COLLEGE OF BUSINESS ADMINISTRATION
RESUME BUILDING GUIDE

Making a strong first impression is crucial in order to land your first job, and your resume is a document that can leave a lasting impression. Use this resume building guide to create a resume that will evoke competence and confidence.

An effective resume has the ability to capture your credibility and showcase your employment potential. Remember that your resume not only gets you an interview, but it's also a baseline for that interview.

▶ GETTING STARTED

- Develop a resume outline based on 4 important areas:
    - Education & Technical Training
    - Professional Experience
    - Leadership Experience & Activities
    - Skills and Certifications
        - Interests (optional)

▶ IMPORTANT RESUME BUILDING PRINCIPLES

- **Exercise brevity**. With only one page, ensure every sentence and statement on your resume are essential.
- **Format in bullet points, not paragraphs.** Remove pronouns (I, me, my, we) and limit articles (a, an, the) and helping verbs (had, have, may, might) to keep the resume concise for the hiring manager.
- **Formatting matters.** Ensure that spacing, font sizes, and dash sizes are consistent throughout. Your resume may be overlooked if it appears sloppy or unorganized.

▶ WHY IT MATTERS?

99% of Fortune 500 companies now use Applicant Tracking Systems, a digital platform that helps employers collect sort, screen, and manage submitted job applications.

How it works?

Step 1: Post
- Recruiters create job postings and shares on multiple boards.

Step 2: Resume Collection
- The ATS collects resumes submitted through job boards, career pages, and referrals.
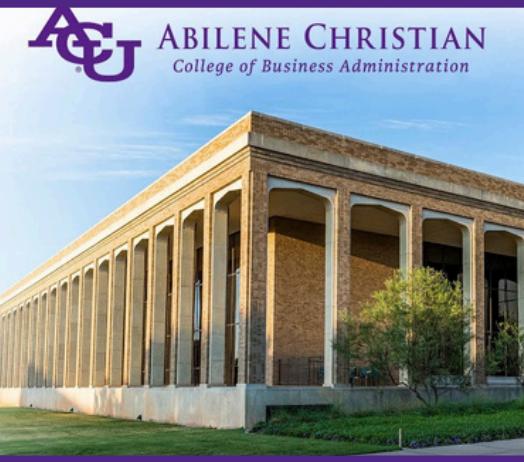
Step 3: Analyze
- The system scans each resume, analyzing key details such as contact information, experience, education, and skills.

Step 4: Rank
- Using keywords and filters candidates are ranked based on how well their resumes match the job description.

RESUME GUIDELINES

- Limit your resume to ONE page in length
- Use action verbs to express notable achievements in a concise manner
- Quantify your resume by adding numbers that show what specific results you've achieved
- Use 14-18 point, bold font for your name and 10-12 point font for the body of your resume
- Choose one easy-to-read font such as Arial, Calibri, or Times New Roman and use it consistently
- Set margins at no less than 0.5" all around

IMPORTANT NOTE:

Applying online is just the first step. To increase your chances of consideration, take proactive steps to get your résumé in front of a human - email it, share it with an employee on LinkedIn, or deliver it in person when possible.

Which resume would make it through the Applicant Tracking System (ATS)?

Mariana Anderson
Marketing Manager

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Contact
Phone
123-456-7890

Email
hello@reallygreatsite.com

Address
123 Anywhere St., Any City

Education
2008
Enter Your Degree
University/College

2008
Enter Your Degree
University/College

Expertise
- UI/UX
- Visual Design
- Wireframes
- Storyboards
- User Flows
- Process Flows

Language
English
Spanish

Experience
2019 - 2022
Company Name I 123 Anywhere St., Any City
Job position here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pharetra in lorem at laoreet. Donec hendrerit libero eget est tempor, quis tempus arcu elementum. In elementum elit at dui tristique feugiat. Mauris convallis, mi at mattis malesuada, neque nulla volutpat dolor, hendrerit faucibus eros nibh ut nunc. Proin luctus urna id nunc sagittis dignissim. Sed in libero sed libero dictum dapibus. Vivamus fermentum est eget lorem aliquet, vel tempus metus dignissim. Donec risus arcu, tristique et sollicitudin blandit, iaculis ut nisl. Integer rutrum ultricies fringilla.

2017 - 2019
Company Name I 123 Anywhere St., Any City
Job position here
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2015 - 2017
Company Name I 123 Anywhere St., Any City
Job position here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pharetra in lorem at laoreet. Donec hendrerit libero eget est tempor, quis tempus arcu elementum. In elementum elit at dui tristique feugiat. Mauris convallis, mi at mattis malesuada, neque nulla volutpat dolor, hendrerit faucibus eros nibh ut nunc. Proin luctus urna id nunc sagittis dignissim. Sed in libero sed libero dictum dapibus. Vivamus fermentum est eget lorem aliquet, vel tempus metus dignissim. Donec risus arcu, tristique et sollicitudin blandit, iaculis ut nisl. Integer rutrum ultricies fringilla.

