

Robinson's CMC has partnered with MBA Focus to provide you with access to **Robinson MBA Focus** our new career portal exclusively for students and alumni of GSU's Robinson College of Business graduate business programs.

How do I access MBA Focus and have my Resume Approved?

Before accessing MBA Focus, you will need to develop a high quality resume. Once we have received and approved your resume, you will be able to view job postings and your profile and resume will be accessible to employers.

In order to facilitate this process we have developed this guide to help you produce a professional resume which is appealing to employers.

Once your resume is ready, just follow the registration steps below:

1. **Access Robinson MBA Focus** – <http://robinson.gsu.edu/career/>
2. **Create your Account** – Click: "1st-time users" and "create a new account"
3. **Complete your Profile** – Follow the 3-step candidate profile registration process
4. **Upload your resume** – Your information will be reviewed by the Career Advisor who supports your program. Within 2-3 business days you will receive an email approving your information or containing constructive feedback designed to help you communicate your message more effectively.
5. **Approved** – Once your resume has been approved, you will be able to view job postings and your profile and resume will also be accessible to employers.

Questions?

Our staff is dedicated to helping you maximize your investment by facilitating your professional and career development. Please contact the Career Advisor supporting your program for individual assistance.

Dirk Duran Smith, Associate Director supporting **FlexMBA students**.
dduran@gsu.edu

Jane Cordray-Brandon, Career Advisor supporting **PMBA students**.
jcordraybrandon@gsu.edu

Sharon Cohen, Career Advisor supporting **Global Partner MBA, MIB & Specialty Masters students**.
scohen@gsu.edu

We look forward to helping you maximize your career progress!

Sincerely,



Jason Aldrich, Director
Career Management Center
jaldrich@gsu.edu

TARGETING YOUR RESUME

A strong, well-targeted resume alone doesn't get you a job. It does, however, get you through a typical candidate screening process to a first interview. The same principles of resume-writing apply whether you are a seasoned executive or new to the job market, although the organization and verbiage of the resume may differ.

The essential components a good resume are:

- Your Name, Address, Contact Information
- Objective or Qualifications Summary
- Experience (dates of employment, company, title, responsibilities, results)
- Education
- Skills

Other qualities of a good resume include:

- Clean, legible format using 10, 11, or 12 point, Times New Roman, Arial, or Sans Serif font, with one inch margins
- Succinct review of your work experience; total resume not to exceed 2 pages
- Use of action-oriented verbs to describe your responsibilities
- Listing of quantifiable results in the roles you've held
- Descriptions of your responsibilities that "map" easily to the requirements of the role for which you're applying

It's also important for web-based resumes to use variations of keywords that a search engine or web crawler will pick up.

After you've drafted your resume, it's best to let it sit for day or two before editing it. This can be a challenge if you're under a tight deadline, but it will help you to catch errors and improve the structure and language you've used.

As you review your resume, ask yourself the following questions:

- Would I call this candidate for an interview for this job?
- Have I been compelling and accurate in my self-representation?
- Am I describing my experience using language that will be clear to someone who hasn't worked at the companies where I have worked?

It's ideal to have one or two trusted colleagues or friends review both your resume and the job announcement or description and suggest how you can strengthen it before you submit your application; their advice could be the difference between a first interview and a letter of rejection.

ACTION-ORIENTED VERBS FOR YOUR MBA/MS RESUME

Using action-oriented verbs in your resume will engage the screener's imagination and help him/her envision you as an energetic and accomplished candidate.

Management Skills

Administered
Appointed
Approved
Assign
Attained
Authorized
Chaired
Considered
Consolidated
Contracted
Controlled
Coordinated
Decided
Delegated
Developed
Directed
Eliminated
Emphasized
Enforced
Enhanced
Established
Executed
Generated
Handled
Headed
Hired
Increased
Initiated
Inspected
Instituted
Led
Managed
Motivated
Organized
Originated
Oversaw
Planned
Presided
Produced
Recommended
Reorganized
Restored
Reviewed
Scheduled
Secured
Selected
Streamlined
Strengthened
Supervised
Terminated
Convinced
Drafted
Edited

Enlisted
Explained
Influenced
Interviewed
Marketed
Mediated
Moderated
Negotiated
Participated
Reinforced
Reported
Responded
Synthesized
Translated

