

# BUSINESS RESOURCES

- ✓ Additional Resources..... p. 2
- ✓ Resume Samples..... p. 3-8
- ✓ Interviewing Information..... p. 9
- ✓ Web Resources..... p. 10

# ADDITIONAL RESOURCES

In addition to this workbook, Career Services has an abundance of other resources and guides to help you. These materials can be found on our website and in our Career Center.

- Some of our resources/books include the following:
  - Resumes: Knock ‘em Dead Resumes and Gallery of Best Resumes.
  - Cover Letters: Gallery of Best Cover Letters.
  - Interviewing: High-Impact Interview Questions – 701 Behavior-based Questions; Succeeding at Your Interview; Interview Magic; and Interviewing packet on website.
  
- In addition, make sure to review the other academic areas on the Major Resources section on our website to find more examples of how to design your resume.
  
- Before sending out your resume and cover letter, make sure it is error free and markets you in the best way. Schedule an appointment with a Career Counselor to have your documents reviewed. We can be reached at 215-646-7300 ext: 230 or [careerservices@gmc.edu](mailto:careerservices@gmc.edu).

*\*These resumes are available as samples only.  
Please use it as a guide and don't copy them word-for-word.*

## JANE STUDENT

1496 Richwood Drive ♦ Philadelphia, PA 19129 ♦ (215) 555-1234 ♦ jane.studentgmc@yahoo.com

### PROFESSIONAL PROFILE

Marketing professional with 5+ years of industry and management experience, seeking the position of Assistant Account Manager with Lansdale Advertising, Inc. Specific skill set includes:

- Background which includes market research, product development, designing of marketing collateral, strategic planning
- Proven ability to work as an effective team member and meet the needs of various clients
- Proficiency in MS Office, Photoshop, SPSS, MS Publisher and HTML

### MARKETING EXPERIENCE

Philadelphia Eagles, Philadelphia, PA Feb. 2010-Present

#### Senior Marketing Representative

Responsible for new business development for Philadelphia Eagles Foundation in national and international markets. Key Accomplishments include:

- Created new relationships with local businesses to enhance the Eagles brand
- Organized charity fundraiser for cancer research, raising over \$250,000 from outside donations

Accent Marketing Concepts, Inc., Philadelphia, PA June 2008-Feb.2010

#### Marketing Representative

Account management and development of strategic marketing plan for clients. Key Accomplishments include:

- Coordinated inside sales marketing plan through direct mail and trade shows
- Created an updated training manual for all marketing new hires, template was later used by other departments

### ADDITIONAL EXPERIENCE

Penn State University, State College, PA Sept. 2006-May 2008

#### Business Manager, Athletic Department

- Oversaw the accounts payables & assisted with receivables
- Managed administration of department budget reports and coordination of quarterly financial meetings

Dick's Sporting Goods Store, Philadelphia, PA Feb. 2005-Aug. 2006

#### Assistant Store Manager

- Responsible for daily cash deposits, hiring and training of support personnel, and retail sales
- Increased sales by 8% with the design and implementation of new customer service training program

### EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA May 2010

#### Master of Science in Management

Concentration in Sports Management

Lafayette College, Easton, PA May 2005

#### Bachelor of Science in Marketing

### PROFESSIONAL DEVELOPMENT

Member, Sports Management Association 2008-Present

Member, National Association of Marketing Professionals 2009-Present

Member, Women in Sports Careers Foundation 2009-Present

# SAM ACCOUNTANT

378 Murietta Ave

Lansdale, PA 12345

[student.s@gmc.edu](mailto:student.s@gmc.edu)

(123) 555-6789

---

## EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA

May 2012

### Bachelor of Science in Accounting

GPA: 3.8

- Honors/Awards: Dean's list 4 semesters, recipient of Mercy Scholarship for academic achievement
- Relevant coursework: Intermediate Accounting I & II, Personal Taxes, Auditing, Economics

## ACCOUNTING PROJECT

Intermediate Accounting II, Gwynedd-Mercy College

Spring 2011

- Worked as a member of a four-person team to develop a successful accounting system for local small business with the goal of streamlining their system by introducing updated technology
- Final project was implemented by the company, saving the accountant time and money

## RELATED EXPERIENCE

Ernst & Young, New York, NY

Summer 2011

### Accounting Intern

- Selected as summer intern to assist in the preparation of tax returns for individuals and small business
- Worked with Operations Manager to reconcile monthly payables/receivables and prepare electronic documents for audits
- Corresponded with associates and clients to enhance customer service skills

Accounting Department, Gwynedd-Mercy College

Spring 2011

### Tax Preparation Volunteer

- Assisted local families with preparing and filing their income taxes
- Gained experience with various income tax forms and enhanced customer service skills

