



Career Services

"Your journey to career success begins here..."

Gwynedd-Mercy College • Campbell Hall • Ext. 230 • careerservices@gmc.edu

BUSINESS RESOURCES

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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 in our Career Library and/or on our website.

- Some of our resources/books include the following:
 - Resumes: Knock 'em Dead Resumes; Gallery of Best Resumes; and Expert Resumes for Health Care Careers.
 - Cover Letters: Gallery of Best Cover Letters.
 - Interviewing: High-Impact Interview Questions – 701 Behavior-based Questions; Succeeding at Your Interview; Interview Magic.

- In addition, make sure to review the other academic areas on the Major-Specific Resources section on our website to find more examples of how to design your resume. (www.gmc.edu/careerservices)

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 Career Services to have your documents reviewed. We can be reached at 215-646-7300 ext: 230 or careerservices@gmc.edu.

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

SUE STUDENT

987 Main Avenue; Lansdale, PA 19446
(216) 555-1212; sue_student1@email.com

OBJECTIVE

Seeking a position in marketing where the utilization of leadership skills and creativity are significant

EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA

May 2011

Bachelor of Science in Business Administration

Concentration in Marketing

PROJECTS

Goodyear: analyzed focus group data on marketing to 18-30 year olds and proposed new methods of reaching various segments within that market

My Only One: researched and analyzed possible target markets for a phone service company; submitted research and proposals on possible target market to help increase service and company awareness within that market

Philadelphia Metro Law Fair: ran advertising campaigns throughout Pennsylvania with radio spots, college newspaper ads, banners, and flyers to increase attendance at the annual law fair

Ametek Lamb: analyzed current website design and structure; submitted a proposal on better utilization of web-based tools in order to increase company awareness, sales, current customer relations, and traffic.

PROFESSIONAL EXPERIENCE

Marketing Intern, URS Corporation, Philadelphia, PA

Fall 2010-Present

- Assisted marketing manager in the development of proposals for various engineering projects
- Compiled all relevant company and project information, resulting in the increase of clients

Public Relations Intern, FirstChoice Medical Staffing, Norristown, PA

Summer 2009

- Assisted recruiter in coordinating and planning events to increase employment of nurses
- Designed flyers, postcards, and digital newsletters for external marketing, resulting in an increase of employees

Sales Intern, Nordstrom, King of Prussia, PA

Summer 2008

- Learned the inner workings of running a department store through shadowing different departments
- Worked with visual merchandising in setting up all store displays, resulting in an increase of customer attention and attraction
- Went through a Manager-in-Training program, resulting in the understanding of managing a group of individuals and providing great customer service
- Focused on personal selling, resulting in a development of personal clients and one-on-one customer service

Shift Manager, Arby's Classic Ventures, Inc., Philadelphia, PA

2006-2009

- Led a crew in serving customers in a restaurant setting, nightly deposits, and daily activity reports
- Dealt with customer questions and complaints, resulting in better customer service
- Made decisions regarding restaurant operations, resulting in an increase of customer satisfaction

LEADERSHIP EXPERIENCE

Marketing Association, Gwynedd-Mercy College

President 2005-2006, Executive Vice-President 2004

- Community Service Sponsorships: Case Elementary, Cleveland Food Bank, AIDS walk, Breast Cancer walk, West Side Catholic Center, Achievement Centers for Children
- Fundraising and event planning for numerous activities: career fair, speakers, and company tours

SKILLS

Bilingual in English and Russian; Proficient in Microsoft Office: Word, PowerPoint, Publisher, and Excel

JANE STUDENT

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

PROFESSIONAL PROFILE

Marketing professional with 5+ years of industry and management experience, seeking a position in Sports Marketing. 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

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

Masters Degree in Business Administration

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

Cameron D. Jones
3700 Spruce Street, Box 100 Philadelphia, PA 19104
(215) 417-0000 cameron.j@gmc.edu

OBJECTIVE

To obtain a summer internship in asset management

EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA May 2011
Bachelor of Science in Business Administration
Concentrations in Finance & Accounting

Related Coursework: International Finance, Corporate Finance Theory & Structure in Financial Markets
Financial Accounting, Cost Accounting

Activities: Member of AIESEC, a business club focusing on the global workforce

WORK EXPERIENCE

Brockman Agency, Philadelphia, PA Summer 2010

Junior Account Executive

- Selected as summer intern for large international insurance brokerage
- Created databases detailing insurance premiums by region
- Corresponded with clients and associates worldwide regarding policy information
- Edited outgoing memos related to specific accounts