Accomplishments

Achieved
Completed
Expanded
Exceeded
Improved
Pioneered
Reduced
Resolved
Restored
Spearheaded
Succeeded
Surpassed
Transformed
Won

Research Skills

Collected
Compared
Determined
Diagnosed
Evaluated
Examined
Experimented
Explored
Extracted
Formulated
Gathered
Interpreted
Invented
Investigated
Organized
Researched
Solved
Summarized
Surveyed
Tested

Technical Skills

Adapted
Assembled
Calculated
Computed
Constructed
Converted
Designed
Engineered
Installed
Operated
Programmed
Rectified
Regulated
Restored
Solved
Standardized
Utilized

Teaching Skills

Advised
Coached
Critiqued
Educated
Evaluated
Guided
Informed
Instructed
Motivated
Persuaded
Taught
Trained
Tutored

Financial/Data Skills

Adjusted
Allocated
Analyzed
Appraised
Assessed
Audited
Budgeted
Calculated
Estimated
Forecasted
Measured
Prepared
Projected
Reconciled
Reduced

Creative Skills

Acted
Adapted
Composed

Conceptualized
Created
Designed
Invented
Modeled
Performed
Photographed
Shaped
Solved

Helping Skills

Advocated
Assisted
Coached
Counseled
Collaborated
Facilitated
Guided
Insured
Interviewed
Motivated
Provided
Referred
Rehabilitated
Resolved
Simplified
Supplied
Supported
Volunteered

Organization Skills

Arranged
Catalogued
Categorized
Classified
Compiled
Corrected
Distributed
Executed
Logged
Monitored
Operated
Recorded
Reserved
Responded
Reviewed
Scheduled
Screened
Submitted
Supplied
Standardized
Systematized

Adapted from the Resume Pro: The Professional's Guide by Yana Parker
Hinda's List of Action Verbs from career counselor Hinda Bodinger.

SAMPLE RESUME: MBA/MS 1-3yrs. of experience

Samantha Fisher

379 Oakdale Way
Atlanta, GA 30030
678-728-9414
sfisher@yahoo.com

SUMMARY OF QUALIFICATIONS

International experience in sales, marketing and operations for a globally-recognized apparel brand. Extensive experience in marketing and promotions, leading to a consistent increase in sales and overall efficiency.

EDUCATION

Georgia State University, Robinson College of Business, Atlanta, GA
Master of International Business, December 2008

Georgia State University, Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Double Major: Economics and Finance, May 2003

EXPERIENCE

Hanes Brands, Incorporated June 2004 - Present
International Sales & Marketing Coordinator – Winston-Salem, NC

- Managed the complete sourcing process for an apparel program produced in Latin America for the Canadian market and improved customer purchase order fulfillment rates to 99%.
- Led the local replenishment of apparel to Wal-Mart in Puerto Rico via global sourcing of product.
- Served as the process manager for order placement, production tracking, and shipping to the customer.
- Designed a product and made a successful sales presentation to retail buyers at Sam's Club in Puerto Rico which led to an order of 6,000 units.
- Coordinated communications between regional headquarters and international offices in Canada, Colombia, El Salvador, Honduras, México, and Puerto Rico.

Multiscope Distributors July 2003 – June 2004
Promotions Coordinator– Charlotte, NC

- Organized and ran promotions for one of Charlotte's premier alcoholic beverage distributors.
- Increased venue profits by 30% by creating new methods to encouraging sales.
- Implemented new marketing techniques to facilitate customer awareness of new products and offerings.
- Developed promotional plans and executed various consumer-specific programs geared to satisfy unique demographic trends, resulting in a 10% increase in revenue.
- Successfully managed the inventory of promotional supplies and materials used in major events.