## OTHER EXPERIENCE

Iron Hill Brewery, North Wales, PA

Summer 2009-present

### Server and Shift Manager

- Provided customer service and supervised a staff of 8-10 employees during closing shifts
- Maintained accuracy of all cash register draws
- Assisted in the hiring and training of new employees

Admissions Office, Gwynedd-Mercy College

Spring 2009-present

### Griffin Ambassador

- Give guided tours to prospective students and their families, educating them about the campus, academic programs, and activities

## PROFESSIONAL DEVELOPMENT

- Member, Pennsylvania Institute of Certified Public Accountants Fall 2009-present
- Member, Gwynedd-Mercy College Accounting Club Fall 2009-present

# GWYNEDD GRIFFIN

1325 Sumneytown Pike; Gwynedd Valley, PA 19446

(215) 646-7300; [griffin.g@gmc.edu](mailto:griffin.g@gmc.edu)

## PROFILE

---

Highly creative individual with extensive leadership experience seeking a position in the field of public relations or marketing. Strengths include:

- Student athlete who devoted an average of 30 hours per week to training, practices, meetings, travel and game competition while also excelling in the classroom
- Self-motivated, energetic, able to take on new challenges
- Dynamic leader who communicates well in team environments and excels at multi-tasking
- Strong computer skills including using Microsoft Office and QuickBooks

## EDUCATION

---

Gwynedd-Mercy College (GMC)

**Bachelor of Science in Business Administration**

Concentration: **Marketing**

Gwynedd Valley, PA

Graduate: May 2012

GPA 3.68

## WORK EXPERIENCE

---

Davidson and Jones Public Relations

**Public Relations Intern**

Philadelphia, PA

Summer 2011

- Wrote press releases on different client's news, events, and achievements
- Accurately and efficiently performed data entry and analysis and researched media clips

Abercrombie & Fitch

**Sales Associate**

Lansdale, PA

Aug. 2009-Dec. 2010

- Provided excellent customer service at a busy store in the Montgomery Mall
- Took the initiative to come up with ideas to improve the look of the store including changing the layout

## LEADERSHIP EXPERIENCE

---

GMC Baseball Team

**Captain/Pitcher**

Gwynedd Valley, PA

2009-Present

- Selected as 1 of 2 captains and provide leadership to a team with more than 40 members
- Participated in raising over \$8,000 for a local cancer society by assisting with several fundraisers
- Gained valuable leadership skills such as communication and problem solving

GMC Student Athletic Advisory Committee

**Member**

Gwynedd Valley, PA

2010-Present

- Selected as 1 of 2 players to represent the baseball team on the committee
- Attend meetings to discuss relevant student athletic issues such as preferred scheduling and meal money

GMC Student Activities Committee

**Director of Event Planning and Publicity**

Gwynedd Valley, PA

2009-Present

- Head of committee that plans dances, bingos, trivia nights, and other events on campus
- Utilize marketing knowledge and skills to publicize events, including designing posters and digital flyers

## HONORS/AWARDS

---

- Earned 2<sup>nd</sup> Team All-Conference Pitcher and three consecutive selections to the All-Academic Team
- Team Captain from 2008-Present
- Received Conference Sportsmanship Award

# CHRIS GRIFFIN

23 West Elm Street

Philadelphia, PA

215-123-4567

[email@gmc.edu](mailto:email@gmc.edu)

---

## OBJECTIVE

To obtain a marketing internship at Gwynedd Marketing, Inc.

## EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA

May 2012

**Bachelor of Science in Business Administration**

GPA: 3.2

- Concentration: **Finance**
- Related Coursework – Principles of Marketing, Financial Strategies, Economics I & II, Accounting

## BUSINESS PROJECTS

Principles of Marketing, Gwynedd-Mercy College

Spring 2011

- Successfully completed semester-long project of researching a particular company to determine their unique marketing needs
- Conducted market research for the company, compiled results into presentation and final paper
- Demonstrated the ability to work as part of a team, while also taking on a leadership role as coordinator of in-class presentation. Received an A for the project.

Financial Strategies, Gwynedd-Mercy College

Fall 2010

- Created an advertising campaign for the Gwynedd-Mercy Admissions department,
- Developed various strategies to increase visibility and reduce costs in the community. Ideas have been used with the Admissions department.

## CLUBS & ORGANIZATIONS

Member, GMC Finance Club, Gwynedd-Mercy College

Fall 2009-present

- Create financial plans to meet the needs of various departments and student groups.
- Attend bi-weekly meetings to discuss marketing topics.

Member, Gwynedd-Mercy Men's Basketball Team

Fall 2009-present

- Developed exceptional team-work, communication, and time-management skills.
- Selected as Team Captain for 2010 season.

## WORK EXPERIENCE

Basketball Coach, Springfield YMCA, Springfield, PA

Summer 2009, 2010, 2011

- Responsible for teaching the fundamentals of basketball and team-work to 25-30 elementary school students.
- Organized events and activities for all camp members.

## SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Excellent leadership, communication, and interpersonal skills

# JIM HALPERT

1212 Griffin Way, Ambler, PA 19437  
215-646-7300, [halpert.jim@office.com](mailto:halpert.jim@office.com)

## WHAT I CAN OFFER WACHOVIA BANK AS YOUR NEWEST ACCOUNT EXECUTIVE

Sales, retail and marketing professional with more than 7 years of experience in the business profession. Specific skill set includes:

- Strong leader who consistently exceeds objectives and increasing bottom-line profits.
- Highly skilled in communicating and developing relationships with clients and staff.
- Excellent sales professional who anticipates customer's needs.
- Extensive experience in the sales process while providing outstanding customer service to clients and support to staff.

## RELATED EXPERIENCE

Dunder Mifflin

Scranton, PA

**Account Executive**

Aug. 2009-Present

Responsible for sales of payroll processing and payment services. Managed client accounts, including resolving problems and providing superior customer service.

- Recruited new accounts through target research and cold-call sales.
- Earned top sales performer on a consistent basis.
- Developed and enhanced relationships with business clientele.

Hanesbrands, Inc.

Cherry Hill, NJ

**Retail Planning Manager**

April 2008-July 2009

Operated the retail planning process for a multibillion dollar company. Supervised inventory flow and fill rates for customers.

- Teamed with other departments to enhance interdepartmental communications, resulting in developing accurate forecasting and improving documentation processes.
- Developed and implemented various systems for both process and planning improvements.
- Prepared and presented weekly and monthly reports focusing on strategies, risks and action plans.

Sara Lee

North Wales, PA

**Sales Services Manager**

Dec. 2006-April 2008

Directed and oversaw activities concerning the sales representatives and analysts. Monitored customer satisfaction levels by collaborating with several departments and by conducting one-on-one client consultations.

- Improved reporting systems, resulting in a significant reduction of workload within the administrative department.
- Spearheaded new policies that resulted in \$500,000 annual savings.
- Coordinated strategic planning meetings with staff members that reviewed business management strategies.
- Closed \$7.1 million in sales on a new product brand launch.
- Increased market penetration of an existing product from 6.9% to 10%.

**Customer Compliance Manager**

May 2003-Dec. 2006

Managed top customer accounts and focused on ensuring that no chargebacks or fines occurred.

- Exceeded goals by achieving more than \$1.6 million in claim reversals during the first fiscal year.
- Provided cost-effective solutions and negotiated deductions.
- Created high-impact presentations for new clients.

## **EDUCATION**

Gwynedd-Mercy College

**Master of Science in Management**

**Bachelor of Science in Business Administration**

Concentration: **Management**

Gwynedd Valley, PA

Graduated: 2006

Graduated: 2003

## **PROFESSIONAL ENRICHMENT**

### Workshops:

- Outstanding Customer Service Skills
- Management and Supervisory Training
- Ethics of Selling
- Industry-Specific Services and Products

### Memberships:

- Sales Leaders in North Carolina (former president)
- Winston-Salem Chamber of Commerce (volunteer)

## **COMMUNITY ACTIVITIES**

- Boy Scouts of America (leader of Troop 7219)
- Samaritan Soup Kitchen (volunteer)
- St. Andrews Presbyterian (volunteer)
- Local nursing homes (volunteer)

# **INTERVIEWING INFORMATION**

## **Employer Questions**

- What made you decide to interview with our company?
- What do you know about our company? Why do you want to join our company?
- What is the most appealing aspect of our company and this particular career opportunity? Least appealing?
- Why did you select your major?
- Where do you see yourself in 3-5 years?
- What was the most interesting class you took? Least interesting?
- Tell me about the most significant decision you have made regarding your education.
- Tell me about a time you took a leadership role.
- Give an example of a problem you solved and the process you used to arrive at the solution.
- Describe a situation in which you had to work with a “very difficult” person.
- Give me an example of how you handle working under pressure.
- Tell me about a time when you handled a difficult situation with a co-worker.
- Tell me about a time when you had to deal with an irate customer.
- Describe when you or a group that you were a part of was in danger of missing a deadline. What did you do?
- If you were to introduce a new product to someone, what are some ways you would go about doing it?
- Describe a time when you used data to prove a point?
- Give me an example of how you are a risk taker?
- Why should we hire "you" over everyone else we interviewed?
- Give me an example of a time your ethics were tested and how you responded and reacted.
- What problems do you see in your school? How would you go about correcting them?
- What other positions have you had or what skills, experience, and training do you have that make you qualified for the job?
- Do you think your extracurricular activities were worth the time you devoted to them? Why?
- What qualifications do you have that make you feel you will be successful in your field of interest? What personal characteristics do you consider necessary for success in your field?
- What types of situations put you under pressure, and how do you deal with pressure?
- If I asked the people who know you well to describe you, what three words would they use?
- Tell me about a team project of which you are particularly proud and your contribution?
- Name two management skills that you think you have?

