

BComm.

# RESUME GUIDE



CAREER  
DEVELOPMENT  
CENTRE

ASPER  SCHOOL OF  
BUSINESS





## RESUME GUIDE

### Your Resume, Your Future!

---

This Guide is designed to provide you with an overview to help you when writing your resume. Resumes vary in terms of style and formatting, but there are key elements that will help get your resume noticed. Refer to the sample resumes at the back for inspiration.

Your resume serves as a marketing tool that promotes you to potential employers. It plays a crucial role in getting you through the initial screening process and securing an interview. A well-crafted resume showcases your knowledge, achievements, and the value you can bring to the organization, while also highlighting how well you align with its culture and needs.

Remember, you can always contact a Career Consultant at the Career Development Centre to review your resume!

**Good to Know!**

Typically, a recruiter doesn't read your resume, they will scan it in under 13 seconds!

### Top 10 Tips for a Good Resume

---

1. Customize your resume for the job for which you are applying by identifying key words used by the employer in the posting – both technical and soft skills.
2. Focus on successes, results and achievements instead of simply listing your job duties (see page 10).
3. Always write in the third person – no “I”, “me” or “my”.
4. Expand acronyms so the reader knows what you are referring to (use Commerce Student Association, not CSA).
5. White space is important. Your resume should have adequate margins (no narrower than .75”).
6. Design to impress. Use formatting to highlight rather than clutter.
7. Be consistent. Use bold type, italics, and capitalization in a consistent manner.
8. Do not use unusual fonts or those too small to be easily read in 10-12 point. All text should be the same font size except for your name and headings, which can be one or two font sizes larger.
9. Be consistent with your tense. Current jobs are written in the present tense, past jobs are written in the past tense.
10. One to two pages, anything past page two likely won't be read. Remember 8-13 seconds!



## Resume at a Glance

**JOE STUDENT**  
204-555-1234 • student@myumanitoba.ca

**PROFILE**

Highly motivated Bachelor of Commerce (Honours) student pursuing a double major in Human Resource Management and Marketing. Reliable self-starter with excellent interpersonal and problem solving skills. Fluent in written and oral French and English. Strong leadership ability and comfort working in a team environment, developed through more than three years of customer service, administrative and coaching experience.

**EDUCATION & ACADEMIC ACHIEVEMENTS**

**Bachelor of Commerce (Honours) Program** 20\_-present  
Asper School of Business, University of Manitoba  
Majors: Human Resource Management and Marketing  
Expected Graduation: May 20xx

*Related Courses: Human Resource Management, Staffing and Management Development, Compensation, Collective Bargaining*

Recipient, Leader of Tomorrow Scholarship 20xx, 20xx  
Recipient, University of Manitoba Students' Union Scholarship 20xx, 20xx

**High School Diploma (Honours), College Beliveau** 20\_

**WORK EXPERIENCE**

**Administrative Assistant** May 20\_-present  
Do Good Foundation

- Identify, pursue and establish relationships with potential sponsors in an effort to increase funding for research
- Perform monthly reconciliations to ensure accuracy of financial documents
- Meticulously record expenditure against various research budgets using Excel and Blackbaud's Financial Edge Software
- Ensured the success of fundraising events by effectively prioritizing various tasks including meeting with event committees and suppliers and creating sponsorship packages.

**Sales Associate** 20\_-20\_  
Your Favorite Store

- Accurately and proficiently handled up to \$10,000 cash
- Provided superior customer service while surpassing sales goals in a fast paced commission environment
- Efficiently multitasked shipping and receiving duties to create greater sales staff productivity

**Hostess** January 20\_-August 20\_  
Good Food Restaurant

- Multitasked in a fast-paced environment creating memorable experiences with attentive service, product knowledge, fun and passion

**Callout Boxes:**

- Top Left:** This is your personal branding! Read page 4 to learn more.
- Middle Left:** Be strategic; include your graduation date when you are close to graduating. What about GPA? See page 5.
- Bottom Left:** Job title on top, organization below, what you did is more important than where you did it!
- Bottom Left (Callout to Work Experience):** Start all bullets with a strong action verb to engage the reader. See page 9 for a list.
- Top Right:** Include one phone number that has voice mail and a professional email address and linkedin profile. Your mailing address is optional.
- Middle Right:** Good formatting helps the reader. Divide sections with headings, underlines or bold fonts.
- Bottom Right (Callout to Dates):** Line all dates up on the right. See page 12 for a tip on how to do this easily.
- Bottom Right (Callout to Tense):** Current job is written in present tense. Past job(s) are written in past tense.

# CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS | UNIVERSITY OF MANITOBA



If you have volunteer experience with a high level of accountability or responsibility include it like you would a paid job.

## VOLUNTEER EXPERIENCE

**Professional Development Coordinator** April 20\_ - Present  
Commerce Students' Association

- Provide opportunities to develop the professionalism of Asper students through four major events including mock interviews, an etiquette dinner and a large-scale fashion show
- Organized a mock interview session attended by over 50 students and 20 different Winnipeg organizations
- Planned an etiquette dinner led by a civility expert with an attendance of 130 students

Use numbers, \$ or % to grab the reader's attention.

**Assistant Coach** 20\_-20\_  
Alliance Volleyball Club

- Rapidly analyzed individual players skill set to accurately identify suitable candidates able to meet team goals and positional responsibilities
- Demonstrated leadership ability through effective training of players ultimately leading to a Bronze Medal Finish at the Canadian West Open
- Successfully supervised as many as 36 players for extensive periods when travelling to various tournaments across North America

Check carefully for grammar or typos. Place with Dog Walker - Winnipeg Human Society

**Shiner, Shinerama, Asper School of Business** 20\_, 20\_  
**Dog Walker, Winnipeg Human Society** 20\_

## EXTRACURRICULAR

- University of Manitoba Bison's Volleyball Team 20\_-present
- Member, University of Manitoba Human Resources Association 20\_-present
- Certified PADI scuba diver with dives in the Bahamas, Mexico and Hawaii

Include specific skills listed in the job posting.

## TECHNICAL SKILLS & QUALIFICATIONS

- Proficient in Microsoft Office including: MS Word, Excel and PowerPoint
- Fluent in written and oral French and English
- Successful completion of Serving it Safe and WHMIS training

Be strategic here. Are your extracurricular activities (or interests) interesting and do they add value to your resume?

Include a footer on the second page for a professional look and in case your pages get separated!

Keep your resume to two pages or less.



## COMPONENTS OF A RESUME

Although resumes are composed using standard sections, there is no prescribed format that works equally well for everyone. Sections that do not relate to your objective or career field of interest may be de-emphasized or even omitted. Titles of sections can also be modified to describe the information presented more accurately such as “Work Experience” or “Relevant Experience”.

Below are the various sections that are common for a resume. Each one will be explored to provide you with a guideline on what is important in that section and what to include.

- Personal Letterhead
- Profile Statement
- Summary of Qualifications
- Education and Academic Achievements
- Work Experience
- Volunteer Experience and/or Community Involvement
- Extracurricular Activities and/or Interests

### Personal Letterhead

---

A creative and eye-catching header is an excellent way to help your resume stand out from the rest and is part of your brand. Flip through the samples at the back. What appeals to you?

What to include:

- Name, one phone number with voice mail (with a professional greeting) and a professional email address.

- Mailing address – this is optional and is becoming less common. Employers are not going to mail you a letter to schedule an interview so save the space for more important information.
- Customized LinkedIn address - you can create a custom URL link by going to your page, clicking “Public Profile & URL” and then “Edit your custom URL”. This creates a clean link with your name for a more professional look.
- Do NOT include personal information such as age, date of birth, SIN, marital status, or photo.

### Profile Statement

---

This is a high-level overview describing your skills at a professional level. It includes your key competencies, relevant experience and education as it relates to your targeted position.

A profile describes who and what you are. It defines your area of expertise - your field of study or interest, and your level of experience. It also describes your unique competitive advantages for the position. A profile should be no more than 3-5 sentences long. This is your personal “branding” section. For alumni, students who are graduating or those with work experience, a profile is recommended.

Consider this; if the reader only reads your profile section, what do you want them to know about you? Make sure you customize this section for each job you apply for.

#### Pro Tip!

Right-Left Justify (MS Word = Ctrl + j) your profile for a clean professional look!





## Summary of Qualifications

---

A section you can include instead of a “Profile”, or in addition to, is a “Summary of Qualifications” that details your key strengths in bullet points. If you are not yet certain what you want to do for your career, or you don’t feel you have an area of expertise, a “Summary of Qualifications” may be a good option.

Including a “Summary of Qualifications” section to a resume allows you to highlight your transferable skills which will add strength to your resume when applying for positions where you have little or no related experience. It gives you the opportunity to demonstrate to the employer that although you might not have directly related experience, you do have the education and skills necessary to be successful and that it would be worth their time to meet you for an interview.

Ask yourself what skills have been developed through your employment, volunteer activities or school/interests/hobbies. If you are applying for a particular position, review the posting and identify the four to five key competencies that the position requires.

Some of the skills that you have developed at school may include:

- Working independently and in teams
- Researching, analyzing and compiling information
- Writing skills
- Presentation skills
- Critical thinking
- Solving problems
- Organizing your time and priorities to meet deadlines
- Presenting ideas and persuading others
- Numerical proficiency/data analysis

Customize this section each time you send out your resume. Take note of all specific skills, abilities, qualifications that are being asked for in the job posting. These are the key attributes required for the job.

Ensure you make the link for the recruiter between what the organization needs and what you can offer.

## Education

---

- Title of degree sought, or highest level of education completed:
  - Bachelor of Commerce (Honours) **Program** (while in school)
  - Bachelor of Commerce (Honours) **Degree** (after graduation)
- Name of institution: Asper School of Business, University of Manitoba
- Major(s), if declared.
- GPA - be strategic! Do you have an exceptional GPA or just average? Is the industry you are applying to focused on GPA? Does this help set you apart from other candidates? Ensure you include the scale (example 4.2/4.5) because different universities use different scales.
- Expected date of graduation – be strategic! Employers may be interested if you are graduating soon, but if your graduation date is still four years away, they won’t be considering you for full-time employment, yet.

