

# BUSINESS & Administration

## Application Letter, Resume & References – Entry-Level Positions

For each application, revise sections (titles, order) to best highlight your related strengths (e.g., skills, experience).

**Job Scam Protection:** Concerned? Note only a cell number, email address and/or LinkedIn invitation.

### Rowan Davison

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Personable, reliable and \_\_\_\_\_ Business Administration student seeking position as \_\_\_\_\_.  
Demonstrated skills and aptitudes in \_\_\_\_\_. Proposed and implemented campaigns to \_\_\_\_\_.  
Commended for \_\_\_\_\_. High motivated to \_\_\_\_\_.

**Other Headings:** Skills & Experience, Related Knowledge & Skills

**Keyword Summary:** Applicant tracking systems (ATS) filter applications by keywords. Use these keywords to highlight your related strengths and aptitudes.

### Relevant Skills & Accomplishments

Market Research, Analytics, Promotions, Social Media Marketing, Account Management, \_\_\_\_\_  
Business Ethics, Intercultural Teams, Leadership, Creative, \_\_\_\_\_

#### Marketing & Promotions

- Utilized techniques for questionnaire design, sampling, and data analysis (course project): *Snowboard Sales on the Prairies: Past, Present and Future*
- Utilized social media (Twitter, Instagram, \_\_\_\_\_) to increase website traffic (community association)
- Evaluated an international advertising campaign (print, broadcast, Internet) and proposed recommendations (course project): *Blackberry: Marketing Successes, Challenges and Next Steps*
- Implemented a marketing initiative for \_\_\_\_\_, increasing monthly sales by 10%
- Applied principles of marketing and consumer behaviour including \_\_\_\_\_
- Ability to \_\_\_\_\_
- *Related courses:* Consumer Behaviour, International Marketing, Internet Marketing, \_\_\_\_\_

#### Sales

- Promoted products and assisted 30+ customers/day in a fast-paced retail environment
- Set and achieved sales targets of \_\_\_\_\_

Provide some details, statistics and examples.

#### Management

- Over \_\_\_\_\_ years of experience in hiring, training and supervising sales staff
- Utilized accounting systems and \_\_\_\_\_ for managerial and control purposes
- Applied business law and ethical analyses to decision making (course report): *Soft Drinks in Schools*
- *Related courses:* Management Communication and Operations Management, \_\_\_\_\_

**Option:** Consider highlighting some noteworthy courses.

#### Computer

- Microsoft Office Suite: Access, Excel, PowerPoint
- Adobe: InDesign, Illustrator, \_\_\_\_\_
- Create organized databases and spreadsheets for \_\_\_\_\_

#### Communication & General Skills

- Respectful and flexible in interactions with clients and colleagues of diverse backgrounds
- *Languages:* English, Cree (intermediate), French (basic),
- Ability to \_\_\_\_\_

**Customize Each Resume:** Analyze the requirements and sort them into categories (use as headings). Use keywords from the posting to describe your related knowledge, skills and abilities, and attitudes. Include some examples from your academic, volunteer and/or work experience.

### Education

#### Bachelor of Business Administration – Marketing

University of Regina, Regina, SK

20XX – present  
(expected completion Apr. 20XX)

#### Scholarships & Awards

National Marketing Team Competition – 3<sup>rd</sup> Place, Apex Company Ltd.

20XX

TD Financial Group Bursary

20XX

#### Professional Development & Certificates

**Other Headings:** Certificates, Training & Other Education

Communications: Writing for the Web, Centre for Continuing Education, Regina

20XX

**Margins:** Word document with 1" (2.54 cm) margins all around.



**Other Headings:** Work Experience, Work History

**Results:** Note a few details, statistics and examples:

- Greeted and assisted customers (20-30/shift) with \_\_\_\_\_
- Coordinated 10 volunteers for \_\_\_\_\_

## Related Experience

### Campus Representative

Fresh 'n Healthy Ltd., Regina, SK

Apr. 20XX – present  
(part-time)

- Implement ongoing campus marketing initiatives, as directed from the Regional Office
- Managed \$\_\_\_\_\_ in orders for special events (e.g., receptions, conferences)
- Increased sales 10% for 20XX – 20XX

### Marketing Coordinator (volunteer)

Community Association, Regina, SK

June 20XX – present

- Oversee marketing and social media promotions for all special events including \_\_\_\_\_
- Represent the Association in media interviews (newspaper, radio, television)
- Coordinate and supervise volunteers for special events including \_\_\_\_\_

### Counter Sales Manager / Sales Associate

The Oasis, Regina, SK

May 20XX – Aug. 20XX  
(summer)

- Managed counter sales (XX lines) with annual sales of \$\_\_\_\_\_
- Hired, trained, scheduled and supervised XX part-time sales staff
- Organized product demonstrations and promotional events (e.g., draws, free trials)
- Monitored sales and stock to ensure availability, purchasing up to \$\_\_\_\_\_ merchandise/month
- Promoted to Manager in Sept. 20XX

**Verb Tense:** Use past tense to describe completed tasks and past work.

### Receptionist

White Bear Health Station, White Bear First Nations, SK

May – Aug. 20XX  
(summer)

- Greeted and directed people seeking health information and services (e.g., dental, medical)
- Maintained confidentiality in performing administrative services including handling calls, scheduling appointments, entering data, and filing and accessing records
- Assisted with \_\_\_\_\_

**Optional Section:** If you use "Relevant Experience" (above), include a section on "Other Experience."

## Other Experience

- Landscaping Assistant, Gardenscape Inc., Valleyview, SK (summers)
- Server, Restaurant Services, Valleyview, SK (part-time)

May–Aug., 20XX & 20XX  
Sept.–Dec. 20XX

**Other Headings:** Memberships, Interests & Activities; Associations & Activities

## Membership & Activities

### Memberships

Canadian Marketing Association – Student Member

Jan. 20XX–present

Hill Business Students' Society, University of Regina

Sept. 20XX–present

### Volunteer

Board Member, Every Child Foundation, Regina

Aug. 20XX–present

Rainbow Youth Centre – Program Assistant, Regina

Jan. 20XX–Oct. 20XX

### Activities

Biking, softball, cultural events, chess, languages, travel

**Option:** References & Portfolio

Many employers review this section for examples of valued skills and attitudes.

## References

Available upon request.

**When do you provide a Reference List?** When in doubt, ask the employer. Many require references only when considering you for an interview. Bring copies of your Resume and Reference List to interviews. Include at least two supervisory references.

Try to follow up on your application (phone call or email). Check if it has been received and ask to speak with someone about it. Highlight your related interests, strengths and experience. Ask when they would like your Reference List.