

It is recommended you create a rough draft of your resume/cover letter and have one of the counselors at University Career Services (219 Hanes Hall) critique it for you during walk-in hours, Monday - Friday 10:30 am - 3:30 pm, or an appointment which you can schedule online at <http://careers.unc.edu/appointments>.

1. It is highly recommended that you use University Career Services' Optimal Resume Creation Tool to develop your resume for the business major/minor application at <http://unc.optimalresume.com/index.php>.
2. Click on "Get Started Today", enter PID# and fill out account information/set up password.
3. Click on "Document Center" tab, click "New Resume" and then "Start New Resume."
4. Give your resume a name.
5. Read instructions page and click "Next."
6. Fill out "Resume Contact Information" and click "Next"; you do not have to complete the "Relocation Preference" section.
7. Click on "Examples" when you get to the "Define Your Sections" page.
8. Select the "Applicants to Business Major or Minor" example and this will pre-format your resume to fit the business school's requirements; you can definitely add sections and rename sections to fit your individual circumstances.

When applying for admission to the BSBA program, please include last name and PID# in the upper left hand corner of your resume, cover letter and other attachments. The Optimal Resume Creation Tool described above does not automatically do this for you, since these items would not be included on your internship/job search resume.

What Do I Include in a Resume? (see attached for examples of each section)

CONTACT INFORMATION

OBJECTIVE

EDUCATION

- Begin with your most recent educational experience.
- Do not average your UNC-CH GPA with coursework from other institutions for the business school application process. For University Career Services (internship and job search), you can combine your GPAs (see combined GPA formula at <http://careers.unc.edu/yourjobsearch/populations/transfer.html>).
- Next, list any study abroad or other colleges attended for a significant period of time. This means you are putting your education section in reverse date order with UNC first and then working backwards in time.
- You may list high school information, if it is significant.

EXPERIENCE

- Experience includes all relevant employment, internships, significant leadership experiences, volunteer work, and class/research projects. Entries within this section should be placed in reverse date order (most recent first).
- Use present tense to describe experiences that are current. Use past tense for experiences that are completed.
- Start with action verbs, describe specific skills, responsibilities, and accomplishments.
- You can divide experiences into separate sections such as "Related Experience", "Additional Experience", "Marketing Experience", "Leadership", and "International/Cultural".

LEADERSHIP/ACTIVITIES

- If you are a freshman or sophomore, you will most likely need to include high school related honors, activities, or work. As you approach graduation, the need to refer to high school experience should diminish.
- This section should include high school/college activities. Include bullet points under each entry to highlight offices held, committee involvement, and significant projects with a focus on accomplishments.

OTHER CATEGORIES

Additional resume categories may include Honors, Awards, Skills, etc.

REFERENCES

"References available upon request," is unnecessary. Since the business school is not requiring you to submit references, you may exclude this section for business major/minor application purposes.

VISUAL APPEAL

- Your resume should be one 8 1/2" x 11" page. Keep margins to .5 inch minimum.
- For emphasis, use bullets or boldface. Use this sparingly for the most notice.
- Use a conservative paper color (e.g. white, beige, grey). Printer paper is acceptable.
- Check for typos and misspelled words.
- Keep type size to 10 point minimum. Use common fonts such as Arial, Tahoma, Times Roman, or Verdana.

NICOLE NEWTON

nnewton@email.unc.edu
Cell 919-960-5885 Home 704-364-4402

School Address

305 Cobb Residence Hall
Chapel Hill, NC 27514

Home Address

98 Crawford Street
Charlotte, NC 29401

OBJECTIVE

Fall 2009 Admission to the Kenan-Flagler Undergraduate Business Program

EDUCATION

University of North Carolina at Chapel Hill
Sophomore in Pre-Business, Anticipated Graduation in May 2011
GPA: 3.34

HONORS

McDonnell-Douglas Scholarship (outstanding community service)
Casey Showalter Foundation Scholarship (academic merit)
Dean's List - 2 semesters

**RELATED
EXPERIENCE**

DELTA DELTA DELTA SORORITY, Chapel Hill, NC
Assistant Treasurer (September 2008 - Present)
• Manage individual member accounts totaling \$100K+
Treasurer of Pledge Class (September 2007 - May 2008)
• Collected and disbursed funds raised by pledge class

UNIVERSITY DIRECTORIES, Chapel Hill, NC
Sales Representative (Summer 2008)
• Achieved 105% of summer sales quota
• Recognized by placing in top 10% of sales force
• Sold over \$225K advertising space to 90+ new and established customers
• Attended week-long sales training program