### Should I include my high school diploma?

Depends. If you are in university, we already know you finished high school so it’s not necessary to include, so be strategic. Did you go to a prestigious school? Were you in an IB or French immersion program? Were you the valedictorian?

Once you graduate university, you should remove high school as it will appear dated.



## Education continued...

---

- Scholarships, awards, Dean’s Honour list. If you have several awards, scholarships and achievements you may want to make a separate sub-section under education. If you only have one (which is fantastic in itself) you can list it with your degree.
- Co-op option and/or international exchange program. (ex. Bachelor of Commerce Co-op Honours Program).
- Case or business planning competitions – these experiential activities build highly regarded transferable skills – make sure you include them!
- Student group activities and leadership roles. Depending on your level of involvement, you may create a separate category.
- Relevant Courses – be strategic! If you are light on related work experience you will want to include specific projects, and any other information related to your major that may be of interest. In the future, when you have more related experience you may decide to remove these details. Ex: Applying for a finance role, consider adding your courses, *Financial Modeling*, *Corporate Finance* to showcase your theoretical knowledge. If you did well add your grade – *Financial Modeling (A)*.

## Work Experience

---

**\*THIS IS VERY IMPORTANT AND KEY TO SETTING YOU APART FROM OTHER APPLICANTS\***

### Focus on these three things:

1. Content of your bullets
2. Transferable skills
3. Action Oriented Language

## 1. Content of Your Bullets

The most common mistake people make on a resume is simply listing their job duties. For the reader this is boring and doesn’t demonstrate the skills you used, your success and results, or the value/contribution you had on your organization, colleagues and clients/customers.

**The bullets tell your story.** What do you want the reader to know about you? Remember a resume is a marketing tool that will get you to the interview – **market yourself!**

Consider this formula when writing your bullets **Accomplished [X] as measured by [Y] by doing [Z].**

If you were the recruiter, which bullet would make you want to interview the applicant?

Asper student, Director of Finance for UMFO...

- Managed student group budget
- Managed \$10,000 budget and invested idle funds
- Managed \$10,000 budget and invested \$5,000 of idle funds into appropriate high-yielding investment returning 5% over the year

Customer Service Rep at a clothing store...

- Helped customers find clothes
- Helped customers with a friendly and positive attitude
- Provided exceptional customer service with a friendly and positive attitude; recognized as “Employee of the Month” for three consecutive months.

Likely, you choose the third bullet!

**\$ % #**

Quantify whenever possible to grab the reader’s attention and add context to your achievements and results!



## Content of Your Bullets continued...

One of the key ways to prepare for job search is to engage in self reflection – this activity will help you develop a better resume and build confidence in your ability to talk about yourself. If you get stuck on what your achievements are or think you don't have any (which you do!) try asking yourself the following questions:

- What specific projects have I completed that added value to my group, team or organization?
- Have I received any awards, recognitions, or positive feedback from professors, peers, or employers?
- Did I contribute to increasing sales, reducing costs, or improving processes in any way?
- How have I demonstrated leadership or taken the initiative in group projects or extracurricular activities?
- How have I contributed to creating a more inclusive and equitable environment in my workplace, group projects, or extracurricular activities?
- Have I solved any significant problems or challenges that others struggled with?
- What new skills or knowledge have I acquired, and how have I applied them?
- Did I participate in any internships or co-op placements where I made a tangible impact?
- How have I contributed to a positive team culture or helped others succeed?
- What innovative ideas or solutions have I introduced that were implemented?
- What actions have I taken to improve sustainability in my projects, work, or campus activities?
- Have I participated in or led any successful events, workshops, or campaigns?
- Did I manage a budget, resources, or time effectively in any of my roles?
- Have I mentored or trained others, and what were the outcomes?
- Did I exceed any specific goals or targets set by professors, employers, or myself?
- How have I improved a product, service, or process through my contributions?
- Have I led or participated in efforts to reduce waste, conserve resources, or promote environmental awareness?
- What feedback have I received that reflects my contributions?
- Were you asked to take on additional responsibilities? Were you promoted?
- How have I successfully adapted to or integrated into a new culture, whether in a workplace, school or exchange, or diverse team setting, and what did I learn from the experience?
- How have I demonstrated empathy or contributed to charitable causes, community service, or volunteer work, and what impact did my efforts have on others?

### Pro Tip!

Applying for your first professional job related to your major/career goal but don't have experience in that field yet?

Refer to the learning outcomes in the syllabus of the courses you have taken and include them on the profile, summary of qualifications or education section of your resume. All courses have defined learning outcomes which are expanding your knowledge, and employability!

Asking yourself these questions will help you reflect on your unique experiences and pinpoint concrete achievements to highlight on your resume to engage prospective employers.





## 2. Transferable or Power Skills

If you, like many students, lack professional experience directly related to the job you're applying for, emphasize your transferable skills, including your power (or soft) skills. These are abilities you can apply in - various roles, drawing from your academic, cultural, and personal experiences. Your university courses are designed to develop business knowledge and power skills, all of which are transferable. Skills like communication, organization, and analytical thinking are applicable across different contexts. Additionally, your cultural knowledge, community involvement, and lived experiences enrich your transferable skills, enhancing your ability to connect with others and adapt to different environments.

Position	Job Duties	Relevant Transferable Skill
Server - restaurant	Take orders, serve tables, deal with customers	<ul style="list-style-type: none"> <li>• Able to multitask in a fast-paced environment</li> <li>• Able to problem solve 'on the spot'</li> <li>• Friendly, outgoing approach committed to customer service</li> </ul>
Telemarketer	Make cold calls to sell products	<ul style="list-style-type: none"> <li>• Strong verbal communication skills</li> <li>• Articulate in presenting product information</li> <li>• Self-motivating work ethic (you don't quit after someone hangs up on you!)</li> <li>• Negotiation skills</li> <li>• Goal oriented</li> </ul>
Tree planter	Re-forestation (plant trees) in a variety of weather conditions	<ul style="list-style-type: none"> <li>• Self-motivating work ethic</li> <li>• Results oriented</li> <li>• Disciplined and diligent (worked through challenging conditions)</li> <li>• Sustainability focus</li> </ul>
Chinese and math tutor	Teaching math and Chinese language to children	<ul style="list-style-type: none"> <li>• Able to communicate complex topics in easy to understand language (hint: actuaries need to be able to explain complex equations to clients)</li> <li>• Patience, understanding, and compassion</li> <li>• Able to motivate others</li> <li>• Problem solving – develop different approaches to ensure understanding</li> </ul>
Captain of a sports team	Liaison between coaching staff and players, motivate team members and provide leadership	<ul style="list-style-type: none"> <li>• Strong verbal communication skills</li> <li>• Able to handle stressful situation in a professional manner</li> <li>• Able to motivate others</li> <li>• Goal oriented and able to work well with others</li> </ul>
Childcare	Provide necessities of life	<ul style="list-style-type: none"> <li>• High level of responsibility</li> <li>• Multitasking</li> <li>• Communication, sensitivity and creativity</li> </ul>



### 3. Action Oriented Language

Start all bullets with a strong action verb to engage the reader. Avoid starting your statements with “responsible for” or “duties included”. The reader is interested in the skills you used, the success and results you delivered, and the impact you had!

Here’s a list to inspire you:

#### Communication

Adapted	Condensed	Directed	Informed	Motivated	Solicited
Addressed	Consulted	Discussed	Integrated	Negotiated	Specified
Advertised	Contacted	Drafted	Interpreted	Outlined	Spoke
Arbitrated	Conveyed	Edited	Interviewed	Persuaded	Summarized
Articulated	Convinced	Elicited	Lectured	Presented	Synthesized
Authored	Counselled	Encouraged	Listened	Proposed	Taught
Clarified	Corresponded	Explained	Marketed	Publicized	Trained
Collaborated	Created	Expressed	Mediated	Reported	Tutored
Communicated	Customized	Formulated	Moderated	Responded	Translated
Composed	Developed	Guided	Modified	Revised	Wrote

#### Research and analysis

Adapted	Conducted	Evaluated	Inspected	Organized	Studied
Analyzed	Critiqued	Examined	Integrated	Recorded	Summarized
Applied	Detected	Experimented	Interviewed	Researched	Surveyed
Collected	Debugged	Explored	Invented	Reviewed	Tested
Compared	Determined	Extracted	Investigated	Revised	
Conceptualized	Diagnosed	Formulated	Measured	Searched	
Condensed	Established	Gathered	Modified	Solved	

#### Personal management

Arranged	Defined	Listened	Prioritized	Reviewed
Assessed	Developed	Observed	Recommended	Strengthened
Attained	Interpreted	Participated	Resolved	Supported
Clarified	Influenced	Planned	Responded	Verified

continues...

# CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS | UNIVERSITY OF MANITOBA



## Action Oriented Language continued...

### Managing information and data

Administered	Assessed	Computed	Forecasted	Netted	Qualified
Adjusted	Audited	Conserved	Input	Organized	Reconciled
Allocated	Balanced	Corrected	Integrated	Planned	Reduced
Analyzed	Budgeted	Determined	Managed	Prepared	Researched
Appraised	Calculated	Developed	Marketed	Programmed	Retrieved
Assembled	Compiled	Estimated	Measured	Projected	Utilized

### Teamwork

Adapted	Collaborated	Ensured	Incorporated	Participated
Arranged	Contributed	Expedited	Interacted	Recruited
Assessed	Cooperated	Facilitated	Involved	Revitalized
Assisted	Created	Helped	Joined	Supported

### Project and task management

Adapted	Conceptualized	Generated	Monitored	Reorganized	Revised
Applied	Coordinated	Guided	Obtained	Restored	Revitalized
Approved	Corresponded	Incorporated	Operated	Reviewed	Scheduled
Arranged	Customized	Initiated	Organized	Scheduled	Shaped
Assembled	Designed	Inspected	Prepared	Selected	Solved
Built	Directed	Instituted	Processed	Shaped	Standardized
Chaired	Distributed	Integrated	Planned	Streamlined	Updated
Classified	Established	Lead	Prioritized	Strengthened	Validated
Coded	Evaluated	Managed	Produced	Supervised	Verified
Compiled	Executed	Maintained	Programmed	Remodeled	
Computed	Facilitated	Modified	Recommended	Reviewed	

### Continuous learning

Adapted	Demonstrated	Learned	Responded	Updated
Assessed	Developed	Pursued	Sought	
Corrected	Identified	Progressed	Studied	



## Volunteer and/or Community Involvement

---

Did you have a high level of responsibility or accountability such as being the Chair for the Shinerama campaign? If yes, use the same format as your work experience.