Reference
Name Surname
Job position, Company Name
Phone: 123-456-7890
Email: hello@reallygreatsite.com

Name Surname
Job position, Company Name
Phone: 123-456-7890
Email: hello@reallygreatsite.com

(Name)
City/State | Cell | Email | LinkedIn URL

SUMMARY
Enthusiastic aspiring Information Technology professional and US Army Veteran of 6 years. Presently hold an Active Secret Clearance. Gained experience in manufacturing while in the military but always held a passion for the IT industry. Recently completed the Computer User Support Specialist program at ACI Learning to prepare for an entry-level IT position. Currently working toward ITIL, A+, Network+, and Security+ certifications.

AREAS OF EXPERTISE

Customer Service	IT Service Management	Emerging Technologies
Communication	Security	Continuous Learner
Troubleshooting	Compliance	Conflict Management
Networking	Cloud Computing	Active Listening

TECHNICAL TRAINING AND CERTIFICATIONS
ACI Learning- Computer User Support Specialist Program	Completion Date: SEP 2022
PeopleCert ITIL 4 Foundations	JUL 2022
CompTIA A+	AUG 2022
CompTIA Security+	In Progress
CompTIA Network+	In Progress

EDUCATION
Bachelor of Science in Psychology, Minor in Criminal Justice — Metropolitan State University of Denver - Denver, CO
Graduated: MAY 2022

PROFESSIONAL EXPERIENCE
CTDI (Communication Technology Design Industry) — Denver, CO
Material Handler\Forklift Operator — JAN 2018 – OCT 2022
- Completed daily forklift inspection reports and maintained records onsite
- Maintained the storage center and forklift to ensure that they were kept clean and in good repair
- Scanned and uploaded contracts, addendums, and other documents into IT servers
- Maintained ongoing contact with drivers to ensure they were successful to fulfill their daily routes

Adecco – CTDI (Communication Technology Design Industry) — Denver, CO
Material Handler — SEP 2013 – JAN 2018
- Received cable boxes by putting them in the company system and then scanned the barcodes on the unit
- Palletized the units and sent them to inventory for further use

United States Army Reserves — Fort Carson & Denver, CO
Team Leader — SEP 2014 – NOV 2017
- Supervised and managed the reception, storage and shipping of bulk or packaged petroleum-based products
- Tested the fuel to ensure it was useable, clean and effective

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What to avoid to pass the ATS system

- ❌ **Pictures, graphs, charts, etc.**
- ❌ **Cell block based information**
- ❌ **Collapsible resume sections**
- ❌ **Missing key information**

Where can you post non-ATS optimized resumes

- ✔️ **Upload it to your Linked In profile**
- ✔️ **Email it directly to a hiring manager**
- ✔️ **Include it in your professional portfolio**
- ✔️ **Print it off and deliver it in person or at a hiring event like a career fair**

Use programs like SKillsFirst, Microsoft Word or Google Doc when creating your ATS - version resume and save it as a PDF before uploading it to the application system
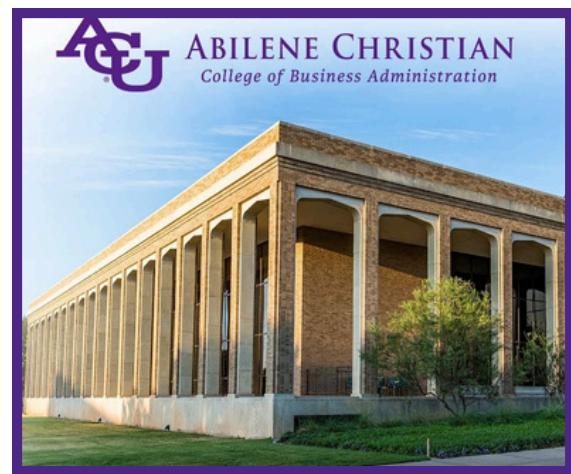
RESUME HEADING

FIRST NAME LAST NAME
Abilene, TX | XXX-XXX-XXXX | email@gmail.com

▶ **HELPFUL HINTS**

- Include an email address that you check regularly and ensure it is professional (e.g. Talk2DaHand@gmail.com would be considered unprofessional).
- Do not provide your full address. Listing the city and state is sufficient.
- LinkedIn is optional; most of the time, people will just look up your name so make sure your name on LinkedIn and your resume match.

