



Wharton Resume Book Training

MBA Career Management

September 2016

What do you want to get out of today?

Agenda

Your Resume at Wharton

Creating a Winning Resume

- Role of your resume
- Understanding your audience
- Components of a winning resume

Wharton Resume Book Process

- Timeline for Wharton Resume Content Reviews
- Timeline for submission to Wharton Resume Book
- Wharton Resume Book standards

Your Resume at Wharton

Customize your resume for different industries, companies and roles

Highlight different skills/experiences

You will be submitting your resume via...

Wharton Resume Book

Club Resume Books

CareerPath for job applications

Company websites and external job boards

Creating a winning resume

What is a resume?

Your resume is...

- the frontline document marketing your skills and story
- an expression of who you are beyond just the words
- the key document that can determine whether or not you get an interview
- a guide for what you will talk about in your interviews

Your resume is **NOT**...

- a laundry list of *everything* you have ever done
- a novel of creative fiction
- a time for you to show-off all of your industry jargon
- an opportunity for you to be modest and humble in your accomplishments

Understanding your audience – What is an employer looking for?

An employer looks for a resume to quickly demonstrate...

- Critical competencies and skills
- Relevant experience
- Track record of accomplishment
- How smart you are
- Ability to produce a flawless professional end product
- Focus

Understanding your audience – Relevance is KEY

Know what the employer is looking for

- Read and analyze the job description
- Know the company

Highlight what is important to them

Analytical Skills

- Problem Solving
- Quantitative
- Strategic Thinking

Interpersonal Skills

- Leadership
- Communication
- Teamwork

Components of a winning resume



Your resume **MUST**...

- Be visually appealing
- Include relevant information
- State everything with power and impact

Making your resume visually appealing

Employers judge your resume before they even read it!

DO...

Make sure that there is white space on the page

Have neat margins and consistent formatting

Include a variety of opening words

Use bullets vs. paragraphs

DON'T...

Have a resume that looks like a wall of words

Use fonts and font size that are hard to read

Be inconsistent in ANY way (formatting, margins, font size, etc.)

Have a resume that looks sloppy!

Including relevant content

Edit out information that is irrelevant to the industry, company, or role

Avoid wordiness

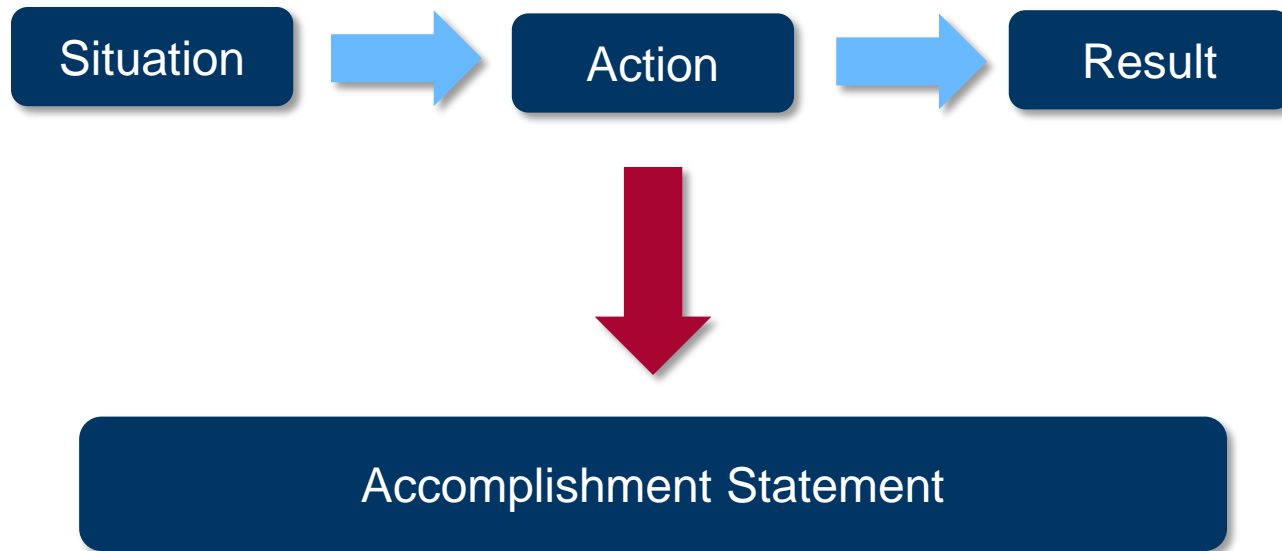
Prioritize and emphasize important experiences and skills

- Order lists thoughtfully: The higher on the list, the more important the information
- Be mindful of how you use real estate: More real estate equals more emphasis
- Watch out for what words you use: Avoid words that make you look more junior or minimally experienced
- Tell a story with bullets that build upon each other

Impactful statements – Say it with POWER

- Create results-oriented accomplishment statements
- Use active language
- Use the strongest and most specific language

Creating an Accomplishment Statement



Creating an Accomplishment Statement

Read through each bullet and ask yourself...