If it was a short-term or a “one off”, such as a shiner for Shinerama or taking tickets at the door for a social event, then list it as a single bullet. Even these short-term commitments add value as they show you contribute to community events.

## Extracurricular Activities and/or Interests

---

There is debate in the recruiting world about whether or not to include this section. Ask yourself, does this section add value to your resume and the job you are applying for? Will the reader find it interesting? Is it relevant?

If you were the recruiter, which applicant would you be more interested in interviewing?

- Reading, gardening, yoga, hockey, photography, stock market and traveling

- or -

- Founded and organized a weekly Stock Market club to analyze and discuss investments. Mock investments have yielded a 25% return in the past six months.

## What about elite sports? Are recruiters interested in this? YES!

There are many transferable skills and personal characteristics associated with playing sports. If you were the recruiter, what would you think if you saw the example below on a resume?

### Assistant Captain

University of Manitoba Bison Hockey Team

- Successfully led a team of 25 to second place finish at Canada West Championships
- Served as communication liaison between coaches and players allowing for seamless flow of feedback and ideas as well as effective interaction between stakeholders
- Coordinated team building and travel events to create a cohesive team dynamic in which members developed trust in each other, the team processes, and commitment to reach individual and team goals.

### Pro Tip!

Volunteering is a great way to gain experience, build your skills and network, and demonstrate your commitment to community to potential employers. Here are some ways to get involved:

- Volunteer Manitoba  
<https://www.volunteermanitoba.ca/>
- University of Manitoba Community Opportunities:  
<https://umanitoba.ca/student-supports/get-involved>
- Student groups (STAGS/CSA)  
<https://www.aspercsa.com/students/stags/>



## FORMATTING TIPS

### Job Title

---

Your job title appears on the line above the organization because what you did is more important than where you did it. Does your job title reflect what you did? “Clerk 2” won’t mean much to the reader, but “Customer Service Representative” will.

### Can I use a template?

---

We don’t recommend using a template.

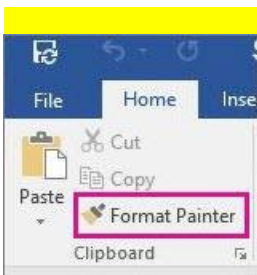
Templates are frustrating to edit and limit the design control you have. Recruiters are typically unimpressed with templates.

### Format Painter

---

Use the Format Painter on the Home tab to quickly copy formatting from one thing in a document to another. Select the thing you like the look of, click Format Painter, and then click the thing you want to change to look the same.

1. Select the text or graphic that has the formatting that you want to copy.
2. On the Home tab, click Format Painter.

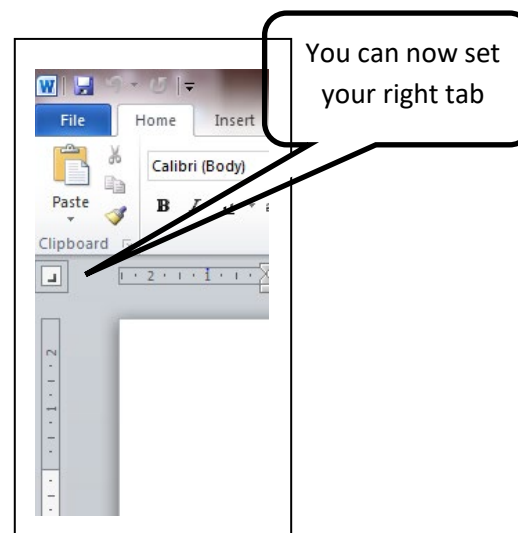
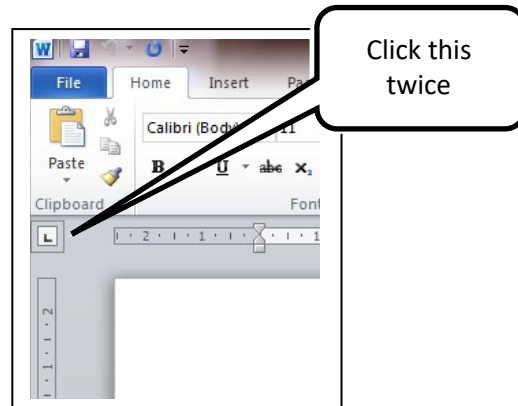


3. Select the text or graphic that you want to format.
4. To stop formatting, press ESC.

### Dates on the right

---

Line up all of your dates on the right hand side. There’s a tool you can use - it’s the RIGHT TAB button in the upper right hand side of your ruler in MS Word. Add it to your ruler when you want the dates to line up and hit TAB. It will make your document look tidy!







## REFERENCES

A statement such as “References Available upon Request” at the end of your resume is not necessary as it is assumed that you will provide references if asked. This usually happens at the end of an interview.

Employers will ask for references if they want them so no need to provide them until they do.

Work references are normally requested by potential employers because they want to know how you have performed on the job. The best predictor of future performance is past performance! If you do not have sufficient employment references, consider using academic or personal references.

List references on a separate sheet of paper using the same personal letterhead as on your resume. Take them to the interview or make them available if requested. Provide three references if possible and give their name, title, company and contact information.

### Three types of references:

**Work/Volunteer Reference** – most preferred and common type of reference. This is usually a person who has been your supervisor and/or a colleague in the workplace. This can be paid work or a volunteer position.

**Academic Reference** – should be a professor or teacher who has known you for some time. They should be able to provide information regarding your abilities and performance.

**Personal Reference** – the least common. This should be someone who can speak about your character and your personality, and who has known you for some time

### Pro Tip!

#### To ensure the best reference possible you should:

- 1 Choose the right person – someone who can speak to your strengths and accomplishments
- 2 Obtain permission from your reference each time
- 3 Provide context – what type of job are you applying for, what skills is the employer looking for
- 4 Provide them with an updated copy of your resume and if possible, a job description/posting
- 5 Thank them and advise them of the outcome



## SUBMITTING YOUR RESUME

The best way to deliver your resume is to **follow the instructions in the job posting** and do what the employer asks you to do. Here is a review of each process along with recommendations and tips.

### E-mail

---

- Be sure to send your resume in a common word processing format that can be easily opened – follow their instructions – we recommend a PDF.
- Save your cover letter and resume in one document. Name the document “firstlastname”.
- Include a description in the subject line with the job title - for example, Resume of Jane Doe – Marketing Coordinator. Did they ask you to reference a specific job number? If so, include this in the subject line as well.
- In the body of the email include a brief message stating that your resume and cover letter are attached. Include your full contact information in case they need to contact you if they cannot open your resume or it does not come through clearly.
- Don’t write your cover letter in the body of the email message.
- You should never email your resume from your email address at work. It is unprofessional and will demonstrate to a potential employer that you use company time and resources for your own personal interests.

### Asper Career Portal

---

- Save cover letter and resume documents separately to MS Word or PDF format.
- Save your documents with appropriate and distinguishing labels to ensure you upload the correct files (example “full name – cover letter – organization name”). Submitting the wrong application will land your resume in the “no” pile!
- When applying for a job on the Career Portal, you may be asked to upload to the CP as well as the company website. Do both.

### Online Application

---

Most companies receive applications through their websites. Follow their instructions when setting up your account. Depending on their system, you may upload and attach your resume document or you may have to fill in the required fields with text. This can often be done by copying and pasting sections of your resume.

### In Person

---

When dropping off a resume in person, remember that you will be leaving a first impression so your appearance is important. Dress as you would for an interview and act professionally to everyone you come in contact with. Be prepared to speak to the hiring manager and answer a few questions on the spot, but don’t expect this.



## UNDERSTANDING HOW RESUMES ARE REVIEWED

### The ATS and Human Review Process

---

When applying for jobs, your resume will typically undergo a two-step review process: first by an Applicant Tracking System (ATS), and then by a human recruiter.

An ATS is a software tool used by many companies to manage the recruitment process. It scans resumes and cover letters for specific keywords and phrases, often filtering out those that don't match the job description.

### The ATS Stage: Why Understanding ATS is Important for Your Resume?

Tailoring your resume to include relevant keywords ensures your application is picked up by the ATS and moves on to step two – the human review.

### 4 Tips to create an ATS-Friendly Resume

---

#### 1. Keyword Research

- Job Description Analysis - identify key terms and skills mentioned in the job description.
- Use industry-specific terms common to your field.

#### 2. Formatting

- Use headings for sections like "Profile," "Skills," "Experience," and "Education."
- Use bullet points to highlight key achievements and responsibilities.
- Maintain a consistent font, size, and spacing throughout your resume.

#### 3. Quantify Achievements

- Whenever possible, quantify your achievements with numbers (e.g., "Increased sales by 20%").
- Focus on the outcomes/results of your work rather than just listing tasks.

#### 4. PDF Format

- Ensure your resume is saved as a PDF to prevent formatting issues.
- Check compatibility - test your PDF on different devices and platforms to ensure it displays correctly.

By understanding how ATS systems work and following these tips, you can significantly increase your chances of having your resume move forward in the application process.

### Human Review Stage: Understanding the Recruiter

While Applicant Tracking Systems (ATS) play a crucial role in the initial screening of resumes, human recruiters ultimately make the decision on who to interview. They typically follow a systematic approach to review resumes, focusing on key elements that align with the job requirements.

Recruiters often start by quickly scanning the resume for relevant keywords and experience. They pay close attention to the profile or summary, as it provides a snapshot



of the applicant's qualifications and career goals. The experience section is closely examined, with a particular focus on the relevance of the applicant's roles and responsibilities to the specific job.

