

Résumé Resource Guide for Pre-Business Admission Process

This resource guide is intended to assist prospective BBA students in the process of developing a résumé for the Wisconsin BBA admission application. Use this document as a guide and appropriately personalize your résumé. Falsifying or misrepresenting information on your application (including your résumé) is grounds for automatic disqualification from the admission process and may result in forfeiture of a subsequent application.

Why submit a résumé as part of the BBA admission application process?

The decision to include a résumé in the required admission materials is intentional. A résumé has the ability to showcase the interests and abilities of applicants beyond their academic coursework. It provides the BBA Admissions Committee with a snapshot of the leadership and involvement, work experiences, and other skills or activities of each candidate. Finally, the inclusion of a résumé is meant to assist students in their own professional development, serving as a starting point in their future career development goals.

Additional Resume Support:

This resource guide should service as your primary guide in creating your initial résumé. During the spring semester, the BBA Program will provide additional support to students who would like their résumés reviewed in advance of the application deadline. More information about this process will be shared via email, Canvas, and on the BBA Program website.

Details on How to Apply to the Wisconsin BBA Program can be found at:

<https://business.wisc.edu/undergraduate/admissions/>

Résumé Resource Guide Outline:

- Best Practices and Considerations for Résumé Writing
- Résumé Sections
- Common Résumé Mistakes to Avoid
- Sample Résumés

BEST PRACTICES AND CONSIDERATIONS FOR RÉSUMÉ WRITING

Considerations related to overall résumé content:

- What have you done since high school? Consider your meaningful collegiate experiences to be stronger and to carry more weight than experience(s) gained or completed while in high school.
- What is the overall impression of your résumé? Read and review your résumé prior to submitting it to ensure there are no spelling, grammar, or content errors. Attend a Pre-Business 102 resume review session for additional insight on résumé content and formatting to be certain that you're on the right track.

Best practices related to résumé formatting:

- **Keep it to 1 page.** If your resume is longer than one page, the quality of your application will be significantly negatively impacted.
- Each experience or activity should be listed in reverse chronological order. Within each section, your most recent experiences should come first, followed by those that have concluded, according to the month and year listed for each position or activity.
- Use your resources. Refer to the “Résumé Sections” portion of this document, and reference the sample résumés to guide your formatting.
- Read and review (and have it reviewed by others). Read and review your own résumé, but also identify other trusted reviewers to ensure that your formatting is consistent, visually appealing, error free, and easy to read.
- Submit as a PDF. In order to avoid Word Document inconsistencies across platforms such as Mac versus PC, your résumé should be submitted as a PDF when applying.

Best practices related to bullet point development:

- Utilize bullet points rather than paragraphs to articulate your accomplishments, contributions, or to communicate other relevant details for each work experience or activity.
 - Bullet points are *not* just tasks or job responsibilities; your goal is to communicate what you contributed, accomplished, or added to each position or experience. List measureable outcomes and the impact you made as a direct result of your involvement and leadership.
- Use the model below to assist you in crafting strong bullet points:

The Bullet Point

Action Verb

*Communicates:
skill, knowledge, or
accomplishment.*



**What you did, how
you did it, and the
result or purpose!**

*Context, detail, and quantifiable
information make stronger bullet points!*

- Begin each bullet point with an action verb. Examples include: lead, develop, supervise, train, collaborate, teach, organize, fundraise, strategize, create, present, and recruit. Google search '185 Action Verbs' for more ideas.
 - Use present tense action verbs for anything currently being done (no –ing forms of verbs should be used). An example of this is lead instead of leading or recruit instead of recruiting.
 - Use past tense for anything that has concluded. An example of this is using taught instead of teach or created instead of create.
- **Quantify experiences.** Include specific numbers within your bullet points to provide context and detail to your story (e.g. how many members participated, the total amount of money raised, how frequently you completed a task). Consider using numbers, dollars, and percentages whenever possible.
- Provide context and detail. A bullet point should not be a vague description of your job responsibilities or involvement. Instead, provide detail and context for each bullet point in order to better articulate your accomplishments and experiences. You will not be present to answer any questions that a reviewer might have, so be as specific as possible to avoid any confusion.

RÉSUMÉ SECTIONS

HEADER:

The header of your résumé will be the first thing a reviewer sees. Headers should include identifying information, including name, address, and contact information. Make the name stand out from the rest of the résumé by using a slightly larger font size. Refer to the sample résumés for examples on formatting this section.

- Name: List at the top of the page and match your official UW student record name. It can and should be larger than the information on your resume.
- University E-mail Address: Use your @wisc.edu email address or official university email (for transfer students).
- Phone Number: Include only your preferred phone number.
- Mailing Address: Include either (or both) your present or permanent mailing address.

