

EXPERIENCED GRADUATE RÉSUMÉ SAMPLE

Pro Tip: Tailor your résumé to match the job description.

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SUMMARY OF QUALIFICATIONS

- Five years of experience creating strong marketing messaging and digital content
- Highly skilled at improving the quality of customer engagement to drive and increase sales
- Dedicated manager with the ability to build strong client relationships and motivate others

EDUCATION

New Mexico State University (NMSU)	
Master of Business Administration with a concentration in Management	Expected: May 20XX GPA: 4.0/4.0
• Corporate Engagement Project: El Paso Chihuahuas Ticket Sales	Fall 20XX
– Analyzed ticket sales by ZIP codes and cross-referenced data with secondary demographic and market research	
– Worked in a team of four to provide actionable insights to EP Chihuahuas marketing leadership team	
– Presented final recommendations projected to increase sales by 20% through an integrated marketing campaign	
• International Research Course in Spain	Spring 20XX
– Traveled to Barcelona to learn about corporate social responsibility from a global perspective	
– Attended seminars at the Autonomous University of Barcelona to discuss international law and global governance	
Bachelor of Business Administration in Marketing	Awarded: May 20XX GPA: 3.7/4.0

EXPERIENCE

Owner / Manager		September 20XX – Present
Mockingbird Café		El Paso, TX
• Manage operations by leading others in excellent service and providing quality of products		
• Increase sales by 20% through in-store visual merchandising and promotion of branded products on social media		
• Create original brand concept, researched market demand, and determine advertising strategy		
• Oversee all aspects of hiring, training and managing a staff of up to 15 servers, cooks and baristas		
Marketing Coordinator		June 20XX – September 20XX
Texas Instruments		Dallas, TX
• Developed data-driven digital marketing, including e-blasts, social media content and paid promotions		
• Increased social media click-through rates by 15% through improved consistency of digital content		
• Recommended best practices for positioning of blogs on product pages based on competitive analysis research		
Marketing Intern		June 20XX – August 20XX
TFCU		El Paso, TX
• Increased prospects for new memberships by 10% through a social media campaign for local credit union		
• Interviewed six current members on video, edited interviews, and posted videos to social media every two weeks		
• Used Hootsuite to manage five social media accounts and schedule weekly postings across platforms		

LEADERSHIP EXPERIENCE

American Marketing Association at UTEP		Member since 20XX
President (20XX-20XX)		El Paso, TX
• Increased membership by 15% by proposing and planning two new recruitment events		
• Planned calendar of events with Professional Development Committee and booked one speaker per month		
• Created and oversaw a competition between five teams to create the best marketing strategy for a local charity		

SKILLS & CERTIFICATIONS

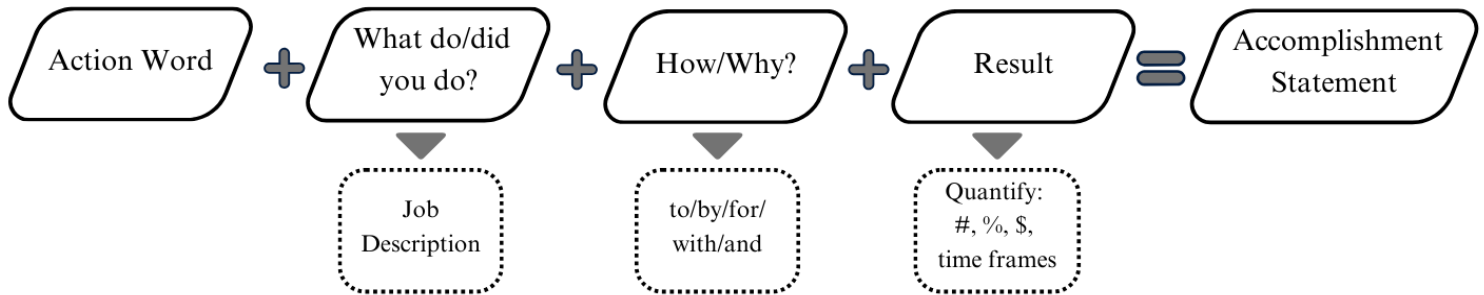
• Bilingual in English and Spanish (Fluent)	
• Intermediate knowledge of CSS+, HTML languages, and iMovie	
• Extensive knowledge of Microsoft Word, Excel, Access, PowerPoint and QuickBooks	
• Social Media Marketer (Coursera Career Academy)	10/20XX



Accomplishment Statements

Accomplishment Statements are bullet-point descriptions in the experience section of your résumé that highlight your relevant skills, abilities, and contributions to an organization.

See examples of accomplishment statements in the “Experience Section” on page one.



Action Words

Verbs that strongly promote your skills and accomplishments.

Communication (Oral/Written)

Address	Demonstrate	Express	Review
Author	Draft	Interpret	Speak
Share	Edit	Persuade	Write
Convey	Negotiate	Present	Respond
Network	Connect	Promote	

Teamwork/Collaboration

Assist	Consolidate	Organize	Schedule
Brainstorm	Construct	Orient	Supervise
Calculate	Demonstrate	Plan	Support
Collaborate	Envision	Process	Unite

Critical Thinking/Problem Solving

Analyze	Devise	Increase	Research
Assess	Diagnose	Integrate	Supervise
Compare	Evaluate	Measure	Synthesize
Determine	Execute	Organize	Verify

Technology

Access	Design	Implement	Maintain
Analyze	Develop	Integrate	Manage
Calculate	Engineer	Install	Troubleshoot
Coordinate	Program	Launch	Organize
Deliver			

Leadership

Administer	Encourage	Guide	Oversee
Assess	Establish	Manage	Recruit
Clarify	Facilitate	Mentor	Supervise
Create	Direct	Motivate	Train
Delegate			

Professionalism/Work Ethic

Achieve	Deliver	Exceed	Produce
Act	Demonstrate	Handle	Reach
Adapt	Drive	Improve	Simplify
Evaluate	Establish	Implement	Work

Career & Self Development (Confidence/Advocacy)

Advise	Defend	Inform	Facilitate
Advocate	Diagnose	Master	Supported
Coach	Enhance	Negotiate	Guide
Communicate	Expand	Consult	Pursue