Beyond the technical aspects, recruiters also assess the applicant's soft skills and cultural fit. They look for evidence of teamwork, communication and problem-solving skills, and a positive attitude.

The overall presentation and formatting of the resume are also taken into consideration, as they can reflect the applicant's attention to detail and professionalism.

## Key Points for Students

---

- **Keyword Optimization:** Use relevant keywords from the job description in your resume – its critical to both the ATS system and the human eye.
- Ensure your resume is well-formatted, easy to read, and consistent in terms of font, size, and spacing.
- Save your resume as a PDF to maintain its formatting and avoid compatibility issues.
- Customize your resume for each job application to highlight the most relevant skills and experiences.
- Quantify your achievements whenever possible to demonstrate your impact.
- **Proofread Carefully:** Errors in grammar or spelling can negatively impact your application.

By understanding this two-step process, students can better prepare their resumes to increase their chances of making it to the

human review stage and ultimately landing an interview.

## LEVERAGING GENERATIVE AI TOOLS TO ENHANCE YOUR RESUME

In today's fast-paced digital world, using generative AI tools can give you an edge in crafting a compelling resume. Here are some tips on how to effectively integrate AI into your resume writing process, along with specific prompts you can use to maximize the benefits:

### 1. Brainstorming and Content Generation

- **Get Unstuck:** If you're struggling with how to start a section or phrase an experience, AI can help generate ideas.

*Prompt Example: "Can you suggest ways to describe my role as a marketing intern where I helped develop social media campaigns?"*

- **Expand Your Descriptions:** AI tools can suggest alternative ways to describe your responsibilities and achievements, offering you varied language that might better capture your impact.

*Prompt Example: "How can I rephrase 'assisted with financial reports' to sound more impactful and results-oriented?"*

### 2. Optimizing for Keywords

- **Job Description Analysis:** Paste the job description into an AI tool to identify the most important keywords and phrases. Use these insights to ensure your resume is tailored and includes the right terminology.



*Prompt Example: “What are the key skills and keywords in this job description for a junior business analyst role?”*

- **Keyword Enhancement:** AI can help you incorporate industry-specific terms and phrases, ensuring your resume passes through Applicant Tracking Systems (ATS) and catches the eye of recruiters.

*Prompt Example: “What are some common keywords for a resume applying for an entry-level human resources position?”*

- You can also input the job description and your resume (**remember to remove all personal information**) and ask the AI tool to optimize your resume for that posting.

### 3. Polishing and Proofreading

- **Grammar and Clarity:** Use AI to check your resume for grammatical errors, clarity, and conciseness. The AI can suggest improvements to ensure your resume is both professional and easy to read.

*Prompt Example: “Can you proofread this resume bullet point for grammar and clarity: ‘Analyzed market trends to assist in product development decisions’?”*

- **Consistency Check:** AI tools can help maintain consistency in your resume, such as ensuring uniformity in formatting, verb tenses, and tone across all sections.

*Prompt Example: “Are the verb tenses consistent in these bullet points for my summer internship experience?”*

### 4. Customization and Personalization

- **Tailoring for Different Roles:** With AI, you can quickly adjust your resume for different job applications. Input the specifics of a job, and let the AI suggest how to tailor your resume to highlight the most relevant experiences and skills.

*Prompt Example: “How can I tailor my resume for a financial analyst internship based on this job description?”*

- **Personal Branding:** Use AI to enhance your personal statement or summary section. It can help craft a narrative that aligns with your personal brand and the role you’re applying for.

*Prompt Example: “Can you help me write a summary statement that highlights my strengths in teamwork and data analysis?”*

### 5. Inspiration and Benchmarking

- **Sample Resumes and Formats:** AI can generate sample resumes for various industries and roles, providing you with templates and ideas on how to structure your own.

*Prompt Example: “Can you generate a sample resume for a business student applying for a co-op position in marketing?”*

- **Benchmarking Against Peers:** Some AI tools allow you to compare your resume against others in your field, offering suggestions to help you stand out.





*Prompt Example: “How does my resume compare to others applying for an entry-level consulting role?”*

## 6. Ethical Considerations

Authenticity: While AI can be a powerful tool, it’s important to ensure that the content generated reflects your true experiences and skills. Avoid over-relying on AI to the point where your resume no longer feels authentic.

*Prompt Example: “Is this resume summary too generic, or does it reflect my personal experience in student organizations accurately?”*

**Privacy:** Be mindful of the information you input into AI tools. Avoid sharing sensitive personal data and ensure that any platform you use respects your privacy.

## CLOSING THOUGHTS: BALANCING AI WITH CRITICAL THINKING

While generative AI tools can significantly enhance your resume, it’s essential to remember that they are just one part of the process. Your resume should be a true reflection of your unique skills, experiences, and aspirations. Use AI to assist in refining your content but rely on your critical thinking and self-reflection to ensure that the final product authentically represents you. By thoughtfully integrating AI into your research of the role, company and position, as well as your resume writing process, you can create a customized, polished and compelling

document that stands out—while still genuinely expressing who you are as an applicant.

## EVOLVING YOUR RESUME OVER TIME

As you gain experience, you should update and evolve your resume.

- After you have officially graduated change “Program” to “Degree”. You can now also add “B.Comm” after your name in your personal letterhead.
- Once you have experience in your chosen profession you should move your work experience section before the education section to put more emphasis on your practical experience.
- Keep a record of your success, results and achievements to make resume updating easier.
- Remember, as an Asper alumnus, you continue to have access to the services of the Career Development Centre. So when it comes time to apply for a promotion and start a new challenge, get in touch, we are here to help!

## FINAL RESUME CHECKLIST

- ✓ Include your full name, phone number, email address, and LinkedIn profile.
- ✓ Does it meet industry norms - Is it 1-2 pages?
- ✓ Incorporate keywords from the job posting to help your resume get noticed by employers and pass through Applicant Tracking Systems (ATS).

# CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS | UNIVERSITY OF MANITOBA



- ✓ In the profile, outline the position you're seeking, and how your academic background and skills align with the role.
- ✓ If you are light on professional experience, start with your education section, listing your degree, major, university, and expected graduation date. Include your GPA if it's strong (usually 3.0 or above).
- ✓ Highlight relevant courses that demonstrates your knowledge and skills related to the job.
- ✓ Include any internships, co-op, or part-time jobs, emphasizing responsibilities and achievements that show your work ethic and initiative.
- ✓ Include volunteer experience, particularly if it's related to your field of study or demonstrates important skills like leadership or community engagement.
- ✓ Use numbers to quantify your accomplishments, even in academic or part-time roles (e.g., "Led a team of 4 on a research project" or "Increased event attendance by 30%").
- ✓ Create a skills section that highlights relevant technical skills, software proficiency, languages, and any soft skills like teamwork or communication.
- ✓ Extracurricular: Mention involvement in student clubs, organizations, sports, or leadership roles that demonstrate transferable skills like leadership, teamwork, or time management.
- ✓ List any certifications, workshops, or training programs that are relevant, such as technical certifications or online courses.
- ✓ Awards and Honors: Mention any academic honors, scholarships, or awards that highlight your achievements and dedication.
- ✓ Professional Development: Note any conferences, seminars, or networking events you've attended that relate to your field of interest.
- ✓ Proofread for Errors: Carefully check for spelling, grammar, and punctuation errors.
- ✓ Prepare a personalized cover letter for each application, explaining why you're interested in the position and how your academic and extracurricular experiences make you a strong candidate.

## Pro Tip!

Have your resume reviewed by a Career Consultant in the Career Development Centre  
– 254 Drake

## Resumes to Inspire You

---

On the pages that follow you will find a variety of resumes to get you started. They progress from early university experience to more senior students and new graduates.

For more inspiration or guidance on writing your resume sign up for a workshop, check out the CDC's YouTube channel, or book an appointment with a Career Consultant through the Asper Career Portal.

We're here to help you with your career success!

# Emmanuel Ademola

204-732-8917

e.ademola@gmail.com

## Profile

---

Motivated and detail-oriented Bachelor of Commerce (Honours) co-op student with a strong foundation in marketing through coursework. Bilingual with hands-on experience in the food retail industry, excelling in sales, customer service, operations and leadership. Adept at prioritizing tasks and known for strong communication and teamwork skills, making for a reliable and proactive contributor to any team. Seeking to apply analytical and creative skills in a marketing focused co-op term to gain practical experience and further develop a career in marketing.

## Education

---

### Bachelor of Commerce (Honours) Co-op Program

20\_ - present

Asper School of Business, University of Manitoba

Majors: Marketing and Strategy & Global Management

Expected Graduation: 20\_

Relevant Courses: *Intro to Marketing (A), Consumer Behaviour (A), Management Decision Making (A+)*

### Oak Park High School

20\_

French Immersion Program; Honour Roll

## Academic Awards & Accomplishments

---

- Dean's Honour List, Asper School of Business 20\_
- Recipient of the Hogg Centennial Entrance Scholarship, U of M 20\_
- UMSU Scholarship 20\_
- Top Mark Award - Oak Park High School 20\_
  - Mathé Avancé 45S (Advanced Math)
  - Physique 40S (Physics)
  - Computer Science 40S

## Work Experience

---

### Store Front Customer Service Representative

20\_ – present

Tim Hortons

- Provided friendly and high-quality service to customers in a timely manner in a fast-paced team environment.
- Adhered to strict food handling guidelines when preparing food and beverage items.
- Selected by management to coach and train new employees.

**McDonald's** 20\_ - 20\_  
Shift Manager (*promotion*) 20\_ - 20\_

- Recognized as a Hospitality Ambassador who responds to guests in a prompt, courteous, and efficient manner including following up with crew.
- Effectively managed crew and delegated tasks to achieve optimal speed of service, consistent restaurant cleanliness, and ensuring a high quality experience for customers.
- Proficient in handling cash and cash deposits of over \$3,000.
- Certified in Shift Management.

Team Leader 20\_ - 20\_

- Modified the training program in preparation for National Hiring Day 20\_ to successfully on-board 10 new hires.
- Assisted in supervising the kitchen and customer service components of the restaurant.
- Maintained an organized and positive work environment while motivating staff to ensure high customer satisfaction.