## **Questions to Ask Employers**

- What is the company culture like?
- Why did you join the company? What has your career path been like?
- What significant change has the company experienced in the last few years and how would that affect the person hired for this role?
- What makes an employee successful in your company?
- What type of training would be provided for the person hired into this role?
- What are the major responsibilities of this position?
- What are your plans for new products or services?
- How would you define your management philosophy?
- What are you looking for in the person who will fill this job?
- What kind of training would I receive?
- What activities could I engage in now that might help me on the job if I'm hired?
- How long have you been with the company?
- What do you like most about your job and the company?
- What are the avenues for advancement?

*\*Make sure to check out the “Interviewing Packet” in the Interviewing section of the Career Services website at [www.gmc.edu/careerservices](http://www.gmc.edu/careerservices)*

# WEB RESOURCES

## **Accounting**

Accounting Jobs

[www.accountingjobs.com](http://www.accountingjobs.com)

CPA Firms

[www.cpafrms.com](http://www.cpafrms.com)

Info on Accounting Careers

[www.becker.com](http://www.becker.com)

American Institute of Certified Public Accountants

[www.aicpa.org](http://www.aicpa.org)

National Association of Black Accountants

[www.nabainc.org](http://www.nabainc.org)

PA CPA's

[www.picpa.org](http://www.picpa.org)

Accounting Careers

[www.accounting.com](http://www.accounting.com)

America Society of Women Accountants

[www.aswa.org](http://www.aswa.org)

Directory and Job Postings

[www.cpadirectory.com](http://www.cpadirectory.com)

CPA Info

[www.cpazone.com](http://www.cpazone.com)

## **Business administration**

Business week online

[www.businessweek.com](http://www.businessweek.com)

Commerce Net

[www.commerce.net](http://www.commerce.net)

American Management Association

[www.amanet.org/index.htm](http://www.amanet.org/index.htm)

Black Business Association

[www.bbala.org](http://www.bbala.org)

Business Careers

[www.careers-in-business.com](http://www.careers-in-business.com)

American Business Women's Association

[www.abwahq.org](http://www.abwahq.org)

American Small Business Association

[www.asbaonline.org](http://www.asbaonline.org)

National Management Association

<http://nma1.org/>

National Foundation for Women Business Owners

[www.nawbo.org](http://www.nawbo.org)

## **Finance**

Banking, accounting, and finance positions

[www.careerbank.com](http://www.careerbank.com)

Banking and financial jobs

[www.bankjobs.com](http://www.bankjobs.com)

Business Positions

[www.jobsinthemoney.com](http://www.jobsinthemoney.com)

Entrepreneur Information

[www.entrepreneur.com](http://www.entrepreneur.com)

Information on Consulting Careers

[www.careers-in-business.com/consulting/mc.htm](http://www.careers-in-business.com/consulting/mc.htm)

Careers in Finance

[www.careers-in-finance.com](http://www.careers-in-finance.com)

## **International business**

International Jobs

[www.internationaljobs.org](http://www.internationaljobs.org)

Transitions Abroad

[www.transitionsabroad.com](http://www.transitionsabroad.com)

Internships Abroad

[www.internabroad.com](http://www.internabroad.com)

International Business Careers

[www.international-business-careers.com](http://www.international-business-careers.com)

Peace Corps

[www.peacecorps.gov](http://www.peacecorps.gov)

Information and Jobs

[www.globalroutes.org](http://www.globalroutes.org)

## **Marketing**

Marketing/Management Jobs Federation

[www.marketingjobs.com](http://www.marketingjobs.com)

American Marketing Association

[www.marketingpower.com](http://www.marketingpower.com)

Jobs in Sales and Business

[www.acareerinsales.com](http://www.acareerinsales.com)

American Marketing Association Foundation

[www.themarketingfoundation.org](http://www.themarketingfoundation.org)

## **Human Resources**

Society for HR Management

[www.shrm.org](http://www.shrm.org)

HR Village

[www.hrvillage.com](http://www.hrvillage.com)

Human Resources

[www.hr.com](http://www.hr.com)

HR Guide

[www.hr-guide.com](http://www.hr-guide.com)

HR Jobs

<http://hr.jobs.comwww.jobs4hr.com>

## **Public relations**

Public Relations Society of America

[www.prsa.org](http://www.prsa.org)

Work in PR

[www.workinpr.com](http://www.workinpr.com)

PR Jobs

[www.prweekus.com](http://www.prweekus.com)

PR Crossing

[www.prcrossing.com](http://www.prcrossing.com)