Davis Market Research Company, Lansdale, PA Summer 2009

Market Research Interviewer

- Conducted interviews with general public to gain information on political opinions and consumer demand necessary for clients' specific projects

Private Tutor, Gwynedd Valley, PA Sept 2005 - June 2008

- Tutored high school students in math, science, and French

VOLUNTEER SERVICE PROJECT

Friends of the Wissahickon, Philadelphia, PA Summer 2007

Environmental Project Team Member

- Participated in team project to improve Wissahickon Forest
- Created ecology management plan to maintain state park, which was later implemented

ADDITIONAL INFORMATION

- Proficient with Excel, PowerPoint, Access, Word, Virtual Basic, and Jump; familiar with Bloomberg
- Proficient in French
- Lived in Taiwan and Singapore, dual citizen of France and United States
- Extensive travel to France, Kenya, Mauritius, Greece, Malaysia, Thailand, New Zealand, and Mexico
Summer exchange student in Paris, France (2008)
- Completed Outward Bound course - group leader in Montana (2009)

Brian Walters

3700 Spruce Street

Philadelphia, PA

(215) 417-0000

walters.b@gmc.edu

EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA

May 2011

Bachelor of Science in Business Administration

Concentrations in Marketing and Finance

RELATED EXPERIENCE

University of Pittsburgh Medical Center, Pittsburgh, PA

Summer 2010

Intern - Corporate Real Estate Department

- Conducted NPV analysis of building and evaluated option scenarios resulting in recommendation to sell structure.
- Developed basis and suggestions for departmental operating procedures to be used in evaluation of UPMC Health System real estate holdings.

Oxford Development Company, Pittsburgh, PA

Summer 2009

Intern - Finance Department

- Reviewed loan agreements and debt summary worksheets for Chief Financial Officer.
- Revised and updated software program to be used by property managers for yearly budgeting.
- Began company-wide implementation of program by training property managers to use software for budgets.

Bayer Corporation, Pittsburgh, PA

Summer 2008

Intern - Strategic Planning and Business Analysis - Fibers, Additives, and Rubber Division

- Conducted extensive Internet and library market research for comprehensive database to be used by Bayer's chemical sales departments.
- Collaborated with special project team to implement initial phases of a cross-divisional project designed to identify untapped business opportunities.

ADDITIONAL EXPERIENCE

Pennsylvania Governor's School for International Studies, Pittsburgh, PA

Summer 2007

Business and Economics Resident Teaching Assistant

- Served as advisor to business and economics students during five-week summer program and coordinated stock market simulation.
- Acted as Mexico ICONS (International Communications and Negotiations Simulation) coordinator guiding team of 10 students.

Alexandria Hall, Gwynedd-Mercy College

2008 - Present

Resident Advisor

- Mentor and plan social and educational programs for 17 first-year students.
- Respond to crisis situations and mediate interpersonal conflicts between residents and staff.

ACTIVITIES

- Chairman, Senior Gift Drive, Class of 2011
- Admissions Office High School Outreach Program
- Eagle Scout Award with Silver Palm

SAM ACCOUNTANT

378 Murietta Ave

Lansdale, PA 12345

student.s@gmc.edu

(123) 555-6789

EDUCATION

Gwynedd-Mercy College, Gwynedd Valley, PA

May 2011

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 2010

- 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 2010

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 2010

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 2007-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 2008-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

SAMPLE INTERVIEW QUESTIONS

General questions:

- Tell me about yourself.
- Why are you interested in this position and/or organization?
- Why do you want a career in this field?
- Why did you choose the college you attended? Are you happy with that choice?
- What was your major and why did you choose it?
- What is the toughest decision you have ever made?
- Where do you see yourself three years from now?
- What are your career goals? How do you plan on reaching your career goals?
- What is your most significant accomplishment?
- What are your major strengths/weaknesses?
- How would you describe your personality?
- What motivates you?
- What will you do if we decide not to hire you?

Business-related questions:

- Interviewer picked up a paperweight and said "sell me this."
- If you were to introduce a new product into a foreign market, what are some of the factors you would first study in that country?
- You need more shelf space in a store, how do you convince the store manager to give it to you?
- Explain relational databases as if I were not computer literate.
- Describe telecommunications protocols.
- You mess up a depreciation/amortization number in your model, i.e. too low / too high. Walk through your income statement, balance sheet, CF and describe the net effect of your mistake.
- Did you ever have a leader you despised?
- Describe a time when you used data to prove a point?
- If you could have any job in the world, what would it be?
- Why do you want to work for us and not for our competitor?
- Give me an example of how you are a risk taker?
- Why should we hire "you" over everyone else we spoke to today?
- Why are tennis balls fuzzy?
- You have very good grades. However, you don't you have a 4.0. Given the fact that there are students around with stronger academic credentials, why should we consider you?
- Give me an example of a time your ethics were tested and how you responded and reacted.
- If you could be one person in the world, who would it be?
- What problems do you see in your school? How would you go about correcting them?
- Use 12 equal sided sticks to construct 6 equal size squares?
- What is the one question you don't want us to ask you?