- Does it add relevant information?
- Does this bullet pass the “So what?” test?
- Does it help convey information that add to the overall impression you would like to leave with this employer?

Accomplishment Statements

Presented findings to senior management to determine the most appropriate course for the future

FAIL

Built model to quantify market size and attractiveness by segment. Presented findings to senior management, recommending new business targets and redeployment of resources, resulting in 11% market share gain.

APPROVED

Accomplishment Statements

Recognized as effective manager

FAIL

Managed team of 12 engineers and programmers through development of new product initiatives. Promoted twice in three years. Rated in top 20% of managers each of last three years.

APPROVED

Quantify your results



Increase:

- Revenue
- Profits
- Customer satisfaction
- Quality
- Ratings



Decrease:

- Costs
- Turnaround time
- Error rate
- Resources required
- Complaints

Quantify specific results with amount or percentage change

Use strong language

Don't Use...

Instead try...

Was responsible for → Led, managed, oversaw, created

Efforts → Initiatives

Multiple, numerous, various → Over 100, 37, (do you mean diverse?)

Extremely, very, key → Delete it

Common mistakes and how to avoid them

ALWAYS have someone proof read your resume!

WHAT? EPIC (I'M NOT EVEN READING THIS)

Inconsistency

- degrees, units, and dates
- periods, capitalization, bullets, spacing, fonts, alignment

Grammar

- DO capitalize countries, nationalities, languages
- DON'T capitalize disciplines and industries
- Spell out numbers less than 10 and at the beginning of a sentence
- Use consistent formats of amounts – million, billion, etc.
- Ensure that you use proper punctuation

Avoid typos... Spell Check is not always your friend

John Doe

123 Walnut Street, Philadelphia, PA 19103 | johndoe@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance

2015-2017

- GMAT 770 (99th percentile)
- Director's List Fall 2015 (Top 10% of the Wharton 2017 MBA class)
- Member of Finance Club, Cluster Council, Rugby Club, Basketball Club, Boxing Club and Asia Conference Finance Board

UNIVERSITY OF MISSOURI

Columbia, MO

Bachelor of Science in Engineering

2003-2007

- Chancellor's Fellowship (Full Scholarship), President of Chancellors Leadership Ambassadors, National VP of Relations of National Association of Engineering Student Councils, National Merit Scholar Semi-Finalist, Robert C Byrd Scholarship

EXPERIENCE

NATIONAL INSTRUMENTS

San Diego, CA

Key Accounts Manager, Consumer Electronics and Semiconductors

2013-2015

- Advised Directors and Managers at Qualcomm, Skyworks, Murata, Intel, Nokia, and Technology startups on production and validation test strategy, hardware, and services
- Created and delivered pitch books for semiconductor and hardware production solutions based on modeled test times, per chip costs, correlation, footprint, test reliability, uptime, data variability and qualitative differentiated value
- Partnered with offshore assembly and test facilities to generate 4-8% additional IRR (labor and facilities savings) for clients shifting production to Asia
- Mentored and led a five member account team of Inside Sales, Operations, Services, and R&D to grow Southern California Semiconductor business 23% YOY in 2014
- Defined three new R&D projects for devices targeting the semiconductor power, heat, and production test market through client feedback and industry ROI forecast models
- Negotiated and closed National Instrument's 2013 largest order (\$8.7 Million Semiconductor Test Solution and Service)
- Attained Million Dollar Club as youngest member to close \$1M purchase order

NATIONAL INSTRUMENTS

San Diego, CA

Field Sales Engineer

2010-2013

- Built relationships with engineers and managers in 120+ San Diego companies across ten industry segments
- Organized and presented at seminars, symposiums, and hands-on technical events to generate 40+ sales leads per month
- Awarded California Rookie of The Year, Americas Rookie of the Year Candidate for highest CAGR (21%) in first two years
- Achieved 73% territory growth from \$9.1M in 2010 to \$15.8M in 2013
- Led campus recruitment in Southern California and interviewed 120+ engineer candidates resulting in five full time hires

NATIONAL INSTRUMENTS

Austin, TX

Engineering Leadership Program / Applications Engineer Team Lead

2008-2010

- Won annual Client Service award out of 110 peers for most consistent exemplary client feedback in 2008
- Managed eight junior Application Engineers responsible for integrating customized engineering solutions for 50+ clients
- Analyzed over 150 technical implementation and support cases to provide system integration guidance and service
- Initiated and implemented Inside Sales Engineering position as a rotational program training over ten application engineers annually in client management and consultative sales
- Recommended and directed strategic online Applications Engineering demonstrations to generate \$800k+ in additional quotes
- Interviewed 20 junior engineers to evaluate and restructure mentorship program, initiated formal coaching activities, rewards, recognition, and mentor training resulting in 20% decreased department turnover in 2010
- Taught a record number (15) of Customer Education courses in 2009