SKILLS

- Proficient in MS Office, SAP Business One Logistics software
- Excellent public speaking and presentation skills and experience
- Spanish – fluent

SAMPLE RESUME: Global Partners MBA

Maria Liampas

3265 Rose Lane • Alpharetta, GA 30022
mliampas@email.com • (404) 555-1234

EDUCATION 9/2008 – 12/2009	GLOBAL PARTNERS MBA Candidate Dual Degree, Full-Time International MBA program specializing in Commercial Diplomacy and Executive Leadership with extended studies abroad: USA, Brazil, France, China <ul style="list-style-type: none">▪ Master of Business Administration Robinson College of Business Georgia State University▪ Master de Management des Organisations Institut d'Administration des Entreprises de Paris Université Paris 1 Panthéon Sorbonne▪ Certificate from COPPEAD Graduate School of Business Federal University of Rio de Janeiro	Atlanta, GA Atlanta, GA Paris, France Rio de Janeiro, Brazil
8/2000 – 4/2004	BACHELOR OF ARTS Brigham Young University Marketing Major, Fine Arts Minor <ul style="list-style-type: none">▪ Student Government Publicist, BYUSA▪ Business Committee Chairperson, PRSSA, Ad Club	Provo, UT
EXPERIENCE 5/2005 – 9/2008	MOHENIS SERVICES, INC. <i>Director of Corporate Marketing</i> (\$20M, >1000 Employees) Private textile and uniform service company operating in a nine-state region in B-to-B hospitality, restaurant and healthcare industries. <ul style="list-style-type: none">▪ Spearheaded a new marketing campaign with a \$250K budget allocated to: online, yellow pages, website, tradeshow, direct mail print advertising.▪ Designed, implemented and tracked customer win-back, retention and Life Time Value account rewards, improved customer retention by 15% .▪ Developed training manuals, field handbooks, and promotional materials for sales force. Improved same month sales by 10% by creating, implementing, supporting and tracking sales contests.▪ Enhanced industry presence and built brand equity by creating a unified brand image and strategic partnerships with vendors and customers.	Richmond, VA
9/2004 – 4/2005	THE HOME DEPOT <i>Sales Marketing Consultant</i> <ul style="list-style-type: none">▪ Developed advertising and in-store promotions for the At-Home Services Installations program in seven area stores in Spain.▪ Created new accounts through in-store signage, promotions, display booths and large-group training seminars for HD team members.▪ Established commitments and follow-up with team members to generate qualified leads. Contributed to 20% increase in off-season same-store sales.	Latin Americas Division

ADDITIONAL STRENGTHS

Dual citizenship: USA & EU • Fluent in: written & spoken English & Spanish
Overseas experience in France • Brazil • China • Spain

SAMPLE RESUME: MBA/MS 3-7yrs. of experience

SAMMY L. DEGRAFF

6689 Home Avenue

Atlanta, GA 30312

sdegree@comcast.net • 404-222-5555

SUMMARY

- Proven success developing company-wide cost saving measures through digital strategy roadmaps and re-designing the vendor management process.
- Extensive experience developing training materials for project legacy planning, live and web-based demonstrations and ad serving road show events for product deployment.
- Lead content, technical infrastructure and branding initiatives for Time Warner's \$140 million dollar Entertainment, News and Sports sites.

EXPERIENCE

Time Warner-TBS, Atlanta, GA 2005 - Present

Interactive Marketing Strategist, Internet Operations, Interactive Technology

- Designed, developed and implemented curriculum and content for AdOps training initiative to increase productivity and retention rates by 25% annually.
- Developed revenue generating strategies for five hosted in-house and two vendor-managed web-based ad management and serving application. Designed stable web based platform to enhance targeting service capacity by 34% and reduce external media spending by 75%.
- Developed global internet strategies for international and domestic sites utilizing emerging technologies including blogs, podcasting, advergaming, mobile marketing and video advertising to maximize client opportunities in the advertising space by \$250k quarterly.

DoubleClick, New York, NY 2004 - 2005

Program Manager, Online Advertising, Global Education Services

- Managed teams of 30 technical, sales and support professionals. Advised online advertising clients in designing online marketing strategies focusing on market segment and geo targeting across m. Developed strategic partnerships with key agencies, advertisers, vendors and other sources on a global basis.
- Developed and designed pricing information materials (RFPs) for partners coordinating sales, customer service and technical support input to increase revenue generation by 1.4 million annually.
- Supported global training resources with training programs, infrastructure and best practices.

Bellsouth.net, Atlanta, GA 2002 - 2004

Instructional Designer/Trainer, eBusiness and web-based training division

- Worked with account management to identify customer requirements and product enhancements.