EDUCATION, SKILLS & CERTIFICATIONS

Abilene Christian University   Abilene, TX
Bachelor of Business Administration, (Major)   *Expected May 20XX*
- **Cumulative GPA**: 3.X/4.0
- **Awards & Honors**: Chancellor's Award, Heacock Scholar, Entrepreneur Scholars Program, Dean's List - 4 semesters
- **Major Coursework**: Financial Accounting, Financial Theory & Practice, International Business, Statistics & Data Analytics
- **Technical Skills & Certifications**: Canva, Adobe Suite, Google Suite, Bloomberg, Tableau

▶ **HELPFUL HINTS**

- The official and full name of the university is "Abilene Christian University", not ACU. - Note
- The full description of your degree(s) can be found on Banner under the DegreeWorks tab (e.g. Bachelor of Business Administration).
- List your expected graduation date (month and year) at the right margin, on the same line as the name of the degree.
- If you have or will be pursuing another degree from another college at ACU, or if you secured another degree prior to attending the College of Business, then list the BBA information first, followed by the other majors and/or degrees.
- If you have transferred from another college or university, list the other school below your ACU BBA information.
- Include your cumulative GPA *if it is above 3.5* (This is the common threshold for internships/jobs)
- Include awards/scholarships, including time on Dean's List if applicable.
- Major coursework is optional, but can be beneficial if directly applicable to what you apply for.
- This is a place where you can put certifications and technical skills. Anything in certifications such as Canva, Adobe Products, Bloomberg, Etc.

OPTIMIZING KEYWORDS

- One of the most important aspects of your resume when applying for a role is keyword optimization. Keywords are specific words or phrases in the job description.
  - Skills
  - Tools/Software
  - Job titles or functions
  - Qualifications
  - Action verbs
- The ATS scans your resume for these words to decide how closely you match the job description

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PROFESSIONAL EXPERIENCE

Company Name   City, State
Position Title   *Month/Year - Month Year*

- Action Verb/ *What did you do?* + **How did you do it?** + <u>What was the result?</u>
- *Provided first level technical support* **via ticketing system, phone, and email for 150+ users** <u>leading to a streamlined customer service experience</u>

▶ HELPFUL HINTS

- Your experience should be listed in reverse chronological order (e.g. most recent experience first)
- Succinctly discuss the outcomes you achieved/ value you added to an organization.
- If possible, use quantifiable accomplishments (note example to the right)

▶ FORMATTING TIPS
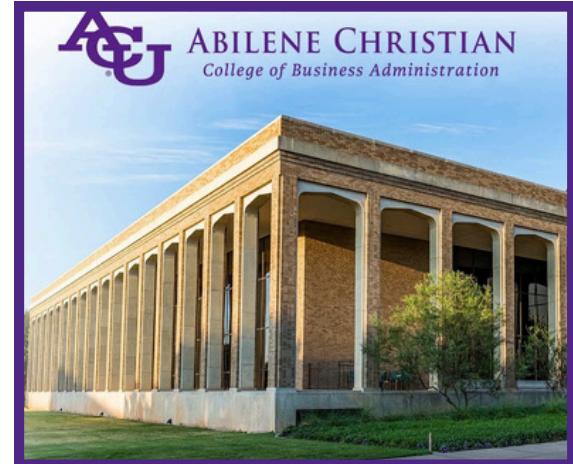
- List (1) your employer's full name (in bold), (2) your job title (in italics), (3) the city and state where the job was located, and (4) dates employed for each job.
- If you have employment that overlaps or seasonal work, you may want to note the number of hours worked or "seasonal employment" next to the job title or in the description.

▶ WORDING TIPS & QUANTIFYING YOUR EXPERIENCE

- Lead with action verbs. Use short, clear, and action-packed phrases (not sentences) to describe each experience.
- Use present tense for current positions and past tense for past jobs and responsibilities.
- Use numbers, dollar amounts, percentages, and findings to make it more results-oriented.
- Employers take note of numbers listed in a resume and will likely ask you to elaborate during an interview.

▶ DON'T BE ASHAMED...

- Don't be ashamed of the experience gained in jobs such as retail, waiting tables, or lifeguarding. Highlight skills that you learned (e.g., relational, organizational, etc.) and show how you met or exceeded expectations (e.g., selling contests, etc.).

