



RICE | BUSINESS

Jones Graduate School of Business

Process for reaching your goal



RESUMES

Targeting Your Resume

- Function/Industry of Interest
- Determine key skills for your target
 - ✓ Understand your strengths – Transferable skills
 - ✓ Identify gaps – Address beyond experience
- Utilize all your “Real Estate”

Function/Industry of Interest

Fellow Students

Alumni

Treks

EdGE

Clubs

Personalized
Advising

Career
Conference

Info Sessions
& Partios

C.Leader,
Vault & BIC

Key Skills For Your Target - Sources

- Information Sessions
- Job Descriptions
- Informational Interviews – insider's perspective
- Ideally different resume per role

Roles by Industry

Consulting

- Business Strategy
- Process Improvement
- Change Management
- Cost Reduction
- Implementation
- Industry Specific
- Internal Consulting

CPG/Retail

- Marketing
- Brand Management
- Merchandising
- Operations/Supply Chain
- Product Management
- Corporate Strategy
- Corporate Finance

Energy

- Corporate Finance
- Sales
- Marketing
- Trading
- Operations
- Strategy

Finance

- Corporate Finance
- Investment Banking
- Private Wealth Management
- Investment Management
- Commercial Banking

Healthcare

- Corporate Finance
- Operations
- Marketing
- Business Development
- Administrative Fellowships

Technology

- Brand Management
- Marketing Analytics
- Product Management
- Corporate Strategy
- Corporate Finance

Skills by roles

Finance

Corporate Finance	Investment Banking	Private Wealth Management	Investment Management
Strong analytical/quantitative skills	Strong analytical/quantitative skills (modeling in particular)	Relationship-building skills	Strong analytical/quantitative skills
Project management / organizational skills	Teamwork / Management abilities	Dedication to customer service	Ability to work independently
Teamwork	Attention to detail	Teamwork – cross department	Self-motivated
Strong communication skills (oral and written)	Client relationship skills	Strong communication skills – Listening, understand client needs	Ability to synthesize large amounts of information
Leadership	Long-term commitment to the industry, passion for the markets	Strong analytical/quantitative skills	Strong communication skills

Marketing

Marketing Analytics	Product Marketing	Product Management	Brand Management
Analytical/quantitative skills and statistical modeling	Persuasive communication, strong writing skills	Analytical and problem-solving skills	Understanding of consumer behavior in the relevant target market/region
Ability to think strategically	Deep interest in technology	Strong project management skills	Creativity and innovation
Ability to synthesize disparate sources/pieces of information	Ability to translate technology value proposition to end-user benefit	Innovative approach and intellectual curiosity, passion for technology	Teamwork
Programming skills in relevant tools, databases	Understanding of product positioning	Organizational skills and ability to work cross-functionally	Conceptual problem solving and analytical skills
Highlight previous marketing experience (if applicable) and understanding of consumer behavior	Creative marketing skills	Persuasive ability to get buy-in from different BUs	Track record of project execution

Strategy & Other Corporate

LRP	Consulting/Strategy	Sales/Business Development	Operations/ Supply Chain
Strong analytical/quantitative skills	Strong analytical, quantitative & problem solving	Relationship-building skills	Problem-solving /analytical/quantitative skills
Interpersonal Skills	Ability to focus, synthesize and think strategically	Dedication to customer service	Project management (in a complex, global environment)
Industry Knowledge and Interest	Ability to influence change	Teamwork – cross department	Organizational skills and ability to work cross-functionally
Strong problem solving skills	Strong communication skills (oral, written & listening)	Strong communication skills – Listening, understand client needs	Negotiation and persuasive communication skills
Strong communication skills (oral, written & listening)	Relationship building & teamwork	Research and analytical skills – market understanding	Understanding of core business functions

Entrepreneurship

Own Business	Startup
Strong analytical, quantitative & problem solving	Strong analytical, quantitative & problem solving
Ability to focus, synthesize and think strategically	Adaptability
Market understanding and passion	Resiliency, comfortable with uncertainty,
Relationship-building skills	Multitasking, wear multiple hats
Resiliency, comfortable with uncertainty	Combine strategic thinking with detailed execution

Peer Feedback

Utilize All Your “Real Estate”

