BRIC

BIG RED INVESTMENT CLUB

Resume Walkthrough

Importance of resume

- It is the first impression recruiters and employers will have for an interview
  - Will be referenced in interviews
- Before actually landing an interview, your resume must pass the screening process
- Things to convey:
  - Unique skills
  - Previous experience
  - Professionalism
  - Extracurriculars & hobbies

Tailor the resume

- Always tailor the resume to the position you’re applying for
- Use keywords from the job posting on your resume
- Applicant tracking software will flag your resume if you use them

Education & Experience Section

- Education section should always be at the top of your resume
    - Include major, GPA, year of graduation
    - You may include relevant coursework, but that is optional
- Experience section should incorporate 3-5 experiences, with 2-4 bullet points for each role
    - Use the ACR method
        - Action, context, and result
- Example: “Managed a team of three financial analysts at XYZ Capital Management, achieving an 18% increase in returns, outperforming the benchmark by 6%, resulting in $50 million of additional client investments”

Know your resume

- ***Know your resume like the back of your hand***
    - In every interview, they will ask you about your resume
- You must be prepared to walk them through it or explain every individual bullet point under each experience

Things to avoid

- Resumes with too much white space can give the allusion your resume isn’t as impactful
  - This can harm your chances throughout the recruiting process
- Lack of context
  - Provide a cohesive narrative of your professional journey
- Inconsistencies in formatting
- Overloading with information
  - Be selective with what you include on your resume – do not want to overwhelm the reader

[Name]

[City, State Abbreviation] | [Phone Number] | | [Email Address] | [LinkedIn URL]

EDUCATION

[University Name] **[City], [State/Country]**
Bachelor of [Arts/Science] in [Major] Expected [Graduation Date]

- **GPA:** [xx] / 4.0
- **Honors:** [xx]
- **Relevant Coursework:** [Economics / Accounting / Finance classes, anything business-related]

WORK & LEADERSHIP EXPERIENCE

[Company] [Start Date] – [End Date] | **Lincoln, NE**
[Role] Intern

- [Summary sentence stating what you did and the overall results of your work]
- [Describe project #1]
  - Example - [Led team to do xx, which resulted in more efficiency / time or money saved / higher sales]
- [Describe project #2]
  - Example - [Analyzed xx and concluded that key factor was xx, which made project viable / not viable; resulted in company proceeding with project]
- [Describe project #3]
  - Example - [Created xx new method for doing xx; led to increased efficiency / sales]

Cornhusker Fund [Start Date] – [End Date] | **Lincoln, NE**
Equity Research Associate

- Collaborated with a team of 3 analysts to research and analyze small-cap stocks, culminating in the development and presentation of a comprehensive equity research report evaluated by CFA judges
- Proficiently conducted stock valuations, including discounted cash flow and comparable company analysis, contributing to well-informed investment decisions within a $575,000+ student-managed fund

Big Red Investment Club [Start Date] – [End Date] | **Lincoln, NE**
Member

- Attended weekly meetings with industry experts, gaining insights into finance sectors such as investment banking, equity, and venture capital
- Actively participated in selecting equities for a $575,000+ fund, honing analytical skills and decision-making abilities
- Established connections with industry professionals, expanding knowledge of career opportunities in finance

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in [xx]; Conversational Proficiency in [xx]
Technical Skills: [List any programming languages – **not** MS Office/Excel]
Certifications & Training: [Any extra courses or programs relevant to finance]
Activities: [Student Clubs, Volunteer Work, Independent Activities]
Interests: [Keep this to 1-2 lines and be specific; do **not** go overboard]

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LinkedIn Walk-Through

LinkedIn Do’s & Don'ts

- **Keep it Professional:** Your profile picture, headline, summary, and posts should represent you in a professional light. Use a clear, high-quality headshot as your profile picture, and craft a headline that succinctly describes your current role or area of expertise. Your summary should provide a more in-depth look into your professional journey and aspirations.
- **Engage Meaningfully:** Like, comment on, and share content relevant to your industry or