QUANTIFIABLE EXPERIENCE EXAMPLE

<u>Weak Professional Experience</u>

Delivered food to tables

<u>Strong Work Experience</u>

Managed up to six tables of clients while fulfilling duties as part of the dynamic service team, including helping deliver food and refill drinks while maintaining service stations

Leadership activities & involvement

Org Name   City, State
Position Title   *Month/Year - Month Year*

- *What did you do?* + **How did you do it?** + What was the result?
- *Co-managed one of the largest student-led organizations on campus,* **overseeing all relations and contact with over 200 members** contributed to student engagement

▶ Helpful Hints
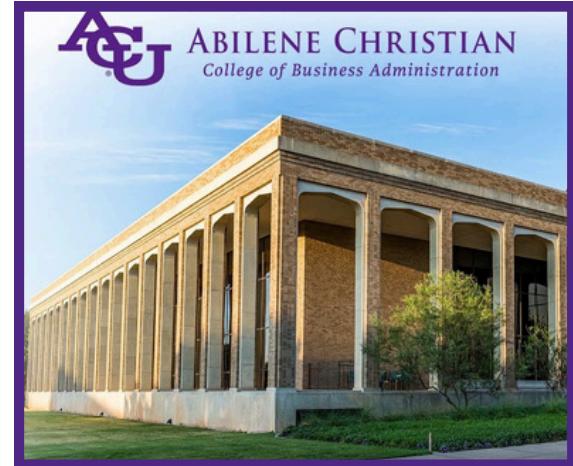
- List activities you had meaningful involvement in (e.g. served as an officer or active member)
- Structure should be the same as an experience section where you show what you contributed whether its in dollars or time committed to said event.
- If you feel stronger in volunteering experiences, here is a great place to put it as its own individual section while following the same format.

Interests

Skilling - Skied for 16 years at local Utah ski resorts including Alta, Snowbird, and Deer Valley Resort

▶ Helpful Hints

- This is your place to show who you are outside of your professional development environment.
- Often Times this is where recruiters can spend a select amount of time, so make your interest professional and engaging
- Do not include things like "Play video games for 8 hours a day" unless it shows some form of attribution to your development as a person.
- Shy away from putting activities that are directly related to the role you are doing. For example, an aspiring financial analyst should aim not to put "Spend free time trade options".
- Any quantitative or achievements behind interest are always great. For example, "ran in Boston Marathon".

Hot Take: interest section

Although not required, adding an "Interests" section to your resume can:

- Humanize you to the recruiter - recruiters reach 100s of similar resumes. A short interests section could help you stand out

- It can create interview conversation starters - They can be a way to build quick rapport ("Oh you run 5Ks? I do too!")

- It can help differentiate candidates in the ATS - While the interests section isn't a major ATS score booster, it can add relevant keywords naturally (ie. "Python projects", "Podcast editing", "Social media content creation"

What to include?
- Consider straying away from topics that could be deemed as controversial (politics, religion)
- Specific enough to be memorable (urban photography", "UX design blogs", "middle school student mentoring", etc
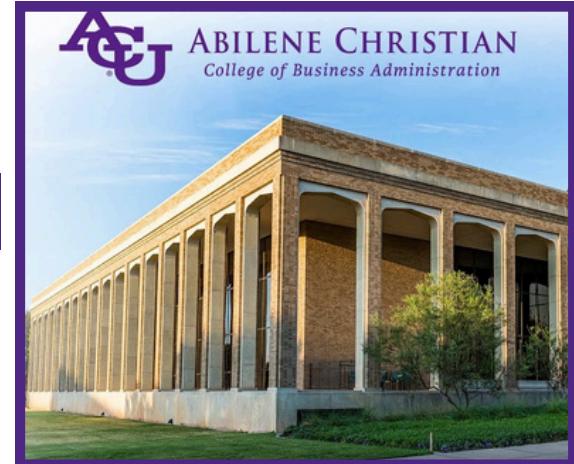
ACTION VERBS

▶ HELPFUL HINTS

The purpose of action verbs in a resume:

- They immediately show what you did and the value you contributed
- They make the resume more powerful, confident and professional
- They turn passive statements into results focused accomplishments

ACTION VERBS

Administrative	Communication	Clerical	Financial	Problem Solving	Marketing
administered	addressed	arranged	allocated	decided	generated
coordinated	authored	cataloged	analyzed	evaluated	initiated
designed	corresponded	compiled	appreciated	investigated	recruited
established	directed	dispatched	audited	recommended	implemented
evaluated	drafted	monitored	balanced	resolved	distributed
interviewed	edited	operated	budgeted	solved	increased
managed	influenced	prepared	calculated	surveyed	participated
organized	interpreted	processed	computed	examined	created
planned	lectured	recorded	forecasted	critiqued	illustrated
oversaw	motivated	screened			

Counseling	Creative	Development	Management	Research	Organizational
assessed	acted	analyzed	assigned	critiqued	applied
assisted	created	applied	chaired	examined	arranged
clarified	fashioned	developed	delegated	identified	coordinated
coached	illustrated	established	directed	interpreted	facilitated
educated	integrated	formulated	improved	researched	handled
familiarized	invented	instituted	supervised	summarized	consolidated
guided	performed	supported	recommended		planned
mentored	shaped	surveyed	reviewed		
referred			scheduled		

