BUSINESS MAJOR/MINOR APPLICATION: RESUME/COVER LETTER HELP

Have a UCS counselor critique your resume/cover letter by:

- **email or phone (if you are away from Chapel Hill)**
- **during walk-in hours, Monday - Friday 1pm - 4pm**
- **by appointment which you can schedule online at http://careers.unc.edu/resources/schedule-appointment.html**

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 "Create New Account", enter PID# and fill out account information/set up password.
3. Click on "Create New Resume" link, name your resume and click "Start Resume" and then the Continue button in "Browse Section Sets."
4. Click on "Applicants to Business Major or Minor" in the Resume Types box, then hit "Continue" in Resume Sections.
5. Begin building your resume section by section by doing a "mouse-over" of each section heading.

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 UCS).
- 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.

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/HONORS

- If you are a first year student or sophomore, you will most likely need to include high school related honors, activities, or work.
- 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

- Since the business school is not requiring you to submit references, you may exclude this section.

VISUAL APPEAL

- Your resume should be one 8 1/2" x 11" page. Keep margins to .5 inch minimum.
- Check for typos, misspellings and grammatical errors.
- Keep type size to 10 point minimum.
- Use common fonts such as Arial, Cambria, Garamond, Times New Roman, or Verdana.

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Gaga, PID# 999999999

LADY GAGA

lgaga@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 2011 Admission to the Kenan-Flagler Undergraduate Business Program

EDUCATION

University of North Carolina at Chapel Hill
Sophomore in Pre-Business, Anticipated Graduation in May 2013
GPA: 3.64

HONORS

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

RELATED EXPERIENCE

UNIVERSITY DIRECTORIES, Chapel Hill, NC
Sales Representative (Summer 2010)

- 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

CAROLINA ANNUAL FUND, Chapel Hill, NC
Fundraiser (August 2009 - April 2010)

- 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
Delta Delta Delta Sorority, Chapel Hill, NC
Assistant Treasurer (September 2010 - Present)

- Manage individual member accounts totaling $100K+

Treasurer of Pledge Class (September 2009 - May 2010)

- Collected and disbursed funds raised by pledge class

Emerging Leaders Program

- Completed series of training modules to prepare for sorority leadership team

First Year Orientation Counselor

- Mentored and trained cohort of 25 first year students
- 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
Sales Associate (Summer 2009)

- Suggested matching coordinates/accessories to customers increasing average sale per transaction

ANN'S HALLMARK, Charlotte, NC
Sales Associate (Summer and December 2008)

- Planned and arranged end-cap displays to maximize promotional sales

SKILLS

Microsoft Word, Excel, PowerPoint, Access, HTML

ROBERT PATTINSON

rpattinson@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 2011 Admission to the BSBA Program

EDUCATION

University of North Carolina at Chapel Hill
Transfer Student in Pre-Business - Expected Graduation May 2013

Alamance Community College, Burlington, NC
Completed 18 Credit Hours of Business-Related Coursework, Aug. 2008 - May 2010
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. 2010 - 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 2010
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. 2009 - May 2010
Front Desk Assistant
- Courteously greeted customers, resolved after hours problems, and assisted with night audits

Pizza Hut, Burlington, NC — Sept. 2008 - Feb. 2009
Delivery Driver
- Delivered 99% on time during high volume weekend and evening shifts

Woodberry Forest Sports Camp, Woodberry Forest, VA — Summer 2008
Group Counselor
- Supervised group of 11 boys, ages 10-13, for four week session
- Coached team in six sports

LEADERSHIP/ ACTIVITIES

Vice President - Alamance Community College Student Association
- Convened and set agenda for cabinet meetings; led meetings in president's absence
- Spearheaded student/faculty task force promoting better planning of tuition increases

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 website (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 LADY GAGA

Gaga, PID# 999999999

305 Cobb Residence Hall
Chapel Hill, NC 27514

September 22, 2010

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 2010 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 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,

[no signature required on Word attachments]

Lady Gaga

SAMPLE COVER LETTER FOR ROBERT PATTINSON

Pattinson, PID# 888888888

121 North Street
Chapel Hill, NC 27514

October 1, 2010

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 2010 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,

[no signature required on Word attachments]

Robert Pattinson