

# Tepper School of Business

## Undergraduate Sample Resumes

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<a href="#">Freshmen Sample Resume</a> .....	2
<a href="#">Sophomore Sample Resume</a> .....	3
<a href="#">Junior Sample Resume</a> .....	4
<a href="#">Senior Sample Resume</a> .....	5

# FIRSE YEER

5032 Forbes Avenue, SMC 1111 • Pittsburgh, PA 15289 • (412) 123-4567  
freshman@gmail.com

## EDUCATION

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<b>Carnegie Mellon University</b> Bachelor of Science in Business Administration	Pittsburgh, PA May 20xx
<b>Pine-Richland High School</b> High School Diploma with Honors, 3.9/4.0 GPA	Gibsonia, PA May 20xx

## EXPERIENCE

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<b>The Tartan</b> , Carnegie Mellon's Student Newspaper Advertising Staff and Staff Artist	Pittsburgh, PA Sept. 20xx-present
<ul style="list-style-type: none"><li>• Work with businesses and campus organizations to place their advertisements in <i>The Tartan</i></li><li>• Answer inquiries from advertisers regarding procedures and other newspaper information</li><li>• Work with business department and editorial staff members to finalize and confirm all advertisements</li><li>• Compile past advertising data for future adjustments in prices and advertising options</li></ul>	
<b>Kumon Learning Center</b> Teaching Assistant	Gibsonia, PA Apr. 20xx-Aug. 20xx
<ul style="list-style-type: none"><li>• Helped students to complete and understand their assignments in math and reading, while encouraging them to develop independent learning and critical thinking skills</li></ul>	
<b>Global Marketing, Inc.</b> Marketing Intern	Wexford, PA June 20xx-July 20xx
<ul style="list-style-type: none"><li>• Collaborated with restaurants, venues, and universities in the Greater Pittsburgh area to promote their facilities in the 2013 city marketing brochure</li><li>• Revised the company statement in the 2013 brochure to reflect current projects and strategies</li><li>• Edited the monthly newsletter and managed social media sites such as Twitter and Facebook to advertise events and promotions in downtown Pittsburgh</li></ul>	

## ACTIVITIES

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<b>Smart Woman Securities</b> Member	Pittsburgh, PA Sept. 20xx-present
<ul style="list-style-type: none"><li>• Attend a seminar series with professors to learn about the investment research and asset allocation process</li><li>• Use knowledge from the seminar series to research a company's stock for an investment project</li></ul>	
<b>Future Business Leaders of America</b> Competitor and Member	Gibsonia, PA Sept. 20xx-June 20xx
<ul style="list-style-type: none"><li>• Competed in global business events at the regional and state levels in 20xx-20xx; achieved 1<sup>st</sup> place in Pennsylvania and advanced to the national competition</li><li>• Competed in an economics event at the National FBLA convention in Florida in the summer of 20xx</li><li>• Learned about topics in macroeconomics, microeconomics, management and marketing</li><li>• Helped to organize fundraising events, generating \$500 towards annual trips to state and national competitions</li></ul>	
<b>Operation Smile</b> Event Coordinator	Gibsonia, PA Sept. 20xx-June 20xx
<ul style="list-style-type: none"><li>• Planned and organized six events that raised approximately \$1,000 to contribute to the Operation Smile cause and promoted the organization's mission to the school and local community</li></ul>	

## SKILLS

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Microsoft Excel, Access and PowerPoint, Python, DoubleClick for Publishers

# Ivanna Job

(412) 555-1212, sophomore@cmu.edu

## Education

**Carnegie Mellon University**  
Bachelor of Science in Business Administration  
GPA: 3.74

Pittsburgh, PA  
May 20xx

## Work Experience

**Allegheny Energy**  
Regulation and Rates Summer Intern

Greensburg, PA  
June – Aug. 20xx

- Created Excel programs to be used in conjunction with real-time pricing schedules
- Analyzed charts and information for a presentation for the Board of Directors
- Hired as the first freshman intern for Allegheny Energy

**Merrill Lynch, The Calvert and Oliva Group**  
Volunteer Summer Assistant

Columbus, OH  
July 20xx

- Prepared materials for client meetings, including stock research and diversification data
- Researched potential customers and designed detailed Excel spreadsheets with the information