DAVID MBA
2300 W Alabama St, Apt 58 • Houston, TX 77098
chelsea.greenwald@rice.edu • 281.222.7118

EDUCATION

2015 – 2017	RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS Candidate for Master of Business Administration (MBA) degree, May 2017; GMAT: 690; GPA: 3.95 Forté Fellow, Curriculum Chair, Honor Council Representative, Communications Fellow, Financial Accounting TA, Member of Operations, Strategy, NAWMBA and Consulting Clubs	HOUSTON, TX
2006 – 2009	GEORGETOWN UNIVERSITY Walsh School of Foreign Service, Bachelor of Science in Foreign Service; GPA: 3.94 Major: Science, Technology & International Affairs; Concentration: Environment & Energy <i>summa cum laude</i> , Phi Beta Kappa	WASHINGTON, DC

EXPERIENCE

Summer 2016	AMAZON.COM, <i>Pathways Operations Intern</i> <ul style="list-style-type: none">Improved Customer Returns defect rate by 40%, resulting in almost \$1M in annual savings by implementing a defect feedback cycle, instituting auditor standards, rewriting the UI, and updating the processing standardSaved \$390K by decreasing sortation volume 70% and reinvesting time saved in asset recovery	SEATTLE, WA
2011 – 2015	PRE MBA JOB <i>First time as a boss</i> <ul style="list-style-type: none">Designed a two-month math remediation program to address poor performance on benchmark exams, improving grade-level passing rates by over 30%Trained staff in testing administration, enforced testing procedures to address irregularities, and coordinated confidential materials management and test reporting to ensure campus complianceIncreased grade-level promotion 65% by developing a student-driven mentoring program to address students at high risk of failing seventh gradeCreated and monitored grade-level goals, tracking progress through trimester surveys to increase teacher involvement, parent involvement, and student engagementManaged discipline and incentive systems in coordination with Principal, Student Counselor, and TeachersCommunicated with parents regarding student academic and behavioral progress in both English and SpanishDifferentiated coaching and feedback for Grade-Level Teachers according to experience and performance	NEW YORK, NY
2010 – 2011	JUST ANOTHER INTERNATIONAL JOB <i>Team contributor</i> <ul style="list-style-type: none">Orchestrated the adoption of a new school-wide writing program, leading 100% of students to pass the state test with 30% achieving commended scoresDeveloped and implemented daily and unit lesson plans for 4th grade, administered testing, tracked and analyzed student performance, and differentiated instruction to meet individual student needs	MADRID, SPAIN
Spring 2010	FIRST TIME OVERSEES <i>Individual contributor</i> <ul style="list-style-type: none">Developed channels of communication in the Chums Global School Partnership through daily blogs and Skype conferences between classes in the US and Tanzania to promote awareness of culture and citizenship	TANGA, TANZANIA

ADDITIONAL INFORMATION

Languages: Spanish (Advanced), French (Proficient), Swahili (Beginner)
Activities: Soccer (player, manager, youth coach, referee), Roller Blading, Trapeze

- Academic Achievements: Honors, Dean’s List, GMAT, GPA
- Leadership experience: Class president, club vice-president, REFS
- Results Oriented: CAR or RAC
- Think about your target, what are the skills they are looking for?
- Do a skill “audit”, make sure you are
- Relevant to the job
- Avoid doing a “laundry list”
- Team vs. solo activities
- Ice breakers
- What not to include

Why Write A Cover Letter?

- Allows you to articulate your fit and tell your story – targeted, unique to your audience
- Especially helpful when you are a career changer (industry/function)
- An opportunity for you to stand out from the crowd
- It is a business courtesy

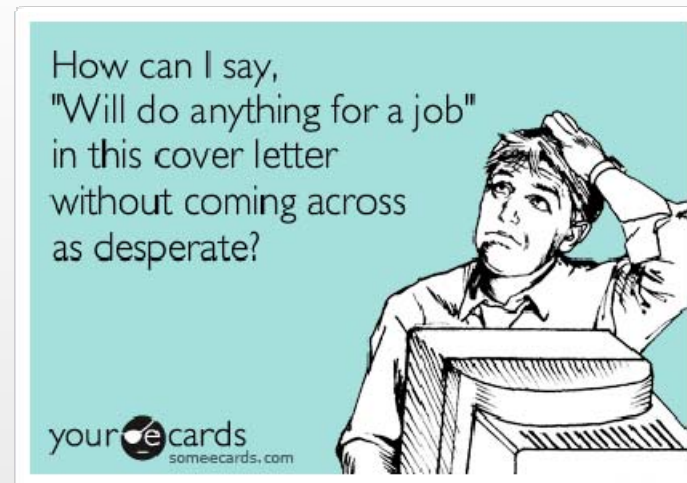
It's all about telling your story and how you can add value to the specific organization and role

Do I Have To Write a Cover Letter

- It *is* a business courtesy
- Not all industries value a cover letter equally
- When in doubt, follow the instructions!