Jasmine McCabe-Gossett
Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u>

EDUCATION

Abilene Christian University   Abilene, TX
Bachelor of Business Administration, Accounting   *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Heacock Business Scholar, Dean's List - 4 semesters
- **Major Coursework**: Financial Accounting, Financial Theory & Practice, International Business, Statistics & Data Analytics
- **Technical Skills & Certifications**: Microsoft Excel Certified (2019), Bloomberg, Tableau, PowerBI, Google Suite

PROFESSIONAL EXPERIENCE

Abilene Christian University   Abilene, TX
Peer Leader   *June 2025 - August 2025*

- Serve as a mentor and guide for first-year students in the Cornerstone program, helping them affirm their commitment to higher education and successfully adjust to university life
- Collaborate closely with assigned Cornerstone instructor to plan, organize, and facilitate engaging class discussions, group activities, and transition-focused lessons that foster connection, confidence, and classroom participation

First Financial Bank Shares   Abilene, TX
Internal Audit Intern   *January 2025 - May 2025*

- Conducted risk assessments using Highbond, Synergy, and Xperience to determine the impact of system errors, missing supporting documentation, and noncompliance
- Collaborated with other internal auditors to ensure banking compliance with the OCC, IIA, FSB, CFPB, Federal Reserve, and other regulatory bodies

Abilene Christian University   Abilene, TX
Financial Accounting Tutor   *February 2024 - January 2025*
- Encouraged participation of undergraduate accounting students using Canvas and miscellaneous announcements that increased attendance of tutoring sessions by 400%
- Assisted 128 Students by teaching concepts ranging from debits and credits to financial accounting compliance using Wiley that increased student performance by 11%

PROJECTS

Student Trading and Research (STAR) - $3.5 M AUM Growth Equity Fund   Abilene, TX

Fund Manager   *January 2025 - May 2025*
- Managed $3.5 of university endowment, overseeing fund operations and performing performance nad risk reports to the Board of Directors for Abilene Christian University
- Collaborated with a 21-member student investment team to research, analyze assets, and execute trades

ACTIVITIES

Student Accounting Organization   Abilene, TX
Vice President   *May 2024 - Present*
- Co-managed one of the largest student led organizations on campus, overseeing all relations and contact with 200+ members
- Managed interactions with ACU, students, alumni and faculty for networking events, meetings, workshops, and keynote speakers

The Fraternity of Galaxy   Abilene, TX
Treasurer   *April 2025 - Present*
- Served as Treasurer, managing all fraternity financial operations including annual budgeting, expense approvals, dues collection, and account reconciliation to ensure accurate and transparent financial records
- Prepared and presented regular financial reports to the executive board, supporting informed decision-making and responsible allocation of funds for events, operations, and member activities

LYNAY Program   Abilene, TX
Volunteer   *May 2024 - May 2025*
- Participated in planning and executing service initiatives addressing community needs, including neighborhood improvement, nonprofit support, and local engagement
- Represented the organization in community-facing activities, strengthening relationships between the university and local organizations

Jasmine McCabe-Gossett

Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u>| Github

EDUCATION

Abilene Christian University   Abilene, TX
Bachelor of Science, Computer Science   *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Chancellor's Award, Dean's List - 3 semesters
- **Major Coursework**: Software Engineering, Design and Analysis of Algorithms, Data Structures, Programming Languages, Web Development, Object-Oriented Programming
- **Technical Skills & Certifications**: Python, Java, C++, HTML/CSS, Git, Linux, AWS, React

PROFESSIONAL EXPERIENCE

TechCorp Solutions   Dallas, TX
Software Engineering Intern   *June 2025 - August 2025*

- Developed backend API features using Python and FastAPI to support a 10,000+ user platform.
- Collaborated with engineers on debugging, testing, and deploying microservices on AWS.
- Optimized database queries and designed new endpoints, reducing response time by 30%.

First Financial Trust   Abilene, TX
Data Analytics *Intern*   *January 2025 - May 2025*

- Automated financial reconciliation reports using Python and Excel, reducing manual processing by 50%.
- Built interactive dashboards in Power BI to visualize trends in client investments.
- Analyzed fee structures for inefficiencies and helped resolve discrepancies across accounts.

Abilene Christian University   Abilene, TX
IT Support Technician   *February 2024 - January 2025*
- Supported faculty and students with technical troubleshooting for hardware, software, and networking.
- Managed ticketing workflow, logging 200+ resolved issues across classroom technology and university systems.
- Configured devices, installed software, and provided excellent customer service for campus-wide IT needs.

Freelance Developer — Remote
Web Developer & Automation Specialist   *May 2024 - August 2024*
- Created websites for student organizations and small businesses using HTML/CSS/JavaScript and React.
- Developed Python automation scripts to handle repetitive tasks such as data cleaning, file organization, and reporting.

