**Resume Style Guide**

**UNC Kenan-Flagler**

**Master of Accounting Program**

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# Formatting Guidance

* Use Times New Roman font
* Font sizes: Name, 14; Major Section Headings, 14; Text: 10.5
* Keep margins in template
* Text should be left justified
* Do not adjust margins or spacing between lines
* Resumes should only be one page (and you may not change the font size or spacing)
* List GPA only if 3.50 or higher
* List various positions under 1 employer with dates to show career progression if applicable
* Open resume bullets with direct action verbs and DO NOT USE “Responsible” or “Assisted”
* Begin bullets with a variety of verbs to avoid repetition *(e.g. Led, Directed, Supervised – see [list of power action verbs)](#_Strong_Action_Verbs--Use)*
* Avoid bullets with endings that place only one or a few words on 2nd or subsequent lines (*like this bullet*)
* Use @kenan-flagler.unc.edu email address
* Remove any hyperlinks to your email or LinkedIn profile
* Remove grammar or spelling underlines in MS Word and create .doc(x) and .pdf versions
* List all numbers as digits, not words [e.g. 8, not eight]
* Numbers: K=thousands, M=millions, B=billions, +=more than [e.g. $50M+], <less than [e.g. <2%], sf=square feet
* Reflect all currencies in US Dollars use $, not USD [e.g. $120K]
* Do not include any high school experience, honors or accomplishments
* Avoid multiple sentences in a single bullet point; the semi-colon is your friend
* Include US permanent work authorization [Only for international students with the right to work in the US]
* Include professional certifications [CPA, CFA]; professional association memberships
* List Specific language proficiency, i.e. Native Spanish speaker; Conversational Portuguese [Native, Fluent, or Conversational] Do not include English
* List non-student leadership activities, volunteer leadership, awards, and/or unique elements
* List technical skills only if relevant to role; never list Microsoft Office suite skills
* List hobbies and interests [Be specific, e.g., “Volleyball” rather than “Sports”, mention team sport is appropriate]
* Don’t include controversial material such as religion, politics, unless University-sanctioned organization
* If your LinkedIn URL link is too long, shorten it by following the directions [here](https://www.linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url?lang=en)

# Frequently Asked Questions (FAQs)

General

# Can I have multiple sentences within one bullet point?

Ideally, each bullet point should contain one thought/item. If you need to include two thoughts/items in one bullet point, the semi-colon (;) should be your friend.

*Examples:*

* Managed the month-end close and monthly P&L reporting activities for a portfolio of strategic projects with $55M+ in funding; investigated variances to budget and presented analysis to key decision makers.
* Managed the team’s quarterly process to validate and report cost savings achieved by strategic projects; quarterly process has provided independent validation of $33M+ in cost savings.

The first word following the semi-colon should not be capitalized unless it is part of a list.

# Should my Experience, Leadership and Additional Information sections have periods at the end of the bullet points?

Yes.

# What’s the difference between a short hyphen and a long hyphen?

Without going into too much literary detail around en-dashes, em-dashes and hyphens, make sure that you are using the correct punctuation on your resume.

An *elongated hyphen* should be used in the Education section and the Experience section when listing your school and work locations, i.e.:

* University of Georgia – Athens, GA
* KPMG – Baltimore, MD

You get an elongated hyphen by typing a space before and after the hyphen, and adding a space after the final word.

A *regular hyphen* is used for joining two words and is shorter in length, or when listing the years on your resume, i.e.:

* Co-created
* Video-on-demand
* 2008-2012

You should not use a space before or after the words/numbers.

# Frequently Asked Questions (FAQs)

Contact Information

# How do I list a first or middle initial?

If you want to include an initial in your name, be sure to add the period.

*Example:*

* KATELYN G. SMITH
* K. GRETCHEN SMITH

# Should I use my legal name or my nickname?

Your name is part of your brand, so the important consideration is staying consistent. Your resume name, email address, LinkedIn profile name, and name tag should all match. If you need to change your email address, contact the IT Helpdesk.

The name on your resume should be the name you wish to use in a professional setting – it does not have to be your full legal name. If you are an international student using an American nickname, either use *only* the American nickname or incorporate both names.

*Examples:*

* MUHAMMAD (JAY) LI
* LUCY XU

# What phone number should I include?

Use your mobile phone number.

*Example:*

* (919) 984-0265

# My name is long and doesn’t fit within the space at the top of the resume – what should I do?

If you have a long name, we recommend decreasing the 14 pt. font size used for your name so it still fits in to the template (but ideally to no less than 12 pt).

# What email should I use?

Use *only* your “@kenan-flagler.unc.edu” email address for your UNC on-campus resumes.

# Frequently Asked Questions (FAQs)

Education

# How do I list a Scholarship?

Scholarships should include the name and either Full tuition or Partial tuition. Selective awards can also carry a descriptor. Please ensure that you are correctly representing your funding sources. Specific $$ amounts should not be included.