**Sales Representative** 20\_ – 20\_

Avon

- Effectively communicated product information to prospective clients consistently resulting in high sales.
- Successfully recruited, coached and mentored new sales representatives on proven sales techniques and network building.

### **Volunteer, Sports & Extracurricular Activities**

---

First Year Committee, Asper School of Business 20\_ – 20\_  
Canadian Blood Services Ambassador 20\_ – present  
Various charities such as “Run for the Cure”, and “Daffodil Days” 20\_ – present  
Varsity Soccer, Basketball and Volleyball teams, Oak Park High School 20\_ – 20\_

### **Technical & Language Skills**

---

- Experienced in Microsoft Office programs including Word, Excel, and PowerPoint
- Familiarity with Hootsuite, Canva and Adobe Creative
- Fluent in written and oral French and English

# Sarah Smith

(204) 789-1234  
[SSmith@myumanitoba.ca](mailto:SSmith@myumanitoba.ca)

## PROFILE

Detail-oriented second-year accounting Asper School of Business student with a solid foundation in managerial and financial accounting principles. Proficient in analyzing financial statements, budgeting, and cost management. Skilled in applying accounting standards to real-world scenarios, enhancing decision-making processes. Demonstrates strong analytical abilities, accuracy, and a commitment to ethical practices.

## EDUCATION

### **Bachelor of Commerce (Honours) Program**

Present

Asper School of Business, University of Manitoba  
Major: Accounting & Finance GPA: 3.6/4.5

Expected Graduation: May 20\_

Related Courses: Intermediate Accounting (A), Cost Accounting (A), Financial Accounting (A), Managerial Accounting (B), Intro to Corporation Finance (A)

### **Bachelor of Arts Degree – Economics**

20\_

University of Manitoba

Active Member, Asper School of Business Accounting Association (AASBA)

## ACADEMIC AWARDS & ACCOMPLISHMENTS

Dean's Honour List, University of Manitoba  
Asper School of Business Entrance Scholarship for top ranked students entering the faculty  
University of Manitoba Students' Union Scholarship for Excellence in Academic Achievement

## TECHNICAL & LANGUAGE SKILLS

- Working knowledge of QuickBooks, Simply Accounting, CanTax
- Bilingual in English and conversational French

## WORK EXPERIENCE

### **Basic Income Tax Preparer - HR Block Canada Inc.** Winnipeg, MB (part time)

20\_

- Accurately assessed federal and provincial yearly income tax obligations utilizing CanTax software.
- Assisted co-workers in addition to learning and adapting to the demands of an office environment.

### **Retirement Advisor/Analyst, Volunteer Centre,** Winnipeg, MB (part time)

20\_

- Analyzed various retirement packages to determine best possible retirement options.
- Accompanied clients to personal meetings with accountant and bank to determine taxation status for upcoming year.

### **Ivy Lea Inn, Manual Labourer,** Ivy Lea, ON (summer)

20\_ – 20\_

- Provided general maintenance for lodge including boat rentals, gas sales, and demonstrated proper use of equipment to lodge guests.
- Gained valuable experience in working in a team environment, providing excellent customer service, and taking on a broad range of responsibilities.



# Sofia Lopez

ca.linkedin.com/Sofia | (204) 555-1515 | lopezs@asper.com

## SUMMARY

---

Detail-oriented second-year Business student with a strong work ethic and a passion for marketing. Recognized for effective teamwork and the ability to interact with diverse groups. Confident in taking on new challenges and responsibilities with enthusiasm. Proficient in digital marketing tools and platforms, including social media management, content creation, and data analytics. Skilled in software packages including Word, Excel, Adobe and Canva.

Seeking a marketing internship to apply business knowledge and support impactful marketing initiatives.

## STRENGTHS, SKILLS AND ABILITIES

---

- **Digital Marketing Proficiency:** Understanding of social media platforms, SEO, content creation, email marketing, and analytics tools (e.g., Google Analytics, Hootsuite).
- **Communication Skills:** Ability to convey ideas clearly and effectively, both in writing and verbally, for content creation, presentations, and team collaboration.
- **Creativity:** Ability to think outside the box to develop innovative marketing strategies and campaigns.
- **Analytical Skills:** Ability to analyze data to measure the success of campaigns, identify trends, and make data-driven decisions.
- **Project Management:** Strong organizational skills to manage multiple tasks, prioritize effectively, and meet deadlines.

## EDUCATION

---

**Bachelor of Commerce (Honours) Program** 20\_  
Asper School of Business, University of Manitoba  
Major: Marketing Dean's Honour List G.P.A. 3.8/4.5

Member, Asper School of Business Marketing Association 20\_-20\_

## WORK EXPERIENCE

---

**Customer Service Representative** Summer 20\_  
**Healthy Lifestyles Pool and Spas**

- Responded to customer inquiries and concerns, investigated problem situations and ensured satisfactory resolution.
- Designed a "Customer Service Report Form" to facilitate documentation and tracking of concerns and problems.
- Co-ordinated all service requests and follow-up calls within company response standards.
- Provided customers with product and service information and taught customers the safe and proper use of chemicals and equipment. Recognized as "Customer Service Representative of the Month".

**Bartender/Waiter**  
**Monty's Food Emporium**

20\_ - Present

- Launched a "Customer Appreciation Day" program that increased annual sales by 15%.
- Assisted with the implementation of a new advertising and image campaign which included designing new menus and promotional materials.
- Continually exceeded performance standards in servicing customers and achieving revenue targets.
- Became shift team leader after 6 months with responsibility for balancing evening receipts and closing the restaurant.

**Bookkeeper**  
**St. John's Youth Hostel**

20\_ - Present

- Assisted with the implementation of a computer-based accounting system to prepare and maintain monthly financial statements and monitor operating budgets.
- Prepared monthly payroll and accompanying government remittance.

**INTERESTS & ACTIVITIES**

---

- Coach minor hockey team and girls' softball team
- Active participant in intramural floor hockey, volleyball and soccer teams.
- Enjoy music and playing piano - attained Grade 6 Piano Theory.



## **PROFILE**

---

Results-driven 3<sup>rd</sup> year Bachelor of Commerce (Honours) student with a focus on Business Analytics. Demonstrates a strong commitment to delivering quality work through high attention to detail and effective prioritization of tasks. Leverages practical experience in customer service, bringing robust communication and interpersonal skills to both individual and team-based environments.

Proficient in conducting data analysis to uncover trends and insights, creating detailed process maps and flowcharts, and applying technical skills in tools such as SQL and Excel for comprehensive data analysis and reporting. Skilled in supporting quality assurance processes.

## **EDUCATION**

---

**Bachelor of Commerce (Honours)** 20\_ - Present  
Asper School of Business, University of Manitoba  
Major: Business Analytics  
Expected graduation: December 20\_

Relevant Coursework: Data Analytics in Accounting, Database Management Systems, System Analysis and Design.

## **WORK EXPERIENCE**

---

**Business Analyst Intern** May - August 20\_  
NFI Group

- Conducted data analysis to identify trends, patterns, and insights, providing valuable information for decision-making processes.
- Created detailed process maps and flowcharts to visualize and document current and proposed business processes.
- Applied technical skills in tools such as SQL and Excel for data analysis and reporting.
- Assisted in quality assurance processes, ensuring that deliverables met quality standards and complied with organizational policies.

**Cashier** 20\_ – Present  
Real Canadian Superstore

- Handled customer inquiries with professionalism and tact, consistently delivering excellent service; selected as “Employee of the Month” two times.
- Processed customer transactions, adhering to company standards.
- Handled cash and credit card transactions with precision and attention to detail.

**Sales Associate**

20\_ – 20\_

Old Navy

- Delivered exceptional client service by actively listening to customer needs, leading to a 20% increase in repeat business and positive feedback scores.
- Consistently surpassed monthly sales targets by 15% through personalized product recommendations and upselling techniques.
- Efficiently managed cash transactions, reconciled daily sales reports, and ensured accurate handling of POS systems, maintaining a 99% accuracy rate.

**EXTRACURRICULAR & VOLUNTEER**

---

**Member**

20\_ – Present

Business Analytics Association (BAA)

- Attending monthly professional development events focused on enhancing career and technical skills and building industry connections.

**Graduation Co-Chair**

Asper School of Business, University of Manitoba

20\_ – 20\_

- Successfully managed event timelines, ensuring that the graduation ceremony ran smoothly and adhered to the predetermined schedule.
- Paid meticulous attention to details related to the ceremony, such as stage setup, audio-visual requirements, and the overall aesthetics of the venue.

**Logistics Coordinator, Commerce Student Association (CSA)**

Asper School of Business, University of Manitoba

20\_ – 20\_

- Coordinated logistics for events, ensuring seamless operations and a positive experience.
- Conducted post-event evaluations to gather feedback, identified areas for improvement, and implemented changes to enhance the quality of future events.

**TECHNICAL SKILLS & QUALIFICATIONS**

---

- Proficient in Microsoft Office including Word, Excel, PowerPoint, Teams, SharePoint, Power BI, and Outlook.
- Intermediate knowledge of SQL and Python.

# Karen McKay

204-222-3333 | [kmckay@myumanitoba.ca](mailto:kmckay@myumanitoba.ca) | LinkedIn/mckayk1

## PROFILE

Motivated and diligent Bachelor of Commerce student with a strong reputation as a collaborative team player and dedicated community advocate. Actively involved in numerous charitable initiatives, contributing significant volunteer hours. Passionate about integrating Indigenous perspectives into business practices and committed to supporting Indigenous enterprises and promoting sustainable economic growth. Seeking opportunities to apply business knowledge and community engagement skills in support of these goals.