THE CAROLINA ANNUAL FUND, Chapel Hill, NC
Fundraiser (August 2007 - April 2008)
• Made cold calls to UNC alumni to solicit donations
• Raised over \$8000 in 13 weeks
• Ranked in top two among 70 callers

**LEADERSHIP/
ACTIVITIES**

UNC-CHAPEL HILL

Emerging Leaders Program
• Completed series of training modules to prepare for sorority leadership team

Freshman Orientation Counselor
• Mentored and trained cohort of 25 freshmen
• Co-planned and implemented 14 two-day parent and new student events

RIVERSIDE HIGH SCHOOL, Charlotte, NC

Vice President, National Honor Society
Treasurer, Student Government

**OTHER
EXPERIENCE**

LIMITED TOO, Charlotte, NC
Cashier (Summer 2007)

ANN'S HALLMARK, Charlotte, NC
Sales Associate (Summer and December 2006)

SKILLS

Microsoft Word, Excel, PowerPoint, Access, HTML, Flash

Brady, PID# 888888888

GREG BRADY

gbrady@email.unc.edu
Cell 919-966-4872 Alternate 336-222-6215

Home Address

121 North Street
Chapel Hill, NC 27514

Permanent Address

4101 N. 36th Avenue
Burlington, NC 27215

OBJECTIVE

Desire Spring 2009 Admission to the BSBA Program

EDUCATION

University of North Carolina at Chapel Hill
Transfer Student in Pre-Business - Expected Graduation May 2011

Alamance Community College, Burlington, NC
Completed 18 Credit Hours of Business-Related Coursework, Aug. 2006 - May 2008
GPA: 3.81

Earned 75% of college expenses through working up to 25 hours weekly during school year and full-time summers

EXPERIENCE

University Development Office, UNC-Chapel Hill Aug. 2008 - Present
Accounting Clerk

- Compute and bill overhead expenses for phone-a-thon campaign solicitations
- Perform data entry for office expense accounts and process travel reimbursements
- Assist with office inventory audits and maintain inventory database

Walt Disney World (WDW), Lake Buena Vista, FL Summer 2008
Merchandise Host

- Selected among applicants from over 200 universities for WDW College Program
- Attended 30 hours of business seminars on variety of WDW management topics
- Assisted guests with purchases and translated for French-speaking guests
- Live with international students in multi-cultural environment

Econo Lodge, Burlington, NC Aug. 2007 - May 2008
Front Desk Assistant

Pizza Hut, Burlington, NC Sept. 2006 - Feb. 2007
Waiter

Woodberry Forest Sports Camp, Woodberry Forest, VA Summer 2006
Group Counselor

- Supervised group of 11 boys, ages 10-13, for four week session
- Coached team in six sports

Pioneer Hi-Bred International, Mebane, NC Summers 2004, 2005

**LEADERSHIP/
ACTIVITIES**

Vice President - Alamance Community College Student Association
Soccer Coach - Special Olympics
Volunteer - UNC Hospitals

SKILLS

Word, Excel, PowerPoint, Web Authoring
Proficient in French

COVER LETTERS

The BSBA program requires all applicants to submit a resume and cover letter with the application. Keep a one page cover letter to three to five well-written paragraphs of three to five sentences each.

SAMPLE COVER LETTER OUTLINE

Last Name, PID# [only put this information on the cover letter used for applying to the undergraduate business major or minor; leave last name and PID# off of any cover letter used for applying to an internship or job]

Your present address
City, State, Zip Code

Today's Date

Dr. Lee May
Associate Director, Advising & Admissions
BSBA Program
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
Box 3490, McColl Building
Chapel Hill, NC 27599-3490

Dear Dr. May:

OPENING PARAGRAPH - Tell why you are applying for admission to the BSBA program. Include why the Kenan-Flagler Business School undergraduate program is a good match for you based on your research (for help, see websites below).