What Most People Do

Many cover letters
are a rehash of the
resume – usually
not effective



Elements of a Good Cover Letter

- Professionally written
 - Pleasantries
 - Formatted well and easy to read
- Clear and concise
 - States the reason you are writing (position)
 - One page
- Evidence base and persuasive
 - Tailored to the recipient
 - Clear reasons/proof of why you can add value – choose

“Decoding” The Job Description

Job Description:

The Company

Wood Mackenzie is a leading provider of commercial analysis, insight and consulting services to the Energy, Metals and Mining industries. Over the past 30 years, the Company has developed an unrivalled body of knowledge and expertise which is now relied upon by many of these industries' leading players. We have a global presence with approximately 700 employees spread across 20 offices around the world making us one of the largest commercial research and consulting practices.

Wood Mackenzie is a **knowledge based business**. Intellectual capital is our main asset and as such the **optimization of every employee's engagement, development and potential** is key to our success. The **retention of our employees is paramount**, as is our ongoing success in acquiring high quality talent across a wide range of sectors and specialists to support our growth. The Human Resources team is recognized as playing a central role in the achievement of the Company's business goals.

The Role

The Consultant will work as a **team member** of consulting professionals who are responsible for developing and delivering an **expanding range of consulting services** across the global upstream sector. The principal responsibility of this job will be the **management and delivery of consulting projects** as a member of a team typically drawn from Upstream Consulting staff (Edinburgh, London, Singapore and Houston) and Energy Research (Global).

Knowledge and experience

The successful candidate should ideally have a minimum of two years within the upstream sector with a strong understanding of **operations; business models and strategies**. At least two years experience in a consulting environment is beneficial.

Key Competencies

- Project Management Skills
- Planning & Organising
- **Communication & Influence**
- **Achievement/Drive**
- Strong Presentation and Writing Skills
- Advanced Microsoft PowerPoint and Excel skills
- **Need for Excellence**
- Analysis/Problem Solving
- Teamwork

First Paragraph

Mr. Joe Howard
Recruiting Coordinator
Wood Mackenzie
1234 N.W. St.
Houston, TX 77002

RE: Energy Consultant Position

Dear Mr. Howard:

I am a 2nd year Rice MBA student with a passion for the energy industry and working on complex problems in a team setting. Wood Mackenzie's industry-leading research, history of demonstrated results, and commitment to employee development has led to my interest in the Energy Consultant Position. Working as an Associate Intern at Ernst and Young this past summer allowed me to develop consulting experience with oil and gas firms, as well as a solid foundation of both project management theory and application in an oil and gas setting. I know that I can add value as an Energy Consultant in the following areas:

Second Paragraph

- **Strategy Development and Planning:** I honed my skills in strategic planning while working as a consultant to multi-million dollar non-profit organizations. In 2010, I created a three-year strategic plan to raise \$2 million for a new school. In less than three years, we reached and exceeded our goal, and the client is set to break ground next year.
- **Analysis:** As a Software Implementation consultant, I developed fit-for-purpose configurations of well data tracking software for four E&P firms across the US. I worked closely with drilling & completions engineers, workover specialists, and office personnel to define requirements and understand the work processes for well operations to best configure reporting, analysis, and data entry tools
- **Oil and Gas Experience:** As an Associate at Ernst & Young, I conducted a high-level review of project management practices in the process industries (petrochemicals, chemicals, and oil and gas) that resulted in defining best practices for project execution for a major drilling contractor. I also engaged with an international E&P firm to develop a stage-gate project management system reflective of their capital project needs and priorities.