## EDUCATION, ACADEMIC AWARDS & ACHIEVEMENTS

### **Bachelor of Commerce (Honours) Program** 20xx- Present

Asper School of Business, University of Manitoba

Major: Indigenous Business Studies

Expected Graduation: May 20xx

- Member, University of Manitoba Indigenous Commerce Students
- Member, Indigenous Business Education Program

### Diploma, Portage La Prairie Collegiate Institute 20xx

- Portage La Prairie Collegiate Outstanding Service Award, 20xx
- Community Development Corporation Leadership Award, 20xx

## EXPERIENCE

### **Sustainable Development Intern** May-August 20xx

Treaty One Development Corporation, Winnipeg

- Provided vital support in the planning, coordination, and execution of sustainable development projects within Indigenous communities.
- Contributed to projects that balanced sustainable development with the preservation of Indigenous cultural practices, ensuring a harmonious approach.
- Assisted in the development of grant proposals to secure funding for sustainable development projects, showcasing strong written communication skills.
- Prepared detailed documentation and reports on the progress and outcomes of sustainable development projects, ensuring transparency and accountability.

### **Seasonal Labour (part time)** July-August 20xx

Omega Farms, Portage La Prairie

- Performed required tasks unsupervised such as maintaining the cleanliness of crop storage areas and keeping all the equipment sheds organized.
- Worked toward the same goal with fellow colleagues to maintain and successfully grow all types of plant varieties.
- Received training in Workplace Hazardous Materials Information System, Green Defensive Driving course, and Utility Terrain Vehicle Operation training.

## Community Engagement Coordinator

May – August 20XX-20XX

Youth Centre, Dakota Tipi First Nation, Portage La Prairie, MB

- Led initiatives to increase Indigenous student participation in university and college programs and events, boosting attendance by 23%.
- Coordinated cultural awareness events to foster understanding between Indigenous and non-Indigenous students.
- Developed and maintained partnerships with local Indigenous organizations to support student services and outreach.

## VOLUNTEER & COMMUNITY INVOLVEMENT

### Student Learner/Helper, Elder in Residence, Dakota Tipi First Nation

20XX

- Volunteer and assist an elder-in-residence to better understand traditional teachings, learn about oral history of local community, customs and traditions which encompass beliefs, values, worldviews, language and ways of life.
- Personal commitment to becoming a knowledge keeper and passing on language and oral teachings to youth in community.

### Portage La Prairie Auxiliary Fall Supper

20xx-20xx

- Decorate and set up the community hall in accordance with the event standards.
- Ensured tables were always well stocked and clean.
- Clean up post event after approximately 800 community members.

### Portage La Prairie Recreation Centre

20xx-20xx

- Served food and drinks at the concession stand while ensuring quality standards.
- Enthusiastically greeted guests and took admission at the door.
- Cleaned up after many events such as the rodeo, broomball and slow pitch tournaments.

## LANGUAGES & TECHNICAL SKILLS

- MS Office Suite including strong proficiency in Excel, Outlook, Word and PowerPoint
- Intermediate design in Canva and Adobe
- Beginner in Dakota/Lakota languages
- Intermediate French (Grade 1-12 immersion)

## Profile

---

Results oriented third year Bachelor of Commerce student pursuing majors in Strategy and Global Management. Eager to leverage education and passion for global business to contribute proactively to organizations seeking to thrive in the dynamic global landscape. Multilingual - possess significant cultural intelligence and understanding of diversity based on living abroad. Notable strengths include exceptional time management and organizational skills, as well as the ability to thrive under pressure in demanding, fast-paced situations.

## Education & Academic Achievements

---

### **Bachelor of Commerce (Honours) Program** 20xx-Present

Asper School of Business, University of Manitoba

- Expected graduation: May 20xx Major: Strategy and Global Business Management

Relevant coursework: International Marketing, Management Decision Making, and Leading Change

### **International Exchange Program, Asper School of Business** One semester, 20xx

Nova School of Business and Economics, Portugal

- Courses in global marketing and cross cultural awareness

## Work Experience

---

### **Translator** 20xx – Present

CanTalk, Winnipeg

- Conduct thorough proofreading and editing of translated content to ensure linguistic accuracy, coherence, and adherence to client specifications in three languages.
- Provide precise and culturally sensitive translations for various documents, including articles, transcripts, and business correspondence.
- Maintain strict confidentiality and discretion regarding sensitive information in translated materials.

### **Office Assistant - Dean's Office** 20xx – 20xx

Asper School of Business, University of Manitoba, Winnipeg

- Organized and maintained physical and digital filing systems, improving accessibility, and streamlining document retrieval processes.
- Coordinated and updated calendars for office events, meetings, and deadlines, facilitating effective time management for the team.
- Adapted quickly to changing priorities and tasks, showcasing flexibility and a willingness to take on new challenges.

## Volunteer Experience & Extracurricular Activities

---

### **Vice-President**, University of Manitoba Marketing Association 20xx-20xx

- Developed and executed marketing strategies to promote university events and initiatives.
- Established partnerships with stakeholders to enhance the association's brand and expand its reach.

## Language Skills

---

- Fluent in English, French, Vietnamese, and Mandarin with intermediate proficiency in written and oral Spanish.



# Yiming JIN

204-234-5678  
yiming@gmail.com  
ca.linkedin.com/yiming

## PROFILE

---

An organized and detail-oriented Accounting and Finance student currently enrolled at the Asper School of Business, University of Manitoba. Able to adapt to new environments, master knowledge quickly with solid technical accounting skills. Good team-player; able to communicate effectively with people from different cultures to achieve team goals. Positive, works well with people, communicates clearly and listens carefully. Excellent presentation skills.

## HIGHLIGHTS OF QUALIFICATIONS

---

**Financial statement analysis:** able to analyze data in financial reports with different ratios.

**Experienced analytical reasoning and business planning skills:** developed and implemented projects, through sound planning and organizing skills.

**Strong teamwork and accountability;** works collaboratively to achieve results. Able to complete tasks independently with minimal supervision.

**Solid computer skills:** Proficient in Microsoft Office including Word, Excel, PowerPoint. Familiar with QuickBooks and Sage Accounting software.

## EDUCATION

---

**Bachelor of Commerce (Honours) Program** 20\_ - Present

Asper School of Business, University of Manitoba

Majors: Accounting and Finance

- Relevant courses include: Financial Accounting, Managerial Accounting, Cost Accounting, Assets, Taxation, International Finance, Investments, and Investment Banking.

**Student Leadership Development Program** January - April 20\_

Student Life, University of Manitoba

- Participated in workshops designed to develop and improve leadership and professional competencies including communication and team building. Developed understanding of leadership through self-assessment, personal needs analysis and future goal setting.
- Relevant courses: Leadership: Diversity and Team-building.

**BBA: International Business Management** 20\_ – 20\_

Ningbo University—Ningbo, China

- Completed two-year study in Ningbo University with scholarship. Joined four student associations. Elected to be leader of Public Relations and Administrative department.

## ACCOMPLISHMENTS

---

- Won 2<sup>nd</sup> place in First Year Accounting Case Analysis Competition at Ningbo University and gained practical experience in analyzing financial statements.

## EXPERIENCE

---

### **1 to 1 Volunteer**

**January 20\_ - Present**

University of Manitoba Volunteer Program (UMVP)—Winnipeg, Manitoba

- Actively engaged in on-campus volunteering, including University Career Fair, Graduation Pow Wow and orienting students to campus.

### **Volunteer**

**September 20\_ - Present**

The Manitoba Chinese Tribune

- Helped organize events, greeted guests and guided VIP guests to assigned sections.

### **Project Manager**

**November 20\_ - August 20\_**

Enactus (SIFE)—Ningbo, China

A community of students, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

- Worked on recycling project.
- Planned and decided the development direction of project using proper business model.
- Developed team and motivated group members. Actively used external resources to support project, looked for sponsors and negotiated with related government departments.



# Tammy Lu

204.222.4242 • TammyLu@live.ca • LinkedIn.com/in/tlu

---

Resourceful bilingual third-year Asper School of Business student majoring in Entrepreneurship and Innovation, with experience in business planning competitions, case studies, and startup environments. Passionate about integrating sustainable practices into business strategies. Seeking to leverage entrepreneurial mindset and creativity in a dynamic internship role within a forward-thinking startup company.

- **Entrepreneurial Skills:** Business Planning, Market Research, Competitive Analysis, Financial Modeling
- **Technical Skills:** Microsoft Office Suite, Google Analytics, Canva, Asana
- **Soft Skills:** Leadership, Team Collaboration, Presentation, Creative Problem-Solving

## EDUCATION

---

### Bachelor of Commerce (Honours) Program

September 20\_\_-Present

Asper School of Business, University of Manitoba

Major: Entrepreneurship & Innovation

## RELEVANT EXPERIENCE

---

### Marketing Coordinator, Britetutors

20\_\_-present

*Britetutors – an online tutoring company focused on preparing international students for success in universities in Canada. Founded in 2022, now employs 75 tutors in 5 countries globally.*

- Designed and executed a social media campaign that boosted brand awareness by 25% and increased website traffic by 40%.
- Assisted in organizing a successful crowdfunding campaign, raising \$50,000 in startup capital.
- Created content for the company's blog, enhancing online engagement and contributing to a 10% growth in online sales.

### President, The Entrepreneurial Mindset (TEM)

20\_\_-present

- Organized workshops, speaker events, and networking opportunities for students interested in entrepreneurship.
- Led a team of 10 in planning and executing the annual pitch competition, attracting over 100 participants and raising \$10,000 in sponsorships.

### Volunteer Mentor, Junior Achievement Program

20\_\_-present

- Mentored high school students in developing business ideas and creating mini-business plans as part of a nationwide program.

## COMPETITIONS & CASE STUDIES

---

### First Place, University Business Planning Competition

20\_\_

- Led a team of five in developing a comprehensive business plan for a sustainable fashion startup, which included market analysis, financial projections, and an implementation strategy.
- Presented to a panel of judges, receiving top marks for innovation, feasibility, and presentation quality.

### Finalist, National Case Study Competition

20\_\_

- Analyzed a real-world business problem for a leading technology company, proposing a strategic solution to improve their market positioning.
- Worked in a team of four to deliver a high-impact presentation, earning recognition for critical thinking and creative problem-solving.