MIDDLE PARAGRAPH(S) – Address how the business major or minor adds value to your current and future plans. Focus on the desired applicant characteristics/qualifications and unique opportunities offered listed on the BSBA and Kenan-Flagler Business School websites:

- application materials (<http://www.kenan-flagler.unc.edu/Programs/BSBA/Admissions/index.cfm>)
- business school core values (<http://www.kenan-flagler.unc.edu/About/Values/index.cfm>)
- curriculum (<http://www.kenan-flagler.unc.edu/Programs/BSBA/Curriculum/index.cfm>)
- UNC Kenan-Flagler Difference (<http://www.kenan-flagler.unc.edu/About/index.cfm>)
- student life (<http://www.kenan-flagler.unc.edu/Programs/BSBA/Enrichment/index.cfm>)
- international programs (<http://www.kenan-flagler.unc.edu/Programs/BSBA/Enrichment/international.cfm>)
- career services (<http://www.kenan-flagler.unc.edu/Programs/BSBA/careerServices/index.cfm>)

Make subjective statements about your qualifications, match them with what the business school's standards, values or offerings, and substantiate why you "fit" with factual examples from your resume and background.

CLOSING PARAGRAPH – Specify what type of action you desire (admission in this case). If you were applying for an internship, you would typically specify a time when you would follow-up by phone or email.

Sincerely,

Your signature here [no signature required on Word attachments]

Type your name here also

SAMPLE COVER LETTER FOR NICOLE NEWTON

Newton, PID# 999999999

305 Cobb Residence Hall
Chapel Hill, NC 27514

November 22, 2008

Dr. Lee May
Associate Director, Advising & Admissions
BSBA Program
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
Box 3490, McColl Building
Chapel Hill, NC 27599-3490

Dear Dr. May:

I wish to be considered for Fall 2009 admission to the Kenan-Flagler BSBA Program. Kenan-Flagler's emphasis on global awareness and study abroad were especially appealing. I plan to concentrate in international business and pursue leadership training programs with global firms.

My interest in a career in sales has been strengthened by four positions that I have held. As a retail cashier and sales associate, I learned and enjoyed providing quality customer service in two high volume environments—Limited Too and Ann's Hallmark store. I strengthened my telephone skills as a sales representative for University Directories, where I exceeded my summer sales quota and placed in the top 10% of the sales force. Fundraising for the Carolina Annual Fund, I ranked in the top two among 70 callers. Having these positions has confirmed my decision to pursue a sales and marketing career with a global company. I look forward to complementing this sales experience with the intensive marketing and international coursework offered through the BSBA program.

Developing leadership skills continues to be an important part of my life outside the classroom. I have held treasury positions for my sorority and in high school student government. My duties as treasurer have always included being a part of the leadership team in both organizations. I enjoy and have grown from the experience of providing financial information and advice that is relevant and timely for decision-makers. The Emerging Leaders Program has provided twelve training sessions on a variety of issues encountered by leaders. I look forward to enhancing my leadership experience and training in a school that underscores leadership as one of its core values.

Thank you for considering my application.

Sincerely,

(signature goes here) [no signature required on Word attachments]

Nicole Newton

SAMPLE COVER LETTER FOR GREG BRADY

Brady, PID# 888888888

121 North Street
Chapel Hill, NC 27514

October 15, 2008

Dr. Lee May
Associate Director, Advising & Admissions
BSBA Program
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
Box 3490, McColl Building
Chapel Hill, NC 27599-3490

Dear Dr. May:

Enclosed is my application for possible Spring 2009 admission to the undergraduate business major at the Kenan-Flagler Business School. Training in finance is excellent preparation for my interest in returning to Burlington after graduation to work in a local or regional bank. With the demise of the textile industry, I feel that bankers will play a key role in encouraging investment in new industries and diversifying the economic base of Alamance County. A degree from Kenan-Flagler, with its emphasis on community and service, is an essential part of preparing me to "give something back" to my hometown.

A strong work ethic characterizes the kind of person that I am. While being a full-time student at Alamance Community College and UNC-Chapel Hill, I have successfully managed to work 15-25 hours per week to fund 75% of my college expenses. In addition to having strong time management skills, I have learned to exceed personal goals by planning ahead and persisting even during difficult times. During this first semester at UNC, I have had to arrange for and provide care for an ailing family member in Burlington. I have grown from this experience by learning to manage homework and projects in small increments far in advance of their due dates. When several needs came due at once, I negotiated with my work supervisor to reduce my hours one week and make them up the next. Through all of this, I have been able to exceed expectations by maintaining a 3.8 GPA at Alamance and anticipating a 3.2 GPA during this semester at UNC. This ability to persevere is an asset that will help me succeed in the Kenan-Flagler BSBA Program.

I would be honored to be accepted to the BSBA program and look forward to your reply. Please let me know if you need additional information to help with your decision.

Sincerely,

(Signature goes here) [no signature required on Word attachments]

Greg Brady