EDUCATION

Georgia State University, Robinson College of Business Atlanta, GA
Professional MBA December 2008

Miami University Oxford, OH
Bachelor of Arts, English and Political Science May, 2002

TECHNICAL SKILLS

FlashXM, MS Project, PhotoShop, MS Net Meeting, MS Visio, FrontPage

SAMPLE RESUME: MBA/MS 7+yrs. of experience

JAMES N. DEGREE

2255 Circle Court

Atlanta, GA 30366

(H) 404-333-4444 • (C) 404-555-8000 • jdegree1@student.gsu.edu

PROFILE

Marketing and Business Development Manager with over fifteen years experience in sales, new business development, business planning and event management.

- **Strategic Marketing:** Successfully increased sales and developed new business opportunities through business modeling analysis of return on capital
- **Business Development Management:** Proven client relationship development and sales experience that has resulted in revenue and market share growth
- **Business Planning Management:** Significant experience that focuses on financial analysis of profitability, acquisition targets, and capital requirements

EXPERIENCE

DHL WORLDWIDE EXPRESS

Plantation, FL

Regional Manager Strategy and Business Modeling

2007 - Present

Support the DHL Strategy and Planning Division's five-year strategic plan for Latin America long term P&L growth, with market and competitive studies and price, cost and volume analysis for existing and new services.

- Implemented a five year plan by developing and carrying out projects that resulted in over \$1 million profit for the fiscal year
- Led the acquisition of El Salvador agent, forecasting revenue streams and improving margins by 12%
- Performed quantities analysis of planned new business and reported findings and recommendations directly to senior management resulting in implementation of requested actions

LUCENT TECHNOLOGIES

Miramar, FL

Marketing Manager, Business Modeling

2004 - 2006

Led the creation and implementation of customer business modeling discipline across the Latin America region, delivering strategic and economic analysis to major customers, hiring and training staff and engaging sales and business development teams.

- Delivered a case for wireless expansion to the Instituto Costarricense de Electricidad (ICE) in Costa Rica, which resulted in a signed contract valued \$23 million
- Developed a comprehensive strategic analysis to for a key Verizon property in Mexico to justify the migration of its network, resulting in a long-term sales agreement valued at over \$10 million
- Recommended a strategy to BrasilTelecom, to enter into the enterprise market, resulting in the sales of Lucent Unified Messaging solutions of over \$5 million
- Created a sales and marketing package for Lucent High Speed Data mobile strategy and communicated to leadership teams across the region, resulting in a power go-to-market tool
- Analyzed the market opportunity and return on capital to migrate Wireless Networks from 2G to 3G for the major operators in Brazil, resulting in significantly greater positioning of Lucent in the South American marketplace

Financial Analyst

2001-2004

Oversaw the consolidation of financial statements and analysis of Brazil monthly operations, process improvement and identification of financial exposure

- Conducted specific internal audit reviews of inventory process avoiding \$23 million in financial exposure
- Acted as liaison between Brazil manager and headquarter managers, resolving problems and meeting objectives effectively
- Prepared reports on contract status and advised on future business impact, resulting in revenue recognition value over \$50 million and legal closure of pending contracts

COPERE

São Paulo, Brazil

Partner

1998-2001

Organized and promoted national and international cultural and business events for a small start-up company with \$2 million in annual revenue. Planned and executed the Brazil-China business summit hosting 25 heads of states

- Organized and hosted the Soviet 90 and the Russian Ballet, Nestlé Blues Festival, Brastemp China Festival, the Chinese Ballet, and Peking Opera, for most major cities in Brazil
- Negotiated agreements with venues and contractors resulting in 10% reduction in fees

HEWLETT-PACKARD

Alphaville, Brazil

Coordinator

1996-1998

Coordinated all internal communications for a 150 employee sales department

- Developed and implemented a new system to identify and allocate long-distances phone calls to individual users, resulting in better control and savings
- Oversaw a team of three individuals responsible for data and voice communication

EDUCATION

Georgia State University, Robinson College of Business

Atlanta, GA

Executive MBA

May, 2010

Member, Graduate Business Association

Florida International University

Miami, FL

Master of Business Administration

October, 2007

Worked full time while attending school full-time

University of Miami

Miami, FL

Bachelor of Business Administration, International Finance and Marketing

May, 2005

OTHER

Fluent in English, Portuguese, Spanish and French

Member, Net Impact of Atlanta