

Christine Elaine DeMichele
cdemichele@fas.harvard.edu

Present Address
Mather House #421
Cambridge, MA 02138
(617) 555-5596

Permanent Address
1263 33rd Ave.
San Francisco, CA 94123
(415) 555-1258

EDUCATION

Harvard University, Cambridge, Massachusetts.
Candidate for B.S. in Biological Sciences, June 1997

–Overall GPA 3.74/4.0 SAT Math 740 Verbal 710

–Presidential Scholar (one of 68 for the Class of 1997).

- ① –Selected coursework includes: computer programming, computer consulting, and statistics.

Rockridge High School, San Francisco, California.
Graduated in June 1993.

② EXPERIENCE

Department of Biological Sciences, Harvard College. *1/97–present, 1/96–6/96*
Biology 201 and 202 Senior Course Assistant: Supervise a weekly 5-hour core experimental laboratory course on plant physiology and animal behavior, respectively. Deliver weekly 45-minute lecture/slide show, help students design and run experiments, and teach students statistics and analysis of observed data sets. Also, serve as mentor and advisor to select group of students. (This course is required for all biology majors at Harvard College.)

- ③ **Department of Dermatology**, Harvard Medical Center. *4/96–9/96*
Undergraduate Researcher: Worked on an independent project involving the production and characterization of polyclonal antibodies. Utilized molecular biology techniques. ④
Brainstormed various methods to bypass problems with past experimental protocols.

Massachusetts General Hospital Diabetes Center, Boston, MA. *6/95–9/95*
Researcher: Studied complications of diabetes mellitus at Mass General, concentrating on the eye. My project involved studying the effects of glucose concentration on pericyte growth. Assisted other lab members in carrying out experiments. ⑤

Exxon Chemical Company, Houston, Texas. *6/94–9/94*
Process Technician: Conducted bench-scale polymerization runs and polyester recycling studies. Data entry and analysis.

- ⑥ **Analytical Laboratory Assistant**: Conducted polymer characterization tests. Assisted with implementation of new test procedures. Data entry. *6/93–9/93*

⑦ RELATED ACTIVITIES

Computer Lab, Harvard College *Spring 1996*
Computer Consultant Intern: Assisted members of the Harvard community with computer-related problems in a Macintosh-based computer cluster.

- ⑧ **The Harvard Crimson**, Harvard College. *1/95–2/96*
Columnist: Co-created and co-wrote “The Daily Grind,” a satirical column that depicted the lives of five college students as they searched for good grades, romance, and some sort of explanation for why they were getting neither.

Harvard Hotline, Harvard College *1993–1994*
Peer Counselor: Fielded phone calls from members of the Harvard community who were upset, depressed, or just needed someone to talk to.

. . . To Consulting-Friendly

In the two rewritten examples on the next page, we've tried to explain what Christine has done in terms relevant to consulting. We've used bullets, of course, to enable the reader to zero in on some of her achievements. And we've sprinkled in some of our preferred terms in places where appropriate to the work she's done.

The activities mentioned in the "Related Activities" section provide a critical balance to our view of Christine as a very scientific, analytical person. We might wonder about her ability to operate in a team environment, to work with people, and to think creatively. With the addition of her experience as a columnist, which is very cleverly described, as well as her role as a peer counselor, we can assume that she has at least the minimum necessary people skills.

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EDUCATION

Harvard University

- Candidate for B.S. in Biological Sciences, June 1997. Extensive coursework in computer programming, computer consulting, and statistics.
- Named a Presidential Scholar (one of 68) for class of 1997. Selection based on academic achievement, leadership, and service to the community.

Cambridge, MA

GPA: 3.74

WORK EXPERIENCE

Department of Biological Sciences, Harvard College

Senior Course Assistant, Biology 201 (plant physiology) and Biology 202 (animal behavior)
January 1997 to present; January 1996 to June 1996

- Supervise a weekly 5-hour core experimental laboratory course sequence required of all biology majors at Harvard College.
- Prepare and deliver a weekly 45-minute lecture and slide show on course material.
- Assist students with the design and execution of laboratory experiments.
- Teach statistical analysis of observed data sets to help students interpret outcomes.
- Provide mentoring and academic advising services to select group of students.