*Examples:*

* Morehead-Cain Scholarship – 4 Year Merit Based Scholarship
* Robertson Scholarship – 4 Year Merit Based Scholarship

# How do I list my undergraduate minor?

You should include your minor information on your resume next to your BSBA information- especially if it is relevant to your career aspirations. Ideally, you should list your minor immediately after your major.

*Example:*

* *Bachelor of Science, Business Administration; Minor, Economics*

If space precludes you from including it on the same line as your degree and major, include it as the first bullet point.

*Example:*

* Minor in History

# Can I include my GPA?

We recommend that you include GPA only if 3.50 or higher. You can use two decimal places, ***but do not round up***. Only include Major GPA if it is higher than overall GPA.

If you attended another academic institution and are listing this GPA, do not combine the GPA together. Break out the GPA from each institution if you are declaring your GPA from another institution.

# Frequently Asked Questions (FAQs)

Experience

# How should I list my internships?

Your internships should contain 3-4 bullet points and the dates should be listed as the years you worked there or “Summer 201X”. Your resume needs to remain a single page.

# Can I list my internship even it if was unpaid?

Yes, you can list all career relevant work experiences that you gain- even if they are unpaid.

**How should I list my jobs/positions if I have more than 3 years of experience?**

Your experience section does not have to include every work experience you have ever had. Use the most recent experiences to highlight your skills. Use your LinkedIn page to fill in the gaps – include all experiences on your LinkedIn profile to show your full background.

# Writing Company or Organization Descriptions (Note: This is an optional sub-section on your resume)

It is helpful for recruiters to provide a short sentence description for unfamiliar companies or organizations listed on your resume. This should be included right underneath the name of the company. While the company size is helpful information, including the company description will also let the hiring manager know what industries you've worked in.

|  |  |  |
| --- | --- | --- |
| **Example #1: Large Organization** |  | |
| **ELI LILLY & CO** –Indianapolis, IN | | May 20xx – August 20xx |
| *Global pharmaceutical company, producing products and medicines that support wellness and prevention*  **Business Analyst Intern** | | |

|  |  |  |
| --- | --- | --- |
| **Example #2: Small Organization** |  | |
| **KOENIG INVESTMENT** –Medford, NC | | May 20xx – August 20xx |
| *Midsize provider of investment advisory services*  **Performance Analyst Intern** | | |

|  |  |  |
| --- | --- | --- |
| **Example #3: Student Organization** |  | |
| **CAROLINA WOMEN IN BUSINESS (CWIB)** –Chapel Hill, NC | | May 20xx – August 20xx |
| *Student-run organization that seeks to promote the advancement of women in business*  **Marketing Committee Chair** | | |

# Should I list my work-study?

If your work study provided you with applicable and relevant career experience then it is OK to list this on your resume. Be sure to write descriptions that show results achieved and outcomes of the works study.

# Where should I list my international internship?

You should include any international internships in the work experience section of the resume as this contributes to your overall work history.

# What if I don’t have quantifiable results?

Review your job responsibilities for each experience. Quantifiable results can include increased revenues, decreased cost, decreased production time, student pass rates, reduced employee sick time, increased employee retention, improved efficiency, increased customer satisfaction, and many other factors. Also remember that 100% completion and 0% error rate are “quantified.”

# Can I list my high school job experience?

No, you should not have any high school experience included on your resume.

**Frequently Asked Questions (FAQs)**

Leadership

**What do I include in this section?**

Any type of experience that you have exemplifying your leadership skills should be included here. Think of student organizations, volunteer experience, community involvement, extracurricular activities that you participate in. This can include community involvement through your place of employment.

# How do I list my volunteer work?

Volunteer work should be listed in the Leadership section of your resume. Format positions within this section like previous experience sections. Include experiences that round out your story and add to your credibility by exemplifying a progressive work history.

*Examples:*

* Big Brothers, Big Sisters (Durham County); Junior League of Durham Counties
* Relay for Life, Team Leader

# If I win a case-off or casing competition, how should it be listed?

If you place in the *top three* of an internal or external case competition or case-off, you can include it in the Education section of your resume. Multiple achievements can be listed on one line. Years do not need to be listed.

*Examples:*

* EY Consulting Case Off, 1ST Place
* Deloitte Case Competition, 1ST Place; GE Internal Case Competition, 1ST Place

# Frequently Asked Questions (FAQs)

Additional Information

# How many bullet points should be included in my Additional Information Section?

Ideally, your Additional Information Section should include 3-4 bullet points. Visually, the focus of your resume should be on your Experience Section.

# How do I list my language skills?

If you have language skills, other than English, include this information in the “Additional” section. English should *never* be listed on your resume.

*Examples:*

* Native Spanish speaker; Conversational Portuguese
* Fluent Japanese

# How do I list my hobbies?

Activities should help you build a common connection with the resume reader so **be specific** and diverse with what you include so that the reader has a direction in which to take the conversation.

*Example:*

* Intramural Soccer; Outdoor kayaking class 5 rivers; Cooking eastern European cuisine

**I am an international student, but have my permanent US work authorization. How can I let employers know that I have the right to work in the US and don’t require sponsorship?**

Under the Additional section, proactively list your work authorization.

