.

Sincerely,

Your signature (Make it fit in this space without extending over the typed words.)
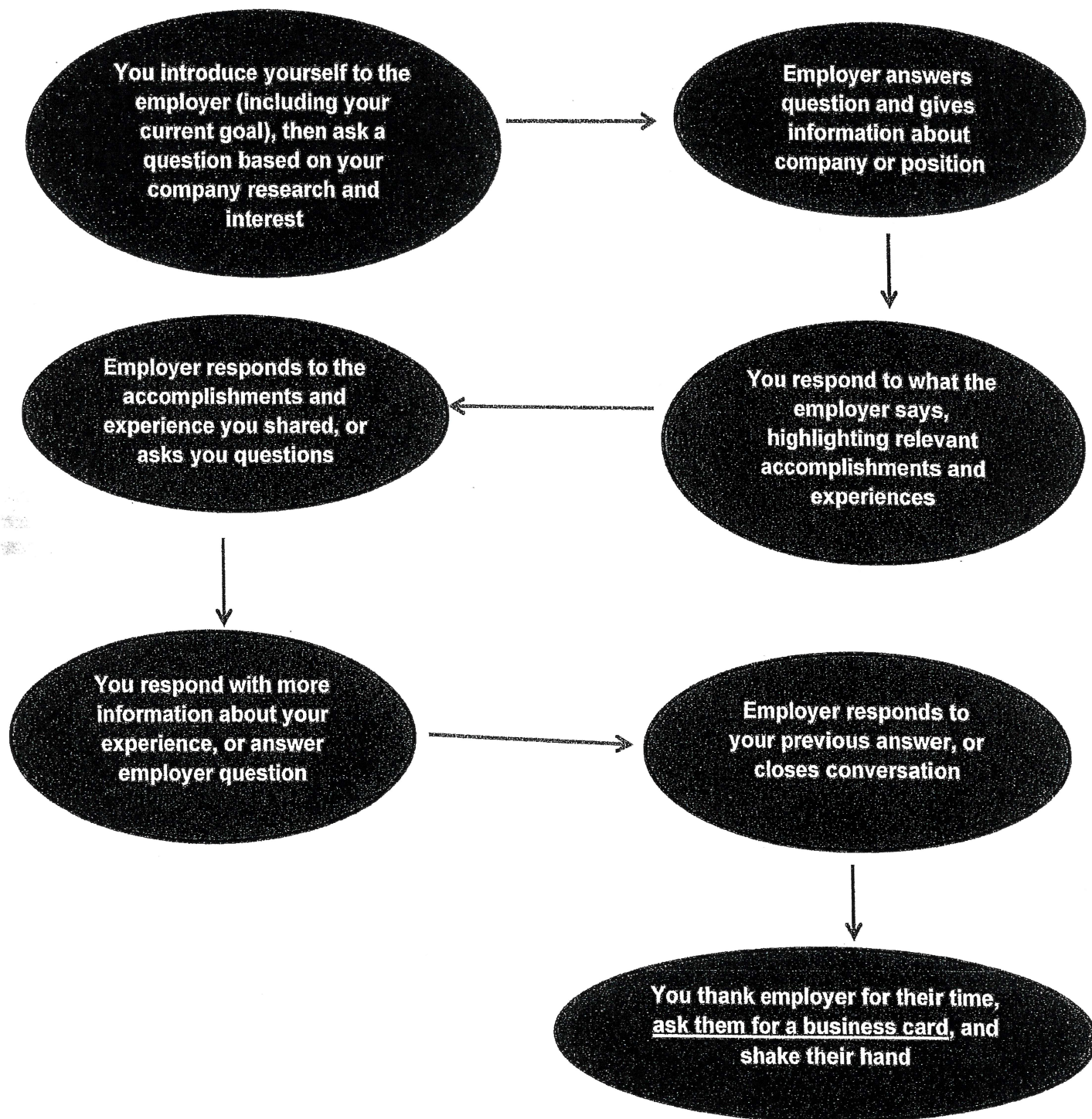
Your typed signature

Enclosure (Résumé)

Cover Letter Tips

- **Customize** the cover letter for a specific employer and job description. Templates are easy to spot and reflect poorly on your interest in the position.
- **Address the letter to a specific individual**. If no name was given in the job announcement, call the organization to learn who is on the hiring team. If all else fails, use "Dear Hiring Manager:" or "Dear Search Committee:"
- **Isolate three or four skills** that you possess that are relevant to the position and mention concrete examples from your resume that demonstrate these skills.

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.

You introduce yourself to the employer (including your current goal), then ask a question based on your company research and interest

→

Employer answers question and gives information about company or position

↓

Employer responds to the accomplishments and experience you shared, or asks you questions

←

You respond to what the employer says, highlighting relevant accomplishments and experiences

↓

You respond with more information about your experience, or answer employer question

→

Employer responds to your previous answer, or closes conversation

↓

You thank employer for their time, ask them for a business card, and shake their hand

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