Cambridge, MA

Department of Dermatology, Harvard Medical Center

Undergraduate Researcher, focused on production of polyclonal antibodies
April 1996 to September 1996

- Developed and structured an independent project to identify the characterization of polyclonal antibodies.
- Used molecular biology techniques to collect and analyze data.
- Identified problems with past experimental protocols and developed new methods that resulted in more accurate and reliable experimentation.

Cambridge, MA

Massachusetts General Hospital Diabetes Center

Researcher, focusing on complications of diabetes mellitus, concentrating on the eye
June 1995 to September 1995

- Formed hypotheses, developed research methodology, and conducted tests to identify the effects of glucose concentration on pericyte growth.
- Measured results of tests to prove hypotheses and draw relevant conclusions.
- Acted as a team member at large, assisting other team members on experiments as needed.

Boston, MA

ACTIVITIES

Computer Consultant Intern, Harvard College

Assisted members of the Harvard community with computer problems in a Macintosh-based computer cluster.

Spring 1996

The Harvard Crimson Columnist, Harvard College

Co-created and co-wrote "The Daily Grind," a satirical column that depicted the lives of five college students as they searched for good grades, romance, and some sort of explanation as to why they were getting neither.

January 1995 to February 1996

Harvard Hotline Peer Counselor, Harvard College

Fielded phone calls from members of the Harvard community who were upset, depressed, or just needed someone to talk to.

1993–1994

Resume 9: College Grad with CEO Ego

From Cocky . . .

This list references the numbered items on the next page:

1. Very strong academics.
2. Move dates to left column, under “Experience” to show chronology.
3. Including emptying the trash every evening?
4. Good—very results-oriented.
5. Define success.
6. Is this a soap opera or a resume? Consistent use of melodramatic terms is distracting and unprofessional.
7. Typo!
8. Doesn’t sound like much of a team player.
9. Good, quantified.
10. Innovative.
11. A long time ago . . . probably not that important anymore. Why is he clinging to the past with so many more recent accomplishments?

“This resume is a great example of someone who thinks extremely highly of himself,” says one of our reviewers. “The way it’s worded shouts ‘Me, Me, Me!’ I’m immediately concerned that this person, although very accomplished, is not a team player and would not collaborate well with clients.”

Although this is a strong resume as far as accomplishments go, we agree with this consultant that Richard's ego comes across as too forceful. Confidence is a good thing, but boastfulness is a problem. We've underlined and boxed the language that is particularly suggestive of an enormous ego. We suggest that Richard tone it down and make a few layout changes.

To make it easier to track his tenure at Clorox, we suggest that he move the dates to the left side of the page and mention the company name only once, at the top. His rapid career progression is impressive and should be highlighted.

In addition, he should move his state student award to the education section, where readers look for academic achievement. We caution against touting the awards earned in high school (and we've left it out of our re-write), but if he can't resist, he should include them in the activities section or under the high school mention.

To change the tone, we suggest eliminating the words "my" and "personally." Since this is his resume, we know it's what he did, otherwise it wouldn't be included. Other ways to alter the tone include eliminating words that don't add meaning, such as "superior," "significant," and "successful." For example "Developed a superior media plan" should be illustrated through the results of cutting 25 percent from the budget. We don't need Richard's opinion that his plan is superior.

Richard's resume would be stronger and much less irksome to a consultant reviewer if he stuck to his results, which are significant, and spared us the hype. His efforts to convince management of their mistakes might be a good learning experience to discuss in an interview, but such a mention on the resume raises red flags.