Bucky Badger

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EDUCATION:

The education information listed on your résumé should only include post-secondary institutions (**this does not include high school**). Post-secondary coursework completed during high school should not be included unless a degree was received. If you are transferring (or have transferred) from a university or college other than UW-Madison, this should be listed on the résumé. Refer to the sample résumés for examples on formatting this section.

- Line 1: University Name, Location
- Line 2: Intended Degree: Bachelor of Business Administration
 - If graduating from institution listed, provide a projected **graduation year**.
 - If not graduating from institution listed, provide the range of time spent there.

- Line(s) 3/4: Intended Major(s), Certificates, and Overall GPA
 - All GPAs should be listed on 4.00 scale, going no further than two decimal points.
- Study abroad experiences should be listed in the education section.
- If you were a high school valedictorian, received a significant university scholarship, or were recognized for other major academic accomplishments and wish to list these on your résumé, consider including an “Honors” section on the résumé.
- Do not list courses taken or “relevant coursework” on your resume

Education

University of Wisconsin-Madison
 Intended Degree: Bachelor of Business Administration
 Intended Major: Finance, Investment & Banking
 Certificate: Business Spanish
 Overall GPA: X.XX/4.00

Madison, WI
 May 20XX

Transfer University
 General Studies
 Overall: GPA: X.XX/4.00

City, State
 January 20XX- May 20XX

EXPERIENCE:

This portion of the résumé should include paid work experience and paid/unpaid internships. We encourage applicants to format their résumé based on those experiences which reflect their greatest accomplishments and/or business-relevance.

Within the Experience section:

- List your most recent experiences first, using reverse chronological order.
- Include the company/organization name, geographic location, title of position, and dates employed (see sample résumés for examples).
- If you held multiple roles with the same company/organization, list the company’s name and location only once, followed by each position (in reverse chronological order) with its respective bullet points (see example below that demonstrates a multiple-position experience).
- Future internships that have been accepted may also be included. See the sample résumés for examples of how best to include these not-yet-completed experiences in this section.
- You should include at least two bullet points for each experience, but are encouraged to include more if necessary/appropriate. Utilize the Best Practices Related to Bullet Point Development section of this resource guide and the sample résumés to assist you in writing strong bullet points.

Experience

Company/Organization Name
 Most Recent Position Title

City, State
 Month, Year – Present

- Begin with an action verb and continue with what you did + how you did it + the purpose/the result
- Most experiences typically include 2-3 bullet points per position. There are no rules against a bullet point taking up more than one line (as long as it’s meaningful)
- Use context, specifics, and quantifiable detail to better articulate the outcomes of your experience.

Previous Position Title

Month, Year-Month, Year

- If you have held multiple roles with the same company or organization, split them out and articulate both
- Bullet points listed under the previous title or position should begin with past tense action verbs

ACTIVITIES:

This section should highlight how your time is spent outside of the classroom, typically in an unpaid or extracurricular environment. More specifically, highlight your organizational involvement and leadership, as well as volunteer experiences.

- Include the organization name, geographic location ONLY if it is not taking place on campus (you do not need to specify location of involvement when it is at the university you are currently attending), position/leadership title, and dates involved (see sample résumés for examples).
- Apply the same general organization and bullet point rules as the “Experience” section above.

Activities

Student/ Community Organization

City, State

Leadership Title

Month, Year – Month, Year

- Utilize the same approach to writing strong bullet points here as you did in the Experience section
- Avoid using acronyms that might not be familiar to those outside of the organization—write out the full name once and then abbreviate if used again
- Move beyond “attend” as your primary accomplishment—think about what you’ve contributed or gained from your participation

OPTIONAL SECTIONS:

It is important to understand that not all applicants will have these sections; it depends on what type of experience the applicant has and whether those experiences warrant a separate section on the résumé.

SKILLS:

This section allows applicants to outline any proficiencies or technical skills they feel are applicable. It may also include specific courses or completed certifications. Language proficiency is also acceptable. Microsoft Office or Google Drive proficiency is not necessary to include in your skills section.

Skills

-
- Proficient in Spanish (verbal and written)
 - Familiar with Java Programming and C++; Experienced in the Adobe Creative Suite package

GLOBAL PROFILE:

Include a Global Profile section ONLY if you have spent extensive time abroad (beyond a single study abroad experience and beyond vacations) or if you are proficient/fluent in multiple languages.

Global Profile

-
- Fluent in Spanish (written and verbal); studied for eight consecutive years
 - Lived in Madrid, Spain from 20XX-20XX; lived in Rome, Italy from 20XX-20XX; traveled to more than 16 countries throughout Europe over two-year period

ACTUARIAL EXAMS/VEE COURSES:

For exams, differentiate between exams passed and exams you are sitting for; include the month and year you plan to sit for the exam if scheduled. For VEE courses, only list which requirements you have completed.