PROJECTS

SmartSeizure AI – Machine Learning Model   Abilene, TX
ML Developer / Researcher   *August 2025 – Present*

- Built an SVM-based seizure detection model using EEG data to classify seizure vs. non-seizure states.
- Cleaned and visualized datasets using NumPy, Pandas, SciKit-Learn, and MNE-Python.
- Achieved 94% accuracy and presented findings at AI4ALL research symposium.

Personal Portfolio Website -Software Engineering Project
Full-Stack Developer   *August 2024 – December 2024*
- *Built a full-stack portfolio using React, Node.js, Express, and MongoDB.*
- *Implemented projects section, résumé download, and custom animations for enhanced UX.*
- *Deployed site using Netlify and Render with CI/CD GitHub workflows.*

ACTIVITIES

SIGCHI / Human-Computer Interaction Society   Abilene, TX
Member   *April 2025 – Present*
- Participated in usability studies and HCI design challenges.
- Contributed to student-led research on user experience and accessibility in software interfaces.

Kirk Goodwin Foundation   Abilene, TX
Volunteer   *May 2024 - May 2025*
- Served as a volunteer to help raise $20,000+ dedicated to helping and serving the local Abilene community

INTERESTS
- Skiing: Skied for 16 years at local Utah ski resorts, including Alta, Snowbird, and Deer Valley Resort
- Golfing: Utah State Amateur & Salt Lake City Amateur (2022-2024), Utah High School Athletic- Academic All State (2022)
- Gaming & Game Dev: Unity prototypes and modding

Jasmine McCabe-Gossett
Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u>

Education

Abilene Christian University   Abilene, TX
Bachelor of Science, Digital Entertainment Technology   *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Chancellor's Award, Dean's List - 4 semesters
- **Major Coursework**: Game Engines, Applied Game Scripting, Introduction to 3D Modeling, Advanced Digital Entertainment, Motion Graphics
- **Technical Skills & Software:** Unity, Unreal Engine, Blender, Maya, Adobe Creative Cloud, C#, Python, Jira, Git

PROFESSIONAL EXPERIENCE

Studio Abilene   Abilene, TX
Digital Media Intern   *June 2025 - August 2025*

- Contributed to gameplay and environment design for an in-production indie title using Unity and C#
- Built interactive prototypes, implemented character movement systems, and optimized scene performance for mobile and PC builds
- Collaborated with designers and artists to integrate animations, particle effects, and UI elements

ACU Learning Studio   Abilene, TX
Technology Support   *January 2025 - May 2025*

- Produced videos, animation sequences, and promotional motion graphics for university projects and faculty initiatives.
- Organized production workflows and digital asset libraries to improve team efficiency.
- Assisted in scriptwriting, storyboarding, and editing for campus-wide media projects viewed by 3,000+ students.

Freelance Digital Artist & Editor — Remote   Abilene, TX
Motion Graphics/ Animation Contractor   *February 2024 - January 2025*
- Created animated commercials, logo stingers, and short-form content for small businesses and student organizations.
- Designed detailed 3D models and textured assets for use in indie game prototypes.

PROJECTS

"Echoes of Horizon" - Team Game Development Project   Abilene, TX
Lead Designer & Technical Artist   *August 2023 - Present*

- Designed core gameplay loop, character mechanics, and environment look-dev.
- Presented project progress at ACU's DET Showcase and received top-three recognition.
- Built particle systems, shaders, and animation rigs; optimized assets for smooth performance on multiple platforms.

Senior Short Film – Digital Production Capstone   *Abilene, TX*
Director / Animator   *January 2025 - May 2025*
- Directed a 4-minute animated short using Blender, Premiere Pro, and After Effects.
- Managed a team of 6 students while coordinating deadlines and production schedules.
- Oversaw storyboarding, lighting, rendering, character animation, and final compositing.

ACTIVITIES

Wildcat eSports Club   Abilene, TX
Game Development Lead, May 2024 - Present
- Organized game dev competitions and mentored beginners in Unity, animation, and scripting.

Abilene Film Festival   Abilene, TX
Volunteer   *April 2025 - Present*
- Assisted with event setup, guest coordination, and film screenings for a 1,000-attendee community event.

Digital Entertainment Technology Society   Abilene, TX
Vice President   *May 2024 - May 2025*
- Coordinated workshops, guest speakers, and software training sessions for 150+ DET students.
- Managed communication with faculty, student groups, and industry professionals.

