



AUBURN
UNIVERSITY

RAYMOND J. HARBERT
COLLEGE OF BUSINESS

*Office of Professional and
Career Development*

“The Harbert Way” Resume Standard

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6

1 Harbert Way
harbertway@auburn.edu
2 334-555-5555

3 UNIVERSITY ADDRESS
789 Tiger Drive Apt 125
Auburn, AL 36830

4 PERMANENT ADDRESS
123 Auburn Lane
Atlanta, GA 55555

5 EDUCATION

Auburn University, Auburn, AL May 2017
Bachelor of Science in Business Administration
Major: Marketing Minor: French

6 Cumulative GPA: 3.78/4.00

- Honors: Harbert Scholarship
- Relevant Coursework: Personal Selling

Institut de Préparation ' L'Administration et a la Gestion (IPAG), Paris, France January 2014-May 2014

7 EXPERIENCE

ABC Corporation, Birmingham, AL August 2016 - Present
Intern – Marketing and Sales Department

- Provide excellent service for customer companies characterized by immediate, thorough resolution of problems and friendly service
- Develop and deliver presentations to 54 prospective customers detailing how merchandise will add to their bottom line
- Utilize effective interpersonal skills resulting in timely problem-solving, enhanced communication and better team collaboration with 9 other interns

Starbucks Coffee, Auburn, AL July 2014 - July 2015
Barista/Assistant Manager

- Maintained full-time student status with a 3.78 GPA while working 20 hours a week and was promoted to Assistant Manager in 6 months
- 8** • Generated positive results by focusing on customer service, employee development and profitability
- Coordinated with Senior Manager to introduce new product marketing scheme and increase sales by 20%

Auburn University Student Recreation Center, Auburn, AL January 2014 – July 2014
Facility Attendant

- Monitored patron activity in designated area ensuring safety, satisfaction, and cleanliness at all times
- Demonstrated initiative by recognizing and resolving issues before they arose
- Provided customer service by answering questions and seeking assistance from supervisors when needed

9 LEADERSHIP & ACTIVITIES

Auburn University Marketing Association (AUMA), Auburn, AL August 2014 - Present
Vice President / Member

- Collaborate with president to set agenda for weekly meetings and arrange for guest speakers
- Increased membership by 50% for the 2013-2014 academic year during vice presidency term

Auburn University Dance Marathon, Auburn, AL November 2014-February 2015
Marketing Volunteer

- Attended weekly meetings to discuss marketing and promotion of philanthropic event
- Contributed social media marketing, print, and advertising ideas to increase awareness and participation by 150% for the 2014 AU Dance Marathon

10 SKILLS & INTERESTS

- Demonstrated fluency in written and spoken French
- Intermediate knowledge and ability to utilize Salesforce

Resume Guidelines

General:

- Name should be prominent – larger, bold font
- Consistent use of font and space for section headings and text
- Should be perfect and free of typographical errors
- References are always listed on a separate page that includes the same header as your resume

Annotation and Specifics

1. Be sure to use your **Auburn e-mail address**, as this is the most reliable. All e-mail correspondence should be handled using professional language and grammar. If you want to create an email alias to replace the letters & numbers and look more official (e.g. john.doe@auburn.edu), [click here](#).
2. For your **phone number**, use your cell phone number or a number that you will answer. Be sure you have a classic ring-back tone and a professional outgoing voicemail message. Return all calls promptly
3. It is important to provide both a **university address** in addition to your **permanent address** on the face of your resume. From time to time, a recruiter may want to send you something in the mail.
4. The **permanent address** is often helpful to a recruiter for conversation/interview purposes and for determining a geographical location you may prefer.
5. The **institution** and **official degree** you are seeking should be listed here. Also list your **major** or professional option (Accounting, Aviation Management, Business Administration, Business Analytics, Entrepreneurship & Family Business, Finance, Human Resource Management, Information Systems Management, International Business, Management, Marketing, Professional Flight Management, or Supply Chain Management). **International Business** will also need to include their concentration and foreign language. **Study abroad** activities also align with the education section, as well as any **minors** you are working toward. **Scholarships and academic awards** can also be listed here as well as **relevant upper level courses** (3000 level or higher; use formal class name not abbreviation and number). **(Do not include high school past freshman year)**
6. Most recruiters like to see your **GPA** and prefer to see your Cumulative and Major GPAs listed here. Keep in mind it serves you best to list your GPA if it is a 3.00/4.00 or higher (If either of your GPAs is below a 3.00/4.00 it may serve you best to leave your GPAs off of your resume).
7. List your **experience** beginning with the most recent (reverse chronological order). If the job involves a substantial amount of hours or you rely on it to fund your education/living expenses, indicate that! Remember experience can be paid or unpaid (job, internship, volunteering, etc.), and should be determined as important and relevant to be listed in your experience section, which means it has transferable or directly related skills to the position for which you are applying
8. **Bullet points** should begin with an action oriented verb-led phrase in the appropriate tense. If the job is a present job, one you in which you are currently working, use present tense verbs. If a job is a past job, use past tense verbs. The best resume gives detail regarding skills used, how you used them and to what extent. Speak the language of business by enumerating (numbers, percentages, etc.)
9. **Leadership and Activities** (can be used for Honors) should be organized with the most recent listed first. Be strategic in what you list as you may find that you have numerous activities. List leadership and activities that are most relevant to the position for which you are applying, are the most prestigious, and/or have the greatest time commitment. These should include events occurring in the Harbert College of Business, at Auburn University, and ANYTHING outside of school **(do not include high school past freshman year)**
10. Identify your **technology skills, business competencies, and foreign language** skills that will set you apart from other students (a skill is something you can perform or technology you can proficiently utilize). Make sure to include your proficiency/fluency level.