- 1 EDUCATION Princeton, Princeton, NJ**
- Earned B.A. in English in May 1991. GPA: 3.9/4.0
 - Graduated *magna cum laude* and with distinction from the English Department.
 - Elected to Phi Beta Kappa after junior year (awarded to top 5% of class).
 - Test scores: GMAT—750; SAT—760M, 660/v; Math I—800; Math II—800
- Fieldview High School, Branford, CT**
- Graduated 1st in a class of 253 in June 1987. GPA: 4.00/4.00
- EXPERIENCE Assistant Brand Manager, CLOROX, September 1993 – June 1994 2**
- 3** • Led every aspect of a International food product launch (\$65 million annual sales potential).
 - Created marketing plans which improved US project's NPV +92%, Profit +22%, and Volume +20%.
 - 4** - Developed new TV ads with +49% higher trial potential than the strongest previously developed ads.
 - 5** - Developed introductory sales plans which shipped 198% of 12-week objective.
 - Successfully executed test plans (including Clorox Food's biggest ever Year 1 sampling plan).
 - Led development of plans for launching this product in Canada, Mexico, England, and Japan.
 - Consulted on international marketing issues; significantly improved launch plans in every country.
- Developed on my own initiative an enormously improved basic strategy for the Hidden Valley brand.
 - Determined that a flanker strategy couldn't work for Hidden Valley. Recommended an equity strategy instead.
 - For 30 months management rejected my recommendation, and consequently lost \$38 million.
 - After finally implementing my strategy, HV is seeing its first potentially positive results since 1988.
 - Reversed Hidden Valley's 3 year share decline among US Hispanics
 - Dramatically improved Hispanic advertising by reapplying successful ads from Anglo business.
 - Developed a superior media plan which exceeded all objectives while cutting -25% from the budget.
 - Identified opportunities to import products from Mexico. Project has \$10 million NPV.
 - Saved +\$7.7 million by developing and implementing profit maximization plans on a struggling brand.
 - 6** - Analyzed results of a recent food product initiative; concluded further spending would be futile.
 - Gained management's agreement to my recommendation and implemented the plan successfully.
- Brand Assistant, CLOROX, September 1993 – September 1993 7**
- My supermarket marketing plans delivered +90% more recommendations than objective and went national.
 - My in-home trial program for senior citizens shipped +50% more units than objective and went national.
 - My Hispanic promotion plans grew our retail business +20% more than objective and paid out.
 - Promoted to Assistant Brand Manager in September 1993.
- Sales Management Intern, CLOROX 9**
- Surpassed all sales quotas and job expectations. Sold 179 new items worth \$100,000 annually.
 - Managed 18 accounts. Developed persuasive selling skills.
 - Received full-time offer. Summer 1991.
- Sales Representative, EASTERN IMPLEMENTS CORPORATION**
- Developed winning price proposals in bidding situations. Fully managed sales and service for 25 accounts.
 - Created scheduling processes which improved efficiency and ensured we met all deadlines. Summer 1990.

- 10** **Co-Founder, STUDENT ADS COMPANY**

 - Sold ad space on text book covers; distributed 2,000 covers to students.
 - Personally sold \$3,500 in ads on cold calls. Made a profit of \$2,000 on sales of \$5,250. Summer 1989.
- ACTIVITIES**

 - 6** **Independent Travel, July 1995 – March 1996**

 - Fulfilled a lifelong dream by backpacking through Viet Nam, Thailand, India, Nepal, and Egypt.
 - Princeton Activities**

 - Co-edited a weekly humor and satire newsletter throughout 1991 and 1992.
 - Elected by classmates to serve on Princeton’s student body government. Led efforts to improve campus safety.
 - Created a volunteer student escort service to operate nightly from 12:30 AM – 2:30 AM. 1990-91
- 11** **AWARDS**

 - State Student Fellowship; Awarded to 1 outstanding undergrad in Connecticut. 1991
 - All-American Band & Jazz Band; Awarded to top 104 and 23 of 4,000+ applicants. 1988.
 - Eagle Scout Rank; Earned from Boy Scouts of America. 1988.

. . . To Just the Facts

We’ve incorporated our suggested changes into our resume rewrite on the facing page. In the revised version, the recruiter will immediately see evidence of Robert’s steady career progression without being distracted by the extraneous, self-congratulatory language he used to describe his achievements. Robert’s achievements speak for themselves; as the second resume demonstrates, he doesn’t need to beat the recruiter over the head with them.

However, the recruiter reviewing Robert’s resume still might question the extent to which he is a team player; consulting recruiters like to see a record of measurable results, but they also know that consultants rarely achieve these results in isolation. It would be reassuring to see some evidence of teamwork on Robert’s resume. By reframing a few of his accomplishments in a team-oriented context, Robert can polish his resume even further.