## EDUCATION & ACADEMIC ACHIEVEMENTS

---

**Bachelor of Commerce (Honours) Co-op Program** 20\_\_ – present  
Asper School of Business, University of Manitoba  
Major: Actuarial Mathematics | GPA 4.3/4.5

**Scholarships:** President’s Scholar, Murray J. Taylor Community Involvement Scholarship, University of Manitoba Entrance Scholarship 20\_\_ - 20\_\_  
**Canadian National Mathematics League Top 10 in Manitoba Award** 20\_\_

## ACTUARIAL EXAMS

---

**Exam P** Passed May 20\_\_  
**Exam FM** Passed October 20\_\_  
**Exam IFM** Sitting January 20\_\_

## WORK EXPERIENCE

---

**Actuarial Intern – Commercial Pricing (Co-op 2)** 20\_\_ – 20\_\_  
Wawanesa

- Conducted in-depth analysis of large datasets to support the development of commercial pricing models, enhancing the accuracy of risk assessments and premium calculations.
- Assisted in the refinement of actuarial models by performing statistical analysis and validating assumptions, contributing to the optimization of pricing strategies.
- Collaborated with cross-functional teams to assess the financial impact of pricing changes, providing data-driven insights to support business decisions.

**Finance Analyst – (Co-op 1)** 20\_\_ -20\_\_  
Treasury Board, Government of Manitoba

- Analyzed financial data and budget reports to identify trends and variances, providing actionable insights to support fiscal planning and resource allocation.
- Assisted in the preparation of financial statements and reports for internal and external stakeholders, ensuring compliance with government regulations and accounting standards.
- Conducted cost-benefit analyses for proposed government projects, contributing to informed decision-making and effective management of public funds.

## COMMUNITY INVOLVEMENT & ASSOCIATIONS

---

On Campus Ambassador – Wawanesa present  
Active Member, University of Manitoba Actuarial Club (UMAC) 20\_\_ - present  
Mentor, Asper Students Co-operative Association (ASCA) 20\_\_ - present

## TECHNICAL SKILLS

---

Work experience in: Excel/R/VBA/SQL

Familiarity with: Power BI/Python

Dynamic third year Bachelor of Commerce student at the Asper School of Business majoring in Strategy & Global Management. Proven ability to solve complex business problems through strategic thinking and data analysis, with a strong commitment to ethical and sustainable business practices. Demonstrated experience in case competitions, project management, client relations, and team collaboration. Looking to secure a consulting internship to leverage skills and knowledge in contributing to responsible consulting solutions for client impact.

## Key Competencies

---

- Analytical Skills: Data analysis, problem-solving, research
- Consulting Skills: Project management, strategic planning, client presentations
- Technical Skills: Proficient in Microsoft Excel, SQL, Tableau
- Communication Skills: Report writing, verbal communication, stakeholder engagement
- Team Collaboration: Group projects, leadership, cross-functional teamwork

## Education

---

**Bachelor of Commerce (Honours) Co-op Option** 20\_\_ - present  
Asper School of Business, University of Manitoba  
GPA – 3.65/4.5 Expected Graduation: Month, 20\_\_

*Relevant Coursework: Management Decision Making, Business Strategy, Current Issues in Strategy and Global Management, Leading Change*

## Professional Experience

---

**Consulting Intern (Co-op 1)** 20\_\_ - 20\_\_

### KPMG Business Advisory Services

- Analyzed business processes and provided actionable recommendations that improved efficiency by 13%.
- Managed and executed special ad hoc project delivering results within 12-week timeline and on budget.
- Collaborated with cross-functional teams to develop and present strategic solutions to clients.

## Case Competitions/Student Leadership

---

**Team Lead – Asper, Haskayne Management Consulting Case Competition** 20\_\_

- Lead a team of three in a 2-month case competition. Analyzed finance client case, generating strategic recommendations and presenting findings to industry professionals.
- Outcome: Top 5 Team, Best Presentation Award

**Vice President – University of Manitoba Management Consulting Club** 20\_\_

- Organized workshops and guest lectures on consulting-related topics.
- Enhanced business connections to top global consulting firms.

## PROFILE

---

Dedicated and ambitious self-starter majoring in Supply Chain Management and Logistics. Committed to consistent, quality work with strong analytical skills and high attention-to-detail. Able to prioritize tasks, supported by experience in supply chain internship and customer service roles. Contributes positively to team-based situations through exceptional interpersonal skills. Fluent in written and oral French.

## KEY SKILLS

- Robust strategic planning skills used to optimize complex supply chain systems.
- Strong problem-solving and communication abilities with understanding of managing global supply chains, transportation, procurement, and sustainability initiatives to drive efficiency and innovation in operations.
- Solid communication skills; work effectively with internal teams, suppliers, and partners.
- Proficient in Microsoft Office including Word, Excel, PowerPoint, Teams, SharePoint, Power BI, and Outlook.

## EDUCATION

---

**Bachelor of Commerce (Honours)** 20\_ - Present  
Asper School of Business, University of Manitoba  
Major: Supply Chain Management and Logistics  
GPA: 3.6/4.5 Expected graduation: December 20\_

Relevant Coursework: *Global Supply Chains, Transportation Principles, Purchasing & Supply Chain Management, and Supply Chain Sustainability.*

## WORK EXPERIENCE

---

**Supply Chain Summer Student** May - August 20\_  
StandardAero

- Facilitated and tracked the transition of inventory ensuring a smooth and organized process.
- Effectively sourced, communicated with, and followed up with local and international sub-contract vendors, establishing strong working relationships.
- Collaborated with cross-functional teams to ensure alignment between inventory transitions, sourcing activities, and overall supply chain objectives.
- Maintained accurate documentation of inventory transitions, purchases, and vendor communications, ensuring organized and accessible records.

**Food Courier**

20\_\_ – 20\_\_

SkipTheDishes

- Demonstrated strong knowledge of logistics to effectively optimize delivery routes for time efficiency.
- Efficiently delivered food orders to customers in a timely manner, ensuring a positive and timely customer experience.
- Effectively managed multiple orders and tasks simultaneously, demonstrating the ability to handle a fast-paced and dynamic work environment.
- Adapted to changes in delivery routes, order volume, and customer demands, showcasing flexibility in a dynamic work setting.

**Sales Associate**

20\_\_ – 20\_\_

Ricki's

- Organized stock on the sales floor to ensure effective marketing and merchandising of products to increase sales performance.
- Accurately processed customer transactions with precision and attention to detail, adhering to company standards.
- Supported the implementation of company-directed promotions and programs to enhance customer engagement.
- Assisted customers with general inquiries, demonstrating resourcefulness and courtesy.

**VOLUNTEER EXPERIENCE**

- 
- 
- The Commerce Week (TCW), Asper School of Business 20\_\_
  - University of Manitoba Graduation Pow Wow 20\_\_

**EXTRA-CURRICULAR****Member**

20\_\_ – 20\_\_

University of Manitoba Supply Chain Organization (UMSCO)

**Events and Logistics Coordinator, CSA Business Banquet**

Asper School of Business

20\_\_ – 20\_\_

- Coordinated logistics for the event, ensuring seamless operations and a positive experience.
- Conducted post-event evaluations to gather feedback, identified areas for improvement, and implemented changes to enhance the quality of future events.

**CERTIFICATIONS**

- 
- First Aid and CPR Certification (valid until 20\_\_).



# HERMIONE RADCLIFFE

CA.LINKEDIN.COM/HMRADCLIFFE  
HERMIONE.RADCLIFFE@ASPER.COM  
204-555-4525

## PROFILE

---

Ambitious and driven finance and business analytics student pursuing a Bachelor of Commerce (Honours) Co-op degree. Known for a proactive approach, strong analytical skills, and a commitment to delivering high-quality work. Proficient in data analysis, financial modeling, and predictive analytics. Thrives in team environments, bringing energy, enthusiasm, and a focus on achieving results while upholding strong ethical standards. Confident, approachable, and ready to tackle new challenges with a positive mindset.

## EDUCATION & AWARDS

---

<b>Bachelor of Commerce (Honours) Co-operative Education Program</b>	20_ - present
Asper School of Business, University of Manitoba	
Majors: Finance and Business Analytics	
GPA: 4.1/4.5 – Expected graduation: December 20_	
Arni C. Thorsteinson Israel Exchange Program participant	20_
Asper School Business Entrance Scholarship	20_ – 20_
U1 Advanced Early Admission Scholarship	20_
Nominated as Asper Co-op Student of the Year	20_

## EMPLOYMENT EXPERIENCE

---

<b>Associate Systems Analyst (Co-op Work Term 3)</b>	September - December 20_
IG Wealth Management	
<ul style="list-style-type: none"><li>Effectively interviewed business users to gather and confirm requirements.</li><li>Prepared system documentation to analyze and present a conceptual solution design through the use of models and charts such as use case models, business process flows, and data flows.</li><li>Reviewed solution design documentation with software developers and quality assurance testers.</li><li>Prepared documentation for the project including procedure manuals, training manuals, and system documentation.</li></ul>	

<b>Junior Finance Analyst (Co-op Work Term 2)</b>	January - April 20_
Finance and Administrative Services, Province of Manitoba	
<ul style="list-style-type: none"><li>Processed various types of invoices including dental, utilities and ambulance in QuickBooks, entering specific information into Excel spreadsheets.</li><li>Supported in finding alternative solutions for problematic payments, included checking if clients qualified or contacting other departments in special cases.</li><li>Investigated payment exceptions for financial manager regarding flood invoices and calculated appropriate payments in accordance with approved levels.</li></ul>	

**Human Resources Intern (Co-op Work Term 1)**

May - August 20\_

PTI Transformers

- Professionally drafted Safe Disclosure and Social Media Policy for company wide use; displayed strong written communication and research skills.
- Reviewed and reported on current collective agreement, in preparation for upcoming bargaining.
- Collaborated with management in the creation of job descriptions and levels for Field Service workers; demonstrated strong teamwork and time management skills.
- Accurately updated confidential employee information using SAP system and Excel.
- Provided professional client service; consistently communicated accurate information to internal and external company stakeholders.
- Successfully managed company LinkedIn account resulting in increased communication with employees and current and prospective clients.