Rule of Three

Things that come in threes are inherently more satisfying, or more effective than other numbers of things. The reader is also thereby more likely to remember the information.

past, present, and future	Larry, Mo, and Curly
red, white, and blue	me, myself, and I
the Good, the Bad, and the Ugly	hook, line, and sinker
I came, I saw, I conquered	bacon, lettuce and tomato
blood, sweat, and tears	morning, noon, and night
Tom, Dick, and Harry	ready, willing, and able
hear no evil, see no evil, speak no evil	tall, dark, and handsome
healthy, wealthy, and wise	this, that, and the other
life, liberty and the pursuit of happiness	friends, Romans, countrymen
It's a bird, it's a plane, it's Superman!	stop, look, and listen
faith, hope, and love	snap, crackle, and pop
baseball, hot dogs and apple pie	signed, sealed, delivered
body, mind, and spirit	punt, pass, and kick
ready, set, go	breakfast, lunch, and dinner

Closing Paragraph

My experience, both academically and professionally, has been characterized by a devotion to teamwork and leadership; I would be thrilled to use these qualities to add value to WoodMackenzie. Thank you for your consideration. I welcome the opportunity to meet your recruitment team and, hopefully, discuss my qualifications further.

Sincerely,

Sammy Owl

Sammy Owl
MBA Candidate, Class of 2018

Bullet vs. Paragraph?

ELLEN SMITH
6342 Brighton St, Houston, TX 77005
Esmith@rice.edu | 713.123.4567

January 25, 2013

Ms. Alex Lisowski
ConocoPhillips
600 North Dairy Ashford Road
Houston, TX 77079

RE: Financial Analyst Position

Dear Ms. Lisowski:

I enjoyed our conversation at ConocoPhillips' on-campus presentation and am writing to express my interest in the Financial Analyst Position. Attending the information session and the Alumni-Student Lunch last month gave me the opportunity to learn more about the company and fueled my interest in ConocoPhillips' MBA Development Program. After speaking with Kenny Brunette and reviewing the position description, I am confident that my skill set makes me a strong candidate for this position.

Prior to my MBA studies, I worked as an engineering consultant for Dow Chemical Company developing analyses and models for energy- and infrastructure-focused projects throughout the world. For example, I performed engineering design work for oil and gas platforms in the Gulf, LNG facilities in Africa, and offshore wind turbine farms in North America. To meet the extensive data analysis requirements, I taught myself Visual Basic (VB) programming and consequently developed numerous solutions that greatly reduced analysis and quality control time. As a complement to my strong data analysis and modeling skills, I led numerous high profile offshore investigation and construction projects on the East Coast. In this capacity, I employed my leadership, teamwork, and communication skills to handle ever-changing offshore conditions and project details under constrained schedules. And, lastly, I used my self-taught data analysis skills to formulate personal investing solutions, of which I've used for a number of years to complement my investment decision making process. My strength in data analysis, my teamwork skills, and my financial modeling capabilities could greatly complement the ConocoPhillips finance team.

I would welcome the opportunity to interview for the Financial Analyst position and discuss how I can best assist ConocoPhillips and your present needs. I will follow up with you next week but you may contact me any time if you have any questions at 713.555.6233 or esmith@rice.edu. Thank you for your time and consideration for this position.

Sincerely,

Ellen Smith

Ellen Smith

Enclosure: resume

SAMMY OWL
1600 Main Street, Houston, TX
sam.owl@rice.edu | 713.123.4567

January 8, 2013

Mr. Joe Howard
Recruiting Coordinator
Wood Mackenzie
1234 N.W. St.
Houston, TX 77002

RE: Energy Consultant Position

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Sincerely,
Sammy Owl

Sammy Owl
MBA Candidate, Class of 2013

Reviewing Your Documents

	Content	Target	Format and Grammar
Resumes	<ul style="list-style-type: none">- Use Action Verbs- Demonstrate Skills- Show Results	<ul style="list-style-type: none">- Speak to your target market- Use key words from job description	<ul style="list-style-type: none">- Check spelling, fonts and indentations
Cover Letters	<ul style="list-style-type: none">- Address company/role- Include People you know/met- Articulate fit, connect dots	<ul style="list-style-type: none">- Articulate your story accurately keeping in mind your target market (PVP)	

Tomorrow

- Storytelling, Pitch, and Interviewing
- Think back to your PVP, bring your updated version (2 copies)