INTERESTS
- 3D Art & Animation: Character sculpting, procedural materials, and cinematic rendering
- Gaming & Esports: Strategy and RPG games; led game modding and asset creation projects
- Cinematography: Short-film storytelling, color grading, and sound design

Jasmine McCabe-Gossett
Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u>

EDUCATION

Abilene Christian University — Abilene, TX
Bachelor of Business Administration, Finance — *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Chancellor's Award, Heacock Scholar, Entrepreneur Scholars Program, Dean's List - 4 semesters
- **Major Coursework**: Financial Accounting, Financial Theory & Practice, International Business, Statistics & Data Analytics
- **Technical Skills & Certifications**: Microsoft Excel Certified (2019), Bloomberg, Tableau, PowerBI

PROFESSIONAL EXPERIENCE

Vital Caring Group — Dallas, TX
Corporate Development Intern — *June 2025 - August 2025*
- Created financial and strategic analysis for potential acquisitions for pre-IOI bids and LOI bids with a range of value metrics to serve as a reference point for the financial team
- Developed revenue projection models and other analysis for two active transactions ranging from $20 M to $130 M in revenue

First Financial Trust — Abilene, TX
Trust Intern — *January 2025 - May 2025*
- Created uniform client e-document signing system to enhance client experience and document organization efforts
- Performed data analytics on client fee structures for fee inefficiencies and forensics on conflicts between different account types

Abilene Christian University — Abilene, TX
Enrollment Business Intern — *February 2024 - January 2025*
- Monitored 20 credit card expense reports, including those from the VP of Student Enrollment and related personnel
- Performed executive payment requests and detailed expense reports involved in university operations and strategic planning

Refined Wealth Management — Salt Lake City, Utah
Wealth & Asset Management Intern — *May 2024 - August 2024*
- Implemented a comprehensive organization system for managing client information and data for a 600+ client portfolio

PROJECTS

Student Trading and Research (STAR) - $3.5 M AUM Growth Equity Fund — Abilene, TX
Materials, Healthcare & Informational Technology Manager — *August 2023 - Present*
- Presented portfolio covering performance, history, and portfolio strategy at 2024 at GAME Forum & 2024 SMIFC Conference

Fund Manager — *January 2025 - May 2025*
- Managed $3.5 of university endowment, including fund operations and reports to the board of directors for Abilene Christian University

ACTIVITIES

Real Estate & Banking Society — Abilene, TX
Vice President — *May 2024 - Present*
- Co-managed one of the largest student led organizations on campus, overseeing all relations and contact with 200+ members
- Managed interactions with ACU, students, alumni and faculty for networking events, meetings, workshops, and keynote speakers

The Fraternity of Galaxy — Abilene, TX
Treasurer — *April 2025 - Present*
- Managed finances and annual budget for a fraternity of 100+ members, creating budgets and maintaining accuracy

Kirk Goodwin Foundation — Abilene, TX
Volunteer — *May 2024 - May 2025*
- Served as a volunteer to help raise $20,000+ dedicated to helping and serving the local Abilene community

INTERESTS
- Skiing: Skied for 16 years at local Utah ski resorts including Alta, Snowbird, and Deer Valley Resort
- Golfing: Utah State Amateur & Salt Lake City Amateur (2022-2024), Utah High School Athletic- Academic All State (2022)

Jasmine McCabe-Gossett
Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u> | <u>Portfolio Link</u>

EDUCATION

Abilene Christian University   Abilene, TX
Bachelor of Business Administration, Information Systems   *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Heacock Business Scholar, Entrepreneur Scholars Program, Dean's List - 4 semesters
- **Major Coursework**: Analytics I-IV, Business Statistics, Database Management Systems, Advanced Systems Analysis
- **Technical Skills & Certifications**: Microsoft Excel Certified (2019), PowerBI, SQL, R, Python, Jupyter Lab, VS Code, Avon

PROFESSIONAL EXPERIENCE

First Financial Bank Shares   Abilene, TX
Database Administrator Intern   *June 2025 - August 2025*

- Supported the administration and maintenance of enterprise banking databases using SQL Server and Oracle, assisting with data validation, backup processes, and performance monitoring to ensure data accuracy, reliability, and availability
- Collaborated with database administrators and IT teams using tools such as SQL, SSMS, and internal ticketing systems to troubleshoot data issues, document database procedures, and support system updates in compliance with internal controls and data governance standards
- Assisted with database security, access management, and audit support using role-based access controls, Active Directory, and reporting tools to enforce regulatory requirements and institutional data protection policies

Abilene Christian University   Abilene, TX
ACU IT   *January 2025 - May 2025*

- Provided technical support to students, faculty, and staff by troubleshooting hardware, software, and network issues using Windows and macOS environments, Active Directory, and campus ticketing systems
- Installed, configured, and maintained campus technology including desktops, laptops, printers, and classroom equipment, utilizing imaging tools, endpoint management software, and university IT standards
- Documented support requests and resolutions in service management platforms while collaborating with senior IT staff to escalate issues, improve response times, and maintain system reliability and data security

PROJECTS

Predictive Inventory Analytics Platform | Python, SQL, AWS, Power BI

- Engineered a full-stack decision support system that integrated a PostgreSQL database with a Python backend to automate inventory forecasting for a mock retail dataset.
- Designed an interactive Power BI dashboard that visualized key performance indicators (KPIs), reducing simulated stockouts by 15% through proactive supply chain insights.