**Sales Associate**

20\_ – 20\_

Mark's Work Warehouse

- Quickly and accurately processed cash, debit and credit card transactions.
- Tended to all customers, providing customer service and answering questions.
- Ensured store esthetics by keeping the sales floor neat and organized.
- Obtained in-depth knowledge of store products to optimize sales performance and meet targets.

**EXTRACURRICULAR & COMMUNITY LEADERSHIP**

---

**Co-Captain – Team University of Manitoba (TOBA)**

February 20\_ – January 20\_

20\_ “Jeux du Commerce” West (JDC West)

- Recruited, selected, and managed over 50 students to be a part of the Team TOBA business case competition; encouraged the professional development of all team members in the areas of public speaking, case analysis and corporate sustainability.

**Commerce Students' Association Council**

Asper School of Business

- UMSU Representative 20\_ – 20\_
- Social Programmer (Commerce Socials) 20\_ – 20\_
- Graduation Co-Chair 20\_ – 20\_

**Mentor - Asper Students Co-operative Association Mentor Program**

20\_ – 20\_

- Guided junior students in developing academic and career strategies, provided support with coursework, and facilitated their professional growth through regular check-ins.

# Kwame Mensah, BComm

Linkedin.com/in/kwamemensah  
(204) 256-9856 mensahk@asper.com

**Ambitious**

**Self-Motivated**

**Success-Oriented**

**Entrepreneurial**

Self-directed and detail oriented aspiring finance professional with solid understanding of finance and capital markets. Established capacity to comprehend and solve complex financial problems. Exceptional analytical and research capabilities used to innovate systems and identify investment opportunities. Demonstrated ability to cope under stress and prioritize responsibilities. Recognized by peers as both a team player and a strong leader. Expertise in Python, Tableau, R, PPT and Excel.

## Work Experience

### Senior Investment Analyst/Investment Analyst (Co-op 2/3) Investors Group Wealth Management

summers 20\_ , 20\_

- Designed financial models involving extensive valuation and analysis
- Conducted equity research on companies in various industries
- Contributed to daily investment strategy meetings with Portfolio Managers

#### Accomplishments

- *Identified new market opportunity and presented findings to senior management*
- *Promoted to senior analyst because of initiative and innovative research capabilities*

### Budgeting & Financial Reporting Analyst (Co-op 1) Canada Life Assurance Company

20\_

- Developed a model used to budget operating expenses for the company nation-wide
- Took initiative to automate the model with company accounting software
- Outlined testing procedures and trained other employees to utilize the model

#### Accomplishments

- *Saved over \$25,000 by creating and implementing a new budget process; developed the software to support the model*

## Education & Professional Development

### Bachelor of Commerce (Honours) Degree

20\_

I.H. Asper School of Business, University of Manitoba  
Finance and Entrepreneurship/Innovation

### Chartered Financial Analyst Program (level one – in progress)

20\_

### Canadian Securities Course

20\_

- Placed 2nd in the TD Bank Stock Market Challenge – 20\_ and received numerous scholarships including MTS Scholarship, UMSU Scholarship and the Bank of Montreal Scholarship for high academic standing.

## Academic Leadership & Activities

### Vice President Operations (elected) - Commerce Students Association

20\_ – 20\_

- Provided leadership to approximately 50 student council members on a variety of issues.
- Assisted the CSA President with interviewing and selection of approximately 50 candidates for various positions within the executive and general council.

### President (Elected) - University of Manitoba Investment Group

20\_ – 20\_

- Successfully managed a balanced portfolio of equities with active trading. Increased portfolio by 25%.
- Participated in an organized visit to the New York Stock Exchange and the Toronto Stock Exchange.
- Actively follow stock market, increased personal portfolio by 60% in past 12 months.
- Enjoy a variety of sports including mountain bike racing, triathlon and rock climbing.

# Jessica Peters

204-888-1234 • JessicaPeters@gmail.com

## PROFILE

---

Motivated, award-winning, and community-oriented Bachelor of Commerce graduate with a passion for integrating equity, diversity, and inclusion into HR practices within the workplace. Demonstrated expertise in written and verbal communication, customer service, and teamwork. Proven leadership, problem-solving, and time management skills developed through competitive sports, academic achievements, and active participation in EDI initiatives. Strong attention to detail with three years of experience in administration and human resource roles. Committed to fostering inclusive environments and pursuing a career as a Certified Human Resources Professional.

## EDUCATION & ACHIEVEMENTS

---

### Bachelor of Commerce (Honours) Program

Graduation date: May 20\_

University of Manitoba, I.H. Asper School of Business

Majors: Human Resource Management and Accounting

Related Courses include *Human Resource Management, Staffing and Management Development, Compensation, HRIS Systems, Organizational Behaviour, Managerial & Cost Accounting, Team Building*

### ACADEMIC AND ATHLETIC AWARDS

Academic All-Canadian, 20\_-20\_, 20\_

- *Awarded to athletes for maintaining a high GPA*

University of Manitoba Athletic Council Leadership Award, 20\_

- *Awarded to 1 female Bison athlete with outstanding academic achievement, leadership, and community involvement*

Canada West Second Team All-Star, 20\_

- *Awarded to only 6 hockey players across western Canada*

Winnipeg Jets Scholarship, 20\_ & 20\_

- *Awarded based on exhibited superior athletic ability coupled with good academic standing and high level of leadership as a full-time student*

## PROFESSIONAL EXPERIENCE

---

### Supervisor, Intramurals

20\_-20\_

Recreation Services, University of Manitoba

- Created and implemented an inclusive and equitable recruitment strategy, incorporated diverse screening methods, conducted unbiased interviews, and performed thorough reference checks, leading to the hiring and management of 6 employees from varied backgrounds.
- Coordinated and conducted new employee orientation and training, integrating inclusive practices through diverse content delivery methods such as lectures, role plays, and interactive sessions, fostering an environment that respects and values individual differences.
- Collaborated with the Human Resources department to ensure the accurate submission of payroll, while maintaining and updating confidential personnel files with a focus on inclusivity and fairness in record-keeping.
- Administered a successful program with 300+ participants through efficient scheduling, accurate data entry, and effective communication with participants as proven by an increase in participation and the results of the Intramural program satisfaction survey

**Customer Service Representative** 20\_-present  
Recreation Services, University of Manitoba

- Ensure customer satisfaction by effectively enforcing policies and procedures
- Utilize effective communication skills while promoting services over the phone, in person and through email to ensure customers understand and value program offerings to increase client base
- Administer program registrations, data entry, and client databases using Excel and Class
- Accurately enter data into Excel for run usage and profitability reports
- Maintain client confidentiality while ensuring files were accurate, up-to-date and organized

**Finance Director (volunteer), Women's Hockey Representative** 20\_-20\_  
University of Manitoba Athletes Council

- Administered \$15,000 in finances using Excel
- Coordinated fundraising event raising \$4000 for student group

## **OTHER WORK EXPERIENCE**

---

**Landscaping Technician** Summers 20\_-present  
Pawluk Landscaping

- Provide customer service support to maintain customer satisfaction and loyalty
- Create invoices and collect payment from over 30 clients in an organized and timely manner
- Follow and enforce health and safety practices to ensure a safe workplace for all employees

## **LEADERSHIP & COMMUNITY INVOLVEMENT**

---

**Assistant Captain** 20\_-20\_  
University of Manitoba Bison Hockey

- Successfully led a team of 25 to second place finish at Canada West Championships
- Communication liaison between coaches and players allowing for seamless flow of feedback and ideas as well as effective interaction between groups
- Coordinated team building and travelling events to create a cohesive team dynamic in which members cultivated passion for the cause as well as developing trust in each other, team processes, and commitment to the team

**Assistant Coach** 20\_  
Junior Bison Hockey Program

- Mentored 16 players and taught on-ice skills
- Developed practice plans and coordinated off-ice activities for players

**Ambassador** 20\_-20\_  
Asper School of Business

- Positively promoted and communicated program offerings to prospective students

**Mentor** 20\_-20\_  
Bison Book Buddies

- Facilitated educational activities, taught reading and writing skills

Bisons Against Bullying 20\_-20\_

- Conducted engaging and educational oral presentations deterring bullying

# Aamir Khan, B.Comm.

(204) 989-7878 | Aamir\_Khan@gmail.com

## Education & Academic Achievements

CFA Level 2 Candidate

Canadian Securities Course (CSC)

Bloomberg Training

**Bachelor of Commerce (Honors) Degree** 20\_\_

Asper School of Business, University of Manitoba

Major: Finance/Marketing

**2<sup>nd</sup> Place - Inter-Collegiate Business Competition (I.C.B.C.) Business Policy** 20\_\_

Queen's University, Kingston, ON

- Team case study involving analysis in finance, accounting, marketing and corporate strategy.
- Responsible for industry analysis, study of financials, forecasts and valuations.

## Work Experience

**Financial Advisor** February 20\_\_ – Present

Scotiabank

- Provide client focused customer service and asset management of up to \$250K by identifying financial goals and recommending appropriate products and services.
- Leading a team of four, successfully increased insurance sales from 69% to 92% by developing higher penetration strategies.
- Provide home financing under \$1M utilizing various mortgage products.

**Customer Service Representative** 20\_\_ – 20\_\_

TD Canada Trust

- Accurately assisted clients on day-to-day monetary transactions including wire transfers, foreign deposits, bill payments and account reconciliation.
- Performed inter-level branch functions including maintaining weekly cash orders, resolving customer concerns and addressing erroneous debit/credit entries.
- Outperformed revenue target by 300% in a quarter and averaged outperformance by 150%.

## Relevant Finance Experience & Activities

**Personal Portfolio Management** 20\_\_ - Present

- Independent market analysis impacting investment industry and study of financials of publicly traded companies determining investment decisions using private resources.
- Portfolio return of 44.11% in 20\_\_.

**Founder & Organizer, Asper Investment Club** 20\_\_ - Present

- Real investment practice managing a group portfolio pooled by members.
- Provide means to better understand markets, generate investment ideas given the current economic outlook, and analyze the impacts on the financial markets.