## Leadership Experience

**Sigma Alpha Epsilon Fraternity**  
Assistant Treasurer

Pittsburgh, PA  
Mar. 20xx – Present

- Manage the financial fundraising and a budget of \$5,000 for the fraternity
- Collect fraternity dues from all members and deposit them into appropriate accounts

**Lambda Sigma Honor Society**  
Member

Pittsburgh, PA  
Sept. 20xx – Present

- Develop service projects to enrich the community while maintaining high academic excellence
- Selected as one of only fifty students for this prestigious organization

**Carnegie Mellon University**  
Teaching Assistant, *Principles of Economics*

Pittsburgh, PA  
Jan. – May 20xx

- Worked with the professor to revise the syllabus and class materials
- Attended class to assist with information dissemination and graded work delivery

**Boy Scouts of America**  
Eagle Scout

Columbus, OH  
Jan. – Nov. 20xx

- Worked closely, as a three-time Senior Patrol Leader, with all scouts
- Developed leadership skills through managing group activities and addressing conflicts

## Additional

**Member:** Undergraduate Finance Association, Fall 20xx – Present

**Computer Skills:** Intermediate in Python, Excel, PowerPoint, Access

**Languages:** Fluent in Spanish; Basic knowledge of French

**Interests:** Community service, reading, rugby and fly fishing

# ANNA LIST

annalist@cmu.edu. (412) 555-5555. [www.linkedin.com/in/annalist](http://www.linkedin.com/in/annalist)

## Education

### Carnegie Mellon University, Tepper School of Business

Bachelor of Science in Business Administration; Concentration in Finance  
Additional Major in Statistics

**GPA: 3.7/4.0;** Dean's List: All Semesters

Pittsburgh, PA  
May 20xx

### London School of Economics

Completed Intermediate Macroeconomics Course  
Recipient, CMU Tartans Abroad Scholarship

London, UK  
July 20xx

## Experience

### Essential Finance

Investment Management Intern

Shanghai, China  
July 20xx-August 20xx

- Devised tax-effective offshore investment strategies for expatriates in China and prepared individualized financial plans for them
- Researched and recommended selections that would eliminate unnecessary mirror fund management fees for clients and facilitate growth in net returns by 22% on average per annum
- Attracted clients through networking and developed these relationships to yield a 60% attendance rate for new contacts at initial presentations

### Deloitte Consulting

Summer Intern, Strategy and Operations Division

Chennai, India  
May 20xx-June 20xx

- Evaluated the profitability of India's power sector for potential clients looking to make investments from abroad
- Formulated data from 40 local companies by creating Excel models to compute top performers for a management awards ceremony organized by Deloitte
- Created a competitive analysis and a 3-part plan for future market positioning in the region

## Leadership

### Undergraduate Finance Association (UFA)

President

Pittsburgh, PA  
February 20xx-Present

- Oversee events for 250 UFA members, handle corporate relations with external sponsors, and formulate the agendas for and direct activities of the Executive Board
- Organize the annual 'Network Manhattan' event by working closely with financial services alumni in New York City

### CMU University Health Services

Peer Health Advocate (PHA)

Pittsburgh, PA  
August 20xx-April 20xx

- Conducted stress management workshops for students while working with other PHAs to improve the program menu of Health Services
- Received AMA Certification in First Aid and CPR

### Business Opportunities Conference

Marketing Director

Pittsburgh, PA  
March 20xx-September 20xx

- Introduced a revamped marketing strategy, including creation of new designs, logos, and summary booklets, to promote the BOC to both students and recruiting companies
- Coordinated with participating companies to hold special promotional sessions with students

## Skills & Honors

- Selected as a 20xx Student Ambassador to Carnegie Mellon's sister campus in Doha, Qatar
- Represented CMU at the 20xx Undergraduate Business School Leadership Conference at Emory University
- Proficient with Python, Excel, Photoshop, and Salesforce software
- Languages: Hindi, Spanish, Telugu & Tamil