Choose action verbs that communicate applicable skills to the employer. If you are currently in the position, use present tense verbs; if no longer in the position, use past tense.

Skills

Leadership	Recommended	Interviewed	Gathered	Studied	Corrected	Shaped	Charted		
Administered	Replaced	Involved	Identified	Upgraded	Determined	Helping	Classified		
Analyzed	Restored	Joined	Inspected	Utilized	Developed		Coded		
Appointed	Scheduled	Judged	Interpreted	Teaching	Estimated		Collected		
Approved	Secured	Lectured	Interviewed		Measured		Compiled		
Assigned	Selected	Listened	Invented		Planned		Corrected		
Attained	Streamlined	Marketed	Investigated		Prepared		Corresponded		
Authorized	Strengthened	Mediated	Located		Programmed		Distributed		
Chaired	Supervised	Moderated	Measured		Projected		Fled		
Considered	Terminated	Negotiated	Organized		Reconciled		Generated		
Consolidated	Transformed	Observed	Researched		Reduced		Implemented		
Contracted	Communication	Outlined	Reviewed		Coordinated	researched	Incorporated		
Controlled		Participated	Searched		Critiqued	Retrieved	Collaborated	Inspected	
Converted		Addressed	Persuaded	Solved	Creative	Contributed	Logged		
Coordinated		Advertised	Presented	Summarized		Acted	Cooperated	Maintained	
Decided		Arbitrated	Proposed	Surveyed		Adapted	Counseled	Monitored	
Delegated		Arranged	Publicized	Systematized		Began	Demonstrated	Obtained	
Developed		Articulated	Reconciled	Tested		Explained	Diagnosed	Operated	
Directed		Authored	Recruited	Technical		Facilitated	Educated	Ordered	
Eliminated		Clarified	Referred			Adapted	Combined	Encouraged	Prepared
Emphasized		Collaborated	Reinforced			Applied	Composed	Ensured	Processed
Enforced	Communicated	Reported	Assembled			Conceptualized	Expedited	Provided	
Enhanced	Composed	Resolved	Built			Condensed	Facilitated	Purchased	
Established	Conferred	Responded	Calculated		Created	Familiarized	Recorded		
Executed	Consulted	Solicited	Compared		Customized	Furthered	Registered		
Generated	Contacted	Spoke	Conserved		Designed	Guided	Reserved		
Handled	Conveyed	Summarized	Constructed		Developed	Insured	Responded		
Headed	Convinced	Synthesized	Converted		Directed	Intervened	Reviewed		
Hired	Corresponded	Translated	Designed	Displayed	Motivated	Routed			
Hosted	Debated	Wrote	Determined	Drew	Prevented	Scheduled			
Improved	Defined	Research	Developed	Entertained	Procured	Screened			
Implemented	Described		Analyzed	Engineered	Established	Provided	Served		
Increased	Developed		Clarified	Maintained	Fashioned	Rehabilitated	Set-up		
Initiated	Directed		Collected	Manufactured	Formulated	Represented	Submitted		
Inspected	Discussed		Compared	Operated	Illustrated	Resolved	Supplied		
Instituted	Drafted		Conducted	Overhauled	Initiated	Simplified	Standardized		
Managed	Edited		Critiqued	Printed	Integrated	Supplied	Systematized		
Merged	Elicited		Detected	Programmed	Introduced	Supported	Updated		
Motivated	Enlisted		Determined	Regulated	Invented	Volunteered	Validated		
Organized	Explained		Diagnosed	Remodeled	Modeled	Organization	Verified		
Originated	Expressed	Evaluated	Repaired	Modified	Accommodated				
Overhauled	Formulated	Examined	Replaced	Originated	Achieved				
Oversaw	Furnished	Experimented	Restored	Performed	Approved				
Planned	Incorporated	Explored	Solved	Photographed	Arranged				
Presided	Influenced	Extracted	Specialized	Revised	Catalogued				
Prioritized	Interacted	Formulated	Standardized	Revitalized	Categorized				
Produced	Interpreted								