ADDITIONAL INFORMATION

- **Interests:** Robotics mentoring, Texas Holdem, basketball, history, scuba diving, field-programmable gate arrays
- **Languages:** Native speaker of English and Mandarin
- **Internships:** Vericam Inc, Labrumerie Financial

Jane Doe

125 Walnut Street, Philadelphia, PA 19103 | janedoe@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate, Major in Marketing and Operations 2014-2016

- Selected as Member of Wharton Welcome Committee: plan and implement admitted student welcome program
- Appointed Mentor for Wharton Women in Business Undergraduate Mentorship Program: liaison with undergraduates
- Member of Wharton Marketing Club and Retail Club

NORTHWESTERN UNIVERSITY Evanston, IL
Bachelor of Arts in Sociology, Minor in Business Institutions – GPA 3.65 2004-2008

- Awards & Recognition: Dean's List, Distinction Award for Senior Thesis ("Gender and Microfinancing in Bangladesh"), Rho Lambda Honor Society, Kappa Alpha Theta Merit Scholarship Award
- Leadership: Student Director, New Student Orientation; Appointed Advisor, Undergraduate Student Advisory Board; Vice President of Development, Kappa Alpha Theta Sorority; Recruitment Counselor, Panhellenic Community

EXPERIENCE

MARAKON, A CHARLES RIVER ASSOCIATES COMPANY Chicago, IL
Senior Associate 2013-2014
Consulting Associate 2011-2013

Consumer Insights

- Conducted consumer segmentation research, resulting in identification of \$30M in incremental profit and target channels to pursue for a \$30B paper and packaging company
- Moderated consumer focus group to identify product and packaging changes to drive consumer trade-up
- Launched and analyzed survey of 7,000+ consumers and conducted store visits to brainstorm potential display changes, resulting in tactical in-store awareness trials and a conjoint analysis on preference share and attribute sensitivity

Strategy

- Analyzed adjacent markets to identify \$35M in accessible, incremental profit for a \$3B global ATM manufacturing company
- Evaluated impact of disruptive technologies on the banking industry, resulting in estimated 2% decline on client sales
- Assessed market and competitive dynamics to identify growth trends, competitive positioning, and strategic opportunities for oil sands division of Fortune 100 energy company. Presented findings to members of the Executive Team

Leadership and Teamwork

- Led cross-functional workshops on organizational change to build consensus amongst 20+ client employees
- Managed North American Recruiting team of four consultants, overseeing a budget of \$60,000 and crafting marketing materials such as company brochures and fact sheets. Increased yield for target school by 50% compared to the previous year
- Spearheaded content development for two-day conference for 50 consultants focused on analytics and presentation skills

ARCHSTONE CONSULTING, A HACKETT GROUP COMPANY Chicago, IL
Senior Consultant 2010-2011
Senior Analyst 2009-2010
Analyst 2008-2009

Data Analytics

- Developed analytic Excel-based workbench for \$2B disposable consumer products company which enabled users to create pro-forma P&Ls to model contractual impacts of price, volume, and cost
- Assessed finance division of \$15B Fortune 200 global consumer products company to identify opportunities to reduce overall cost structure at an estimated cash benefit of \$20M

Communication Skills and Client Management

- Managed change management, training, and tool adoption process for Director of FP&A and Pricing group of 15+ clients
- Led workshops for VPs, SVPs, and Presidents of two divisions to assess current state planning and forecasting processes
- Interviewed manufacturing personnel and operations management to reconfigure workflow according to LEAN principles

Leadership and Mentoring

- Undergraduate Recruiting Champion, Training Team Member, and New Hire On-Boarding Program Lead

ADDITIONAL INFORMATION

- **Interests:** Baking; international travel (15 countries); boxing; learning about wine; discovering Philadelphia restaurants
- **Internship:** Target Corporation, Merchandise Planning Business Analyst Intern, Minneapolis, MN. Summer 2007.

Wharton Resume Book Process

What is the Wharton Class of 2018 Resume Book?

Online searchable database of resumes

Over 300 employers in a variety of industries use the Resume Book

Available to employers – October 20, 2016

Employers use the Resume Book to:

- Get a snapshot of the incoming class
- Identify candidates for recruiting events
- Source candidates for off-campus hiring needs

How do I get my resume into the Wharton Resume Book?