*Example:*

* US permanent work authorization

# I am an international student, and hope to get my permanent US work authorization soon. How can I let employers know that I will hopefully have the permanent right to work in the US by the time of my internship/full-time position?

Feel free to mention this while networking with the employer or during the recruiting process. However, this should NOT be included formally in your resume.

# I have permanent US work authorization, but recruiters may think I am an international student based on my name and/or my international work experience. Can I let employers know that I have permanent US work authorization?

Yes. Under the Additional section, proactively list your work authorization.

*Example:*

* US permanent work authorization

# 

# Strong Action Verbs—Use a unique action verb to begin each bullet point; don’t repeat your action verbs

|  |  |  |  |
| --- | --- | --- | --- |
| **Management**  achieved | projected  reevaluated | studied  summarized | brought  clarified |
| administered analyzed assigned | reconciled  researched  sold | surveyed  **Technical** | coached  coordinated  counseled |
| attained |  | analyzed | demonstrated |
| chaired consolidated | **Communication**  addressed | assembled  built | diagnosed  educated |
| coordinated delegated | arbitrated  authored | calculated  computed | encouraged  enlisted |
| developed directed encouraged evaluated handled | communicated  counseled  developed  defined  directed | designed  devised  engineered  inspected  maintained | expedited  facilitated  guided  inspired  maintained |
| implemented improved | drafted  edited | operated  overhauled | modified  performed |
| incorporated increased | enlisted  formulated | programmed  repaired | referred  rehabilitated |
| inspired launched | influenced  interpreted | solved  trained | represented  supported |
| led | lectured | upgraded | upheld |
| managed | mediated |  |  |
| motivated | motivated | **Creative** | **Detail** |
| organized  oversaw | negotiated  persuaded | acted  composed | assembled  approved |
| planned  prioritized produced recommended reevaluated | promoted  publicized  reconciled  reported  researched | conceived  conceptualized  created  designed  developed | arranged  catalogued  classified  collected  compiled |
| rejected  reviewed | summarized  translated | evaluated  formed | edited  estimated |
| strengthened  supervised | **Research** | formulated  founded | generated  implemented |
| **Financial** | clarified  collected | illustrated  integrated | listed  monitored |
| audited balanced budgeted | critiqued  detected  diagnosed | introduced  invented  originated | observed  operated  organized |
| calculated compared | evaluated  examined | perceived  performed | prepared  processed |
| adjusted allocated | extracted  identified | planned  presented | purchased  recorded |
| analyzed appraised | inspected  interviewed | produced  refined | reduced  retrieved |
| computed developed | investigated  organized | updated | screened  streamlined |
| estimated | researched | **Helping** |  |
| forecasted | reported | advised |  |
| managed | reviewed | assessed |  |
| planned | searched | assisted |  |

# How to create strong bullet points?

When writing about your duties and accomplishments on your work, course projects, leadership or research experience, be sure that your words have the most impact they can. Here is an example of how to build your resume bullets using an easy formula.

**Step 1: Choose a strong action verb(s)** to describe the skill you used. Ex. create, design, research, write, interview, communicate, collaborate, etc.

**Step 2: Identify the subject of your action (Could be a project, duty or task)** Ex. multipage website, marketing materials, constitutional law, weekly opinion column,abstract technical concepts

**Step 3: Identify who benefited** from your work when possible.

Ex. small start-up, the dance marathon, UNC debate team, student newspaper, undergraduate computer science students

**Step 4: Provide descriptors** of the project, the result or the benefactor.

**Step 5: Quantify or qualify your work or the results** of your work when possible. Ex. promotion after 6 months, increased attendance by 20%, awarded 2nd place in the national competition, resulting in 200 new customers…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action Verb | Project/Subject of Action | Who Benefitted | Descriptors | Results |
| Designed | Tutoring program | Participating computer science students | Increase student success in 5 weeks | Raised GPA, 2.77 to 3.04 |

Final Bullet Point: Designed and delivered a 5 week tutoring program helping to raise participating students’ average grade from C+ to A-.

Ask yourself the following questions to give depth to the experience on your resume.

|  |  |  |
| --- | --- | --- |
| Question | | Sample Accomplishment |
| Who? | Who did the work – one individual, two people, or a team? | Independently wrote a report |
| What? | What was the subject matter? | Independently wrote comparable transactions report outlining 5 companies |
| Why? | What was the purpose of your work? | Independently wrote comparable transactions report outlining 5 companies to update senior analyst to aid in acquiring a small investment firm |
| How? | How did you do this work?  What programs or tools did you apply? | Researched relevant metrics such as multiples and EBITDA using technical journals, online research, and interviews |
| When? | Did you have to work within a certain timeframe? | Completed report one week ahead of schedule |
| How Much? | Can you quantify your work? | Independently researched and wrote a 20-page report on consumer goods market |
| What Happened? | What happened to your work after you completed it? | Conducted two-hour presentation of findings for senior analyst and managers. |
| Big Picture? | Did your work have an overall impact on the organization? | Report persuaded management to consider acquiring a technology start-up that would increase revenue by 15% |