Personal Qualities

General	General cont.	Direct/Decisive	Supportive	Precise/Reflective	Outgoing/Optimistic
Fast-paced	Innovative	Results-oriented	Consistent	Diplomatic	Persuasive
Structured	Results oriented	Independent	Team-oriented	Analytical	Enthusiastic
Flexible	Customer-oriented	Initiative	Deliberate	Accurate	People-oriented
Provide variety	Highly-organized	Risk-taker	Specialist	Fact-finder	Verbal
Autonomous	Systematic	Decisive	Patient	Systematic	Articulate
Team-oriented	Improvement	Competitive	Attentive listener	Attentive to detail	Optimistic
Supportive	Conservative	Quick	Cautious		Energetic
Friendly	Competitive	Goal-oriented			

Resume A. Standard

harbertway@auburn.edu
334-555-5555

PERMANENT ADDRESS

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Atlanta, GA 55555

UNIVERSITY ADDRESS

789 Tiger Drive Apt. 125
Auburn, AL 36830

OBJECTIVE

Seeking an internship in sales with Marketing Inc. that provides the opportunity to work in a team setting, utilizes analytical, organizational, and communication skills to facilitate success, while allowing for professional growth and experience.

EDUCATION

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Cumulative GPA: 3.78/4.00

- Honors: Harbert Scholarship
- Relevant Coursework: Personal Selling (faculty interview required for class entry)

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EXPERIENCE

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- Develop and deliver presentations to 54 prospective customers detailing how merchandise will add to their bottom line across product lines and margin categories
- Utilize effective interpersonal skills resulting in timely problem-solving, enhanced communication and better team collaboration with 9 interns from 6 different colleges

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Barista/Assistant Manager

- Maintained full-time student status with a 3.78 GPA while working 20 hours a week and was promoted to Assistant Manager in 6 months
- Generated positive results by focusing on customer service, employee development and profitability
- Coordinated with Senior Manager to introduce new product marketing scheme and increase sales by 20%

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Facility Attendant

- Monitored patron activity in designated area ensuring safety, satisfaction, and cleanliness at all times
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SKILLS & INTERESTS

- Demonstrated fluency in written and spoken French
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Focus on Results ...

By Kevin Donlin, *Guaranteed Resumes*

This article and many more can be found at www.CollegeRecruiter.com.

If your resume is like most, it's heavy on duties and responsibilities—the things you do every day. It's probably light on achievements and results.

And your job search is probably taking longer than it should.

Because responsibilities don't excite employers. Results do.

Here's how to put some punch into your resumes and cover letters by focusing on results.

While you must tell your reader a bit about what you do every day, it's far more effective to elaborate on the good things that happen when you do your job well. Example: How many projects did you bring in on time and under budget this year? How did this contribute to increased revenue? Be as specific as possible.

If you're still in college or have only limited work experience, that's OK. You can include reference to scholarships you've won, volunteer fundraising, internships—any good things you've done that prove you have the skills to do your next job.

If you get stuck trying to include more achievements in your resume and cover letter, try adding "AS A RESULT..." to the end of your duties and see where that leads you.

Here are two before-and-after examples from actual resumes, sent to me by prospective clients.

- BEFORE (all duties, no results):
Visited branches weekly to motivate sales personnel.
- AFTER (with specific results):
Visited 21 branches weekly to motivate and develop 140 personnel. As a result, put five sales reps into top five rankings statewide—a company first.
- BEFORE (all duties, no results):
Performed research and cost effective purchasing of fire-fighting equipment.
- AFTER (with specific results):
Researched 13 vendors, negotiated pricing and purchased fire-fighting equipment. As a result, saved \$124,000 versus 1999 expenditures.

Are you starting to see the possibilities?

Don't make it hard for employers to figure out your true value. Tell them—specifically—in your resumes and cover letters by emphasizing results you've produced. As a result, your next job search should be an achievement in itself.

Best of luck to you!