Exams and VEE Coursework

- Passed Exam P Month, Year
- Passed Exam FM Month, Year
- Sitting for Exam MLC Month, Year
- Fulfilled VEE requirements in Economics Month, Year (only list the ones you have completed)

HONORS AND AWARDS:

List honors if they have occurred in college and/or are uniquely impressive (i.e. only a few students receive the honor or it is highly recognizable).

Honors and Awards

- UW-Madison Chancellor's Scholar (20XX-Present)
- National Merit Scholar – Commended Student (20XX)
- Eagle Scout (20XX)

COMMON RÉSUMÉ MISTAKES TO AVOID

- Do not use a template to create your résumé, as they are difficult to edit and format, and often do not include the sections needed for a strong student résumé.
- Do not have any spelling or grammatical errors.
- Do not include a list of relevant coursework.
- Do not include an objective, summary of qualifications, profile, or similar section.
- Do not include personal pronouns in your bullet points (e.g. I, my, me, our, we).
- Do not use overly creative fonts on your résumé—select a font that is easily readable.
- Do not use images, pictures or graphics on your résumé.
- Do not provide overt, personal information such as birthdate, gender, photos, etc.
- Do not use narratives or paragraphs to describe your experiences and involvement (instead, utilize bullet points).
- Do not include personal or professional references or “References available upon request.”
- Do not provide a cover letter.

SAMPLE RÉSUMÉS

These sample résumés are intended to assist prospective BBA students in the process of developing a résumé for the Wisconsin BBA admission application. Use these sample résumés as a guide for formatting, but appropriately personalize and tailor your own résumé. Refer to the other sections of this resource guide for additional information regarding specific résumé sections and best practices related to content and formatting.

IMPORTANT NOTE: Falsifying or misrepresenting information on your résumé is grounds for automatic disqualification from the admission process and may result in forfeiture of a subsequent application.

- Sample Résumé #1: Helen C. White
- Sample Résumé #2: Frederic A. Ogg (transfer student)
- Sample Résumé #3: Bucky Badger (Athlete with Leadership Lab)

Helen C. White

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600 North Park Street • Madison, WI 53706

Education

University of Wisconsin-Madison

Madison, WI

Intended Degree: Bachelor of Business Administration

May 20XX

Intended Majors: Marketing; International Business

Intended Certificate: Business Spanish

Overall GPA: X.XX/4.00

Experience

The Wisconsin Union, Prairie Fire

Madison, WI

Barista

November 20XX-Present

- Engage with customers in a friendly manner while accurately receiving and preparing drink orders in order to create a positive overall customer experience
- Assist in on-site marketing strategy development by recommending new ways to promote seasonal and weekly specials to customers, resulting in an 8% increase in monthly sales

Denny's

Racine, WI

Server/Dishwasher

May 20XX-August 20XX (Seasonal)

- Promoted from role of Dishwasher to Server after only 3 months due to outstanding performance
- Greeted and served customers in an efficient manner, placing an emphasis on customer service, friendliness, and attention to detail
- Maintained knowledge of more than 75 menu items and often provided guests with specific recommendations
- Communicated and collaborated with other servers and kitchen staff to effectively serve the maximum number of guests during peak mealtimes

Activities

Ignite the Potential, Wisconsin School of Business

Madison, WI

Student Participant

October 20XX-Present

- Network with corporate sponsors, faculty, staff, and other pre-business students to learn more about the School of Business, business professionalism, and authentic leadership
- Enhanced leadership and personal capability in business by participating in multiple breakout sessions

Alpha Chi Omega, Kappa Chapter

Madison, WI

Sisterhood Chair

January 20XX-January 20XX

- Create a community based on sisterhood, leadership, learning, and service by planning and executing at least three sisterhood events per semester and striving to foster relationships amongst 150 chaptermembers
- Participate in semesterly fundraising events to raise more than \$3,000 for philanthropy

American Marketing Association (AMA)

Madison, WI

Active Member

September 20XX-Present

- Gain knowledge of potential career opportunities by attending weekly employer presentations
- Develop business acumen by interacting with group members to design marketing strategies and engage in problem-solving opportunities
- Partner with other members twice per semester to serve local community organizations in the Madison community

Skills

Language: Spanish (Fluent); Italian (Conversational)

Technical: Proficient in SQL, SPSS, Quickbooks

Frederic A. Ogg

fredogg@wisc.edu | 608.123.4567 | Madison, WI

Education

University of Wisconsin Madison

Intended Degree: Bachelor of Business Administration
Intended Major: Finance, Investment & Banking
Overall GPA: X.XX/4.00 (Dean's List 2 Semesters)

Madison, WI
May 20XX

University of Iowa

General Studies
Overall GPA: X.XX/4.00

Iowa City, IA
August 20XX-May 20XX

Experience

Robert W. Baird & Co.