ACTIVITIES

Association for Information Systems (AIS)   Abilene, TX
Vice President   *May 2024 - Present*
- Conducted a comprehensive gap analysis for a simulated legacy system, documenting 15+ functional requirements to transition manual workflows into an automated cloud-based solution
- Managed interactions with ACU, students, alumni and faculty for networking events, meetings, workshops, and keynote speakers

LYNAY Program Abilene, TX
Volunteer May 2024 - May 2025
- Participated in planning and executing service initiatives addressing community needs, including neighborhood improvement, nonprofit support, and local engagement
- Represented the organization in community-facing activities, strengthening relationships between the university and local organizations

INTERESTS
- Skiing: Skied for 16 years at local Utah ski resorts including Alta, Snowbird, and Deer Valley Resort
- Golfing: Utah State Amateur & Salt Lake City Amateur (2022-2024), Utah High School Athletic- Academic All State (2022)

Jasmine McCabe-Gossett
Abilene, TX | XXX-XXX-XXXX | email@gmail.com | <u>LinkedIn Profile</u>

EDUCATION

Abilene Christian University   Abilene, TX
Bachelor of Business Administration, Marketing   *Expected May 2028*
- **Cumulative GPA**: 3.62/4.0
- **Awards & Honors**: Launch Abilene Program, Entrepreneur Scholars Program, Dean's List - 4 semesters
- **Major Coursework**: Digital Marketing, Sports Administration Marketing, Event Marketing
- **Technical Skills & Certifications**: Microsoft Excel Certified (2019), HubSpot Social Media.

PROFESSIONAL EXPERIENCE

Hendrick Health   Dallas, TX
Marketing and Events Intern   *June 2025 - August 2025*
- Support social media initiatives through content creation, scheduling, and engagement.
- Assist with digital communications, graphics, and promotional campaign planning.
- Analyze social media performance and provide recommendations for improvement.
- Collaborate with marketing and communications staff to ensure brand consistency.

Abilene Community Partner   Abilene, TX
Marketing and Communications Intern   *January 2025 - May 2025*
- Assisted in planning and executing digital marketing campaigns to increase engagement.
- Created graphics and promotional content for social media channels, newsletters, and events.
- Monitored social media analytics to track performance and recommend improvements.
- Supported event marketing initiatives, including virtual webinars and local community events.

Austin Creative Agency   Austin, TX
Enrollment Business Intern   *February 2024 - January 2025*
- Developed and executed content strategies for client brands in retail, nonprofit, and lifestyle sectors.
- Created and scheduled social media posts across Instagram, Facebook, and LinkedIn.
- Conducted market research to guide campaigns and optimize audience engagement.
- Supported event promotion and tracked campaign performance with analytics reports.

Lone Star Tech Solutions   Fort Worth, TX
Marketing Assistant   *Jan 2024 – May 2024*
- Assisted in developing and scheduling social media campaigns for B2B clients.
- Created graphics, blog posts, and email newsletters to support marketing initiatives.
- Conducted market research to identify trends and improve campaign effectiveness.
- Coordinated virtual and in-person events to increase brand awareness and engagement.

PROJECTS

Digital Marketing Campaign | Student Project
Jan 2025 – Apr 2025
- Designed and executed a mock social media campaign for a hypothetical local business.
- Created a content calendar, brand messaging, and visual assets using Canva.
- Analyzed engagement data and adjusted posting strategy to improve reach.
- Presented campaign results and recommendations to peers and faculty.

ACTIVITIES

American Marketing Association   Abilene, TX
Vice President   *September 2023 - Present*
- Co-managed one of the largest student led organizations on campus, overseeing all relations and contact with 50+ members
- Managed interactions with ACU, students, alumni and faculty for networking events, meetings, workshops, and keynote speakers

College Ambassador   Austin, TX
Kendra Scott   *July 2024 -Present*
- Promoted brand awareness on campus by creating engaging social media content, coordinating events, and assisting with sales and community outreach.

Ko Jo Kai   Abilene, TX
Active Member   *February 2024 - May 2025*
- Participated in weekly events, philanthropic initiatives, and leadership development programs.

INTERESTS
- Social Media Content Creation: Enjoy designing posts, graphics, and campaigns for personal projects and 10+ brands.
- Photography: Passionate about capturing and editing photos for social media, events, and creative projects.
- Creative Projects: Love developing new ideas, experimenting with visual design, and storytelling.