

# Alumni Resume Guidelines

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**Background:** An alumni resume differs from that of an MBA student's. While at Tepper, you probably relied on a skills-based resume. This is a powerful tool for career-switchers. Focusing on skills allows a candidate to illustrate that they can succeed in an MBA-role despite not having direct experience. At this point in your career, your resume needs to focus on your actual experience. The goal is to position your experience so that it is the most relevant to the job(s) you are pursuing.

**Resume Development Guidelines:** Use these points to craft your resume. These are suggestions, not rules. So, use your judgment to create a resume that you feel confident accurately represents you. An example resume follows on the next page. With 0-5 years of post-Tepper work experience, we still recommend a one page resume. Highly experienced alumni can add additional pages, but we generally recommend no more than 3 pages maximum length.

## 1. Start with this cosmetic approach

- Bold and capitalize your name. Use a font that is 2-4 points bigger than the copy.
- Include your location, email and phone number by or under your name. It's not required to put your street address on a resume because communication from companies is largely via email.
- Use a line to separate your Name/Contact information from the body of your resume.
- Capitalize EXPERIENCE and place it directly under that line.
- Capitalize company names
- Italicize your title and put it directly under the company name
- To the far right of the company name (same line), identify the City, ST where you worked
- To the far right of your title (and under City, ST), define your tenure at the company
- Lay out your career path in reverse chronological order (most recent job first).
- Place a line at the end of the EXPERIENCE section to indicate the conclusion of your work experience content.
- Capitalize EDUCATION and place it directly under that line.
- Start the EDUCATION section. List your universities and degrees in reverse chronological order.
- Mimic the cosmetic approach you used in the EXPERIENCE section. Specifically, capitalize any college/university names. Italicize your degree. Place City, ST and graduation data directly across from the institution's name and your degree respectively.
- Place a line at the end of the EDUCATION section
- Capitalize ADDITIONAL INFORMATION and place it directly under that line.
- Write the ADDITIONAL INFORMATION section which is only a few bullets.

## 2. Frame your EXPERIENCE so it's easy for the reader to see how you are relevant.

- Start each job description with an overview. This accomplishes a few things. First, the reader understands the purpose of your prior roles. Second, it allows you to provide context to the reader. Third, you can position yourself in the reader's mind. Your goal is to make it crystal clear that you can contribute in the role you are pursuing. Finally, it prevents you from creating a resume consisting of a long list of routine tasks.
- Use words that you find in your desired job's description so that the reader does not have to work to understand how relevant your past experience is.
- End this overview with "Highlights include:" so that you can showcase your biggest projects and accomplishments.
- Bullet point descriptions of your major accomplishments, awards, etc. This creates an opportunity to go into more detail including how you impacted the business results.

## 3. Keep the EDUCATION Section Relevant

- List your graduate(s) and undergraduate institutions.
- Showcase honors, awards or scholarships you received during your education. These are accomplishments and continue to be relevant in telling your story.
- Do not include Club (or other organizations) memberships. The focus is on your experience. Your membership in a club is irrelevant to a recruiter.

## 4. Keep the ADDITIONAL INFORMATION Section Relevant

- If you have technical skills, professional certifications or other job-relevant information which does not appear in the EXPERIENCE section, put it here.
- Keep it brief – one or two bullets.

# NAME

City, ST | 123.456.7890 | TepperAlum@gmail.com

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## EXPERIENCE

### COMPANY C

City, State  
X/XX- X/XX

#### Title

P&L Owner. Strategic lead on creating and realizing company's footprint in new market. Continually collaborated cross-functionally to drive progress on defining the market then mobilizing plans to disrupt it. Hub-of-the-wheel on cross-functional team including Business Development, Legal, PR, and external Stakeholders. Highlights include:

- Drove YoY growth on existing business. Recognized opportunity to impact the P&L by improving the consumer experience at purchase. Drove operational improvements which resulted in 17% increase in volume.
- Developed the strategic vision for major initiative. Conducted analyses to identify potential issues and opportunities in pursuing this initiative. Initiated target research including interviewing over 20 potential customers. Based on data, developed initial strategic direction. Then, gained buy-in to thinking from Leadership as well as external potential partners. Resulted in crafting the strategy that was approved and then used for customer acquisition.
- Created the business case for initiative. Developed a financial model to understand the impact on the P&L per contract acquired. Shared findings and possible scenarios with internal stakeholders in order to illustrate risk as well as upside of opportunity. Resulted in gaining buy-in to use the model.

### COMPANY B

City, State  
X/XX- X/XX

#### Title

Charged with conducting extensive analyses then synthesizing findings to uncover and identify initiatives to drive revenue and profit. Highlights include:

- Conducted an exhaustive competitive analysis of on-line efforts among key competitors. Evaluated e-content across the industry then synthesized findings with consumer data to develop insights. Resulted in recommending changes to the e-content of company's owned and operated sites.
- Assessed and prioritized products in the existing new product pipeline. Conducted a sales forecasting study and analyzed market share and growth rates in order to understand each opportunity. Resulted in recommending product prioritization based on maximizing revenue and margin.
- Identified new product opportunities. Analyzed existing portfolio and assessed the attractiveness and ability to win against the competition. Resulted in recommending strategic framework to guide future innovation and research.

### COMPANY A

City, State  
X/XX- X/XX

#### Title

Owned the creative strategy and used this lens to uncover, identify and then secure new opportunities across the company's properties. Highlights include:

- Defined the target. Collaborated with team to conduct qualitative and quantitative research including spearheading a segmentation study to gather deeper understanding of demographics, habits and lifestyles. Synthesized findings. Resulted in uncovering insights which shaped the customer acquisition experience.
- Drove revenue through partnership deals. Defined product/experience benefits to prospects. Then, conceptualized, produced, and designed pitch decks. Presented to potential partners. Resulted in increasing revenue by \$19M.
- Innovated product. Recognized the market interest in a product for a younger demographic. Validated interest via concept testing then spearheaded every phase of product development to commercialization. Resulted in successful launch which generated \$150K in incremental revenue.
- Recognized both internally and externally for the ability to innovate, drive business results and lead and manage cross-functional teams. Awards Include:
  - Awarded *Most Innovative Company* by Fast Company
  - Bronze Clio for *Impactful Integrated Campaign*

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## EDUCATION

### CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS

Pittsburgh, PA  
X/XX

*Master of Business Administration – MBA (STEM designated)*

### XYZ UNIVERSITY

City, State  
X/XX

*Bachelor of Science – Degree*

- Honors: Magna Cum Laude, Pennoni Honors, Order of Omega Honors Society
- Leadership/Teamwork: Captain of XXXX Team – NCAA D2

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## ADDITIONAL INFORMATION

- Technical Skills: Expert at XXX, Proficient in X and XXX
- Professional Certifications: XXXX XX XXXXXXXXX