# MARKA TER

marketer@andrew.cmu.edu ♦ (412)555-5555

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## EDUCATION

### Carnegie Mellon University | Tepper School of Business

Bachelor of Science in Business Administration  
Concentrations: Marketing and Business Analytics  
Minor: Psychology  
GPA: 3.41/4.00

May 20xx  
Pittsburgh, PA

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## WORK EXPERIENCE

### Office Depot

On-Site Business Intern

Mar 20xx–Present  
Pittsburgh, PA

- Conducted marketing research to determine interest level in Office Depot and diagnose consumer pain points and used findings to develop strategies to increase interest through events and promotions
- Spearheaded initiative to make Office Depot primary provider of office supplies to CMU, segmenting their market into 5 distinct consumer groups on campus to better target their approach
- Created and implemented pilot student program featuring corporate-level discounts and free next-day shipping for Carnegie Mellon University students, with potential for program to be expanded to universities nationwide

### Google, Inc.

Consumer Operations Intern

Jun 20xx–Aug 20xx  
Mountain View, CA

- Developed consumer strategy through collaboration with marketing and engineering teams to reorganize and renovate help centers for all Google products, resulting in improved user experience for monthly average of 150,000,000 unique visitors
- Implemented strategy on test center that receives 430,000 monthly unique visitors and advised on analysis of results via 5 distinct contrived metrics based on Google analytics
- Led training sessions and formulated detailed and priority-ordered calendar of action items for next 2 quarters, instructing all help center content editors and stakeholders in implementing new strategy by quarter 4

### PUMA Time

Marketing and Sales Intern

Jun 20xx–Aug 20xx  
New York, NY

- Helped to coordinate and market PUMA City, one of PUMA's flagship events during 20xx World Cup, through design of events, social media networking, and collaboration with Macy's for in-store and street campaigns
  - Proposed new style of watch by analyzing merchandising reviews, consumer responses, and current trends; received favorable feedback from marketing management, and proposal was passed to senior management
  - Created weekly national sales analysis reports and merchandising reviews to determine and optimize performance of 20 new styles of PUMA watches
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## LEADERSHIP EXPERIENCE

### Undergraduate Marketing Organization

Vice President of Fundraising and Consulting

Nov 20xx–Present  
Pittsburgh, PA

- Raised over \$3000, with budget of \$500, for both organization and nonprofit causes by conducting market research through focus groups, using findings to design innovative fundraisers and promote them with effective advertising
- Launched UMO Consulting, marketing consulting division of organization, by designing 3 levels of corporate packages, creating detailed process and strategy for solicitation, recruiting student consultants, and securing corporate sponsors
- Designed and executed fundraising event that averages return of 350% and was so popular that it became UMO's first established and school-recognized annual event, cementing UMO's presence on campus

### People to People International

Co-President

Nov 20xx–Aug 20xx  
Pittsburgh, PA

- Helped launch Carnegie Mellon Chapter of this service and cultural education organization, designed its organizational structure and project management system, and recruited 205 new members
  - Organized 7 ongoing simultaneous service projects aimed to impact both local Pittsburgh-area and less-privileged countries abroad through collaboration with local and national nonprofit organizations
  - Led service project connecting chapter members to Burmese and Bhutanese refugees under political asylum in Pittsburgh so members could provide lessons in English language and American culture to facilitate smoother acclimation
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## DISTINCTION

### Johnson & Johnson Information Technology Case Competition | 2<sup>nd</sup> Place

Oct 20xx

- Placed 2<sup>nd</sup> out of 8 teams by designing strategy to improve internal technology and increase efficiency of staff communication

### Mortar Board Senior Honor Society | Inductee

May 20xx–Present

- Selected as one of 30 fourth-year students out of approximately 500 candidates on basis of scholarship, leadership, and service

### Kappa Alpha Theta Sorority, Inc. (Gamma Theta Chapter) | Rho Sigma (Recruitment Sister)

Mar 20xx–Sept 20xx

- Chosen as one of 30 greek women out of nearly 350 candidates to represent CMU sororities as both ambassador and recruiter
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## SKILLS

Microsoft [Excel, PowerPoint], Adobe Photoshop, Minitab, Qualtrics, SPSS, Programming [Python]