Students must complete and submit

- One general resume using the Wharton Template and adhering to Wharton Resume Book standards.
- Career Profile expressing industry, function and geographic interest/focus (employers find you based on this profile)

Resume Deadlines

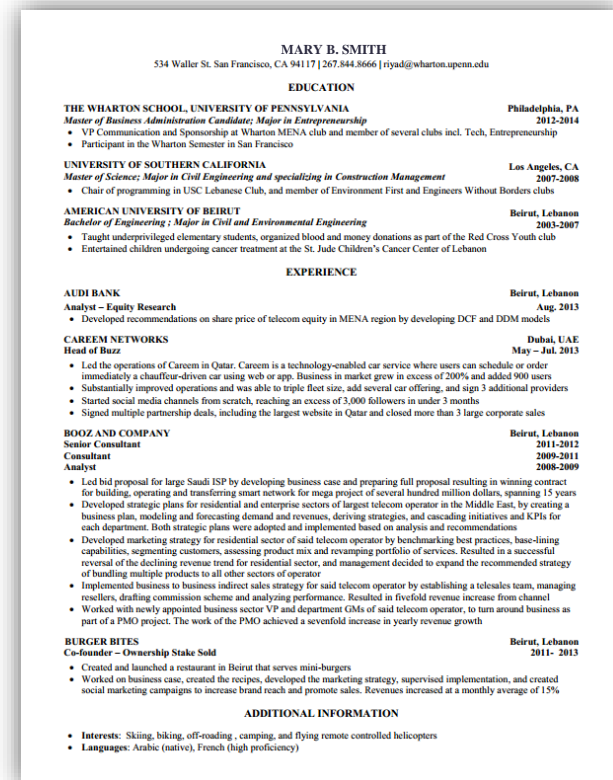
| | |
|---------------------------------|---|
| Now → September 18 | Update Profile in Career Path & Work on Resume |
| September 18 | Submit Resume to Career Path to have a Review by MBACM |
| Sept 21 → Oct 10 | Resume Feedback will be Provided Via Email |
| October 12 (11:59 pm ET) | Deadline to Submit Final Resume to Career Path for the First Year Resume Book |

Wharton Resume Book Standards

Your Wharton Resume Book resume must be built using the one page Wharton Resume Template

Your resume must adhere to all Wharton resume document, format, font and style standards

All templates and requirements can be found on the MBACM website



Resume Resources

The screenshot displays the Wharton MBA Career Management Students website. At the top, there is a navigation bar with links for QUICK LINKS, NEWS, CONTACT US, LOCATIONS, WHARTON HOME, and PENN. Below this is the Wharton University of Pennsylvania logo and the text 'MBA CAREER MANAGEMENT STUDENTS'. A secondary navigation bar includes Home, Job Search Resources (highlighted), Recruiting Calendar & Policies, and About MBACM. The main content area is titled 'JOB SEARCH RESOURCES > Resumes'. On the left, a vertical menu lists various resources: Self Assessment, Research, Networking, Resumes (highlighted), Applications & Cover Letters, Interviews, Offer Management, and On the Job. The main section is titled 'Resumes' and contains a paragraph: 'Our resume workshops and templates reflect direct feedback received from hundreds of recruiters across industry sectors. We strongly recommend viewing our resume workshops before creating your Wharton Resume.' To the right of this text is a photograph of a man and a woman in business attire sitting at a table, looking at a document. Below the text is a vertical stack of eight blue buttons with white text: 'View Resume Workshops', 'Upload your Resume to CareerPath', 'Download a Wharton Resume Template', 'Wharton Resume Standards & Guidelines', 'Use VMock to Assess Your Resume', 'View Industry-Specific Resume Guides', and 'Search Resume Books'.

How do I add my resume to a Resume Book for a resume review?

1. Log-in to [CareerPath](#).
2. Click on the “My Profile” menu. Complete all four sections.
Please note: Your CareerPath profile will be the basis by which employers will search for your resume in the Resume Book.
3. Go to the “Resume & Cover Letters” menu.
4. Go to the “Resume Books” section and using the Submit Resume dropdown, select the resume you would like included in the Resume Book or click “Add Resume” to upload a new resume (as a Word Doc).
5. You will be assigned a resume reviewer who will contact you between September 21 – October 10.

Timeline for Wharton Resume Content Reviews

| | |
|--------------------------------------|---|
| Now → September 18 | Update Profile in Career Path & Work on Resume |
| September 18 (11:59 pm ET) | Submit Resume to Career Path to have a Review by MBACM* |
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**Each student may submit their resume for one resume review by a MBACM resume reviewer.*

Additional Support

| | |
|--|------------------------------------|
| Career Advisor Office Hours | Check schedule on MBACM website |
| 2nd Year Career Fellow In-Person Reviews | September 26 - 29 October 3 - 5 |
| Club Resume Reviews | Contact your clubs for more info |

Questions?

Appendix



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KNOWLEDGE FOR ACTION
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