Behavioral questions:

- Give me an example of how you handle working under pressure.
- Tell me about your leadership experience.
- Tell me about a disastrous team experience that you had.

Tell me about a time when you ...

- Worked effectively under pressure
- Handled a difficult situation with a co-worker
- Were creative in solving a problem
- Were tolerant of an opinion that was different from yours
- Had to deal with an irate customer
- Were unable to complete a project on time

☆ STAR Interviewing Technique ☆

One strategy for preparing for behavioral interviews is the STAR technique, which will help keep your answer on track and demonstrate your positive qualities to the employer(s).

Situation or Task

Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand, but not a tedious amount of background information. This situation can be from a previous job, from a volunteer experience, or any relevant event.

Action You Took

Describe the action you took and be sure to keep the focus on you. Even if you are discussing a group project or effort, describe what you did – not the efforts of the team. Don't tell what you might do, tell what you did. This is one of the most important parts of your answer, so be specific.

Results You Achieved

What happened? How did the event end? What did you accomplish? What did you learn?

Example: *Tell me about a time when you displayed initiative in a work situation?*

Situation or Task (ST): Advertising revenue was falling off for my college newspaper, *The Beacon*, and large numbers of long-term advertisers were not renewing contracts. I needed to find a way to increase ad sales for the paper.

Action (A): I designed a new promotional packet to go with the rate sheet and compared the benefits of *The Beacon* circulation with other ad media in the area. I also set up a special training session for the account executives with a School of Business Administration professor who discussed competitive selling strategies.

Result (R): We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent [quantity is always good] over the same period last year. From this situation I learned...

QUESTIONS TO ASK INTERVIEWERS

- 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?
- Describe a typical day.
- What kind of training would I receive?
- Where can I expect to go from this position?
- 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?
- How centralized is the organizational structure?
- What do you like most about your job and the company?
- Whom could I speak with who has the position now or who has been promoted from the position recently?
- What are the avenues for advancement?
- What is the turnover rate?

*Make sure to check out the "Interviewing Packet" in the Interviewing section of the Career Services website at www.gmc.edu/careerservices

WEB RESOURCES

Accounting

Accounting Jobs

www.accountingjobs.com

CPA Firms

www.cpafrms.com

Info on Accounting Careers

www.becker.com

American Institute of Certified Public Accountants

www.aicpa.org

National Association of Black Accountants

www.nabainc.org

PA CPA's

www.picpa.org

Accounting Careers

www.accounting.com

America Society of Women Accountants

www.aswa.org

Directory and Job Postings

www.cpadirectory.com

CPA Info

www.cpazone.com

Business administration

Business week online

www.businessweek.com

Commerce Net

www.commerce.net

American Management Association

www.amanet.org/index.htm

Black Business Association

www.bbala.org

Business Careers

www.careers-in-business.com

American Business Women's Association

www.abwahq.org

American Small Business Association

www.asbaonline.org

National Management Association

<http://nma1.org/>

National Foundation for Women Business Owners

www.nawbo.org

Finance

Banking, accounting, and finance positions

www.careerbank.com

Banking and financial jobs

www.bankjobs.com

Business Positions

www.jobsinthemoney.com

Entrepreneur Information

www.entrepreneur.com

Information on Consulting Careers

www.careers-in-business.com/consulting/mc.htm

Careers in Finance

www.careers-in-finance.com

International business

International Jobs

www.internationaljobs.org

Transitions Abroad

www.transitionsabroad.com

Internships Abroad

www.internabroad.com

International Business Careers

www.international-business-careers.com

Peace Corps

www.peacecorps.gov

Information and Jobs

www.globalroutes.org

Marketing

Marketing/Management Jobs Federation

www.marketingjobs.com

American Marketing Association

www.marketingpower.com

Jobs in Sales and Business

www.acareerinsales.com

American Marketing Association Foundation

www.themarketingfoundation.org

Human Resources

Society for HR Management

www.shrm.org

HR Village

www.hrvillage.com

Human Resources

www.hr.com

HR Guide

www.hr-guide.com

HR Jobs

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

Public relations

Public Relations Society of America

www.prsa.org

Work in PR

www.workinpr.com

PR Jobs

www.prweekus.com

PR Crossing

www.prcrossing.com