

## SAMPLE RESUME LEAD 2000-3000

**Carla Hernandez**

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Milwaukee, WI 12345

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### EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI  
**Bachelor of Science in Business Administration**  
Majors: **Marketing & Entrepreneurship and Innovation**

May 2020  
GPA: 3.3/4.0

**SKILLS:** Spanish language (fluent), MS Access

**Commented [LA1]:** Since Carla does not have an Objective Section, she has chosen to list skills such as language and high-level technology skills in the Education Section.

### MARKETING EXPERIENCE

#### Marketing Intern

YMCA OF MILWAUKEE, Milwaukee, WI

September 2017 – Present

- Conceptualize and design English and Spanish language print and web advertising materials for **People of Distinction awards**.
- Maintain contact with and provide information to 250+ contributors, nominators, nominees and award recipients.
- Develop new member marketing packet, add new member information to **MS Access database**.
- Write and edit monthly newsletters distributed to 2,000+ members.

**Commented [LA2]:** Carla uses descriptive section headers to focus an employer's attention on her marketing experience.

**Commented [LA3]:** Quantifiable detail is great, but is not always possible. By describing the nature of her task (English and Spanish language materials) as well as the recipient or impacted group Carla uses additional ways to highlight outcomes.

**Commented [LA4]:** Including language or technology skills in a bullet point with context or outcomes may create a bigger impact on employers.

#### Marketing Student Staff

ENROLLMENT MANAGEMENT, Marquette University, Milwaukee, WI

June -August 2017

- Completed research projects including a competitor analysis and student satisfaction assessment. Suggestions based on research resulted in layout changes to Q&A **webpage**.
- Analyzed response rates from direct mail outreach to high school sophomores and juniors.
- Provided courteous service to prospective students and families visiting the office.

**Commented [LA5]:** Carla lists the most relevant bullet points first.

### RELATED EXPERIENCE

#### Sales Associate

SALKED & SONS, INC, Waukesha, WI

June – August & School Breaks 2016 – Present

- Contribute to sales team by scheduling uniform fittings for 7 high **schools**.
- Fill orders and maintain stock of items in 3 departments.
- Assist **store manager** with obtaining price quotes for seasonal sports equipment.
- **Developed and tested group sales follow-up program** resulting in referral business.
- Guide customers with purchases of retail items and team supplies.

**Commented [LA6]:** Leading a team is great experience. However, it would also be relevant for Carla to describe the ways she supported or contributed to a team effort.

**Commented [LA7]:** Carla shows how she collaborated with a variety of employees ranging from sales team to manager.

**Commented [RK8]:** Even within a current role, this bullet begins with a past tense verb because the bullet point describes a completed project.

### CAMPUS LEADERSHIP

#### President, DELTA XI PHI SORORITY

- Oversee activities, membership, officers, and \$20,000 operating budget.
- Served as Social Chair (April 2016 – March 2017) and member (October 2015 – Present).

April 2017 – Present

#### Leader, HUNGER CLEAN-UP

Board Member, HALL COUNCIL

Volunteer, COUNCIL FOR THE SPANISH SPEAKING

April 2016, 2017

September 2016 – May 2017

October 2015 – May 2016

**Commented [LA9]:** Carla ends each of her bullet points with punctuation. Using or omitting punctuation is an acceptable approach. It is most important to select one method and use it consistently throughout the resume.

**Commented [LA10]:** While Carla contributes through each of these leadership experiences, her most extensive leadership exists within the role of President. As a result, this role is listed with descriptive bullets and the others are listed more succinctly.

### HONORS

Beta Gamma Sigma Business Honors Society  
Ignatius Scholarship (awarded for academic achievement)