Recruiting and Talent Acquisition Intern

Milwaukee, WI (Remote)
May 20XX – August 20XX

- Participated in 50+ candidate interviews, ran background checks, and verified educational information in order to provide hiring recommendations to leadership team
- Entered contract dates, appointments, promotions, and confidential information into various databases
- Assisted in the planning and organization to ensure a successful on-campus recruitment cycle for fall

Center for the First-Year Experience

Transfer Ambassador

Madison, WI
September 20XX – September 20XX

- Strategized new approaches to connect with first semester transfer students at weekly staff meetings
- Collaborated with campus departments to effectively identify and address the needs of transfer students
- Distributed weekly e-mails to update transfer students on available opportunities and programs on campus and in the larger Madison community
- Coordinated 10 events over the year, such as bonfires and bowling nights, to help build community among new transfer students
- Utilized social networking platforms to quickly communicate answers to transfer students' questions

Greater Green Bay YMCA

Swim Instructor

Green Bay, WI
May 20XX – August 20XX (seasonal)

- Taught weekly swimming lessons to children, ages 3-13, with a focus on building confidence in the water and developing age-appropriate skills and in a fun and safe environment
- Collaborated with two other instructors to execute and adapt lesson plans and maintain safety for all members
- Built strong relationships with families by communicating weekly improvements and addressing concerns

Leadership and Involvement

Finance and Investment Society (FIS)

Communications Chair

Madison, WI
January 20XX – Present

- Manage all official internal and external communication for the organization
- Collaborate weekly with seven executive board members to determine programming for a 150+ member organization and delegate planning and execution responsibilities to committee chairs
- Network with alumni and employers to learn more about industry opportunities through on-campus speaker events and corporate site visits in the Midwest region

Capital Management Club

Associate Member

Madison, WI
September 20XX – Present

- Develop equity research skills through attending training sessions that utilize FactSet software
- Learn value and growth-based investing strategies by looking at relevant company multiples

Bucky Badger

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EDUCATION

University of Wisconsin-Madison

Madison, WI

Intended Degree: Bachelor of Business Administration

May 20XX

Intended Majors: Risk Management & Insurance and Marketing

GPA: X.X/4.0

EXPERIENCE

Incoming Marketing Intern

Madison, WI

Wisconsin Athletics

Fall 20XX (Future)

- Will execute sponsor-branded in-game promotions, collaborating with partners including Culver's, UW Credit Union, and Klement's, to ensure brand-aligned, engaging live game-day experiences
- Will lead fan and contestant management for live in-game activations, averaging approximately 19,000 fans per game
- Will assist in writing and executing game-day run-of-show scripts using Shoflo

University of Wisconsin-Madison Varsity Football

Madison, WI

NCAA Division I Student-Athlete

August 20XX-Present

- Work with teammates from all over the country to practice, condition, and study film 35+ hours a week
- Manage time effectively to succeed academically while traveling nationwide for games 6 times during fall semester
- Dedicate 10+ hours a semester to volunteering with Badgers Give Back, refining skills in inclusive leadership, communication, and teamwork

Supreme Court Basketball

Lincoln, NE

Tournament Site Manager

May 20XX-July 20XX

- Organized and led 5 multiple-day youth basketball tournaments for middle school teams in Lancaster county throughout the summer
- Facilitated positive referee and coach interactions, creating a seamless experience for all participants
- Developed surveys to evaluate inefficiencies and innovate solutions to improve tournament scheduling, communication, and player experience

Camp Coach

January 20XX-March 20XX

- Coached up to 4 groups of 10-20 kids aged 7-14 through drills, practices, and games while creating a positive and supportive atmosphere
- Oversaw organization of equipment to ensure appropriate allocation of resources throughout 10 weeks of camps

LEADERSHIP AND ACTIVITIES

TAMID Group UW-Madison

Selected Member | The Fund

September 20XX-Present

- Gain valuable hands-on experience in investing and financial accounting through attending monthly workshops
- Evaluate Israeli start-up companies using SWOT analysis and other widely used analytical techniques to advance research skills while enhancing knowledge of the Israeli start-up ecosystem
- Assess various business models using 10-K filings, balance sheets, income statements, and other financial reports in order to formulate research-backed investment decisions

Wisconsin School of Business Leadership Lab

Mindsets in Motion Cohort Member

September 20XX-May 20XX

- Engaged with a cohort of X students through 6 sessions featuring simulations and activities designed to develop entrepreneurial, inclusive and tenacious leadership mindsets
- Completed 4 experiential events, including case competitions and debates, that provided environments to practice and refine leadership skills
- Identified areas of strength and growth through a coaching session which informed the next phase of the leadership development journey

SKILLS & CERTIFICATES

Spanish (Fluent), R (Proficient), Supply Chain Management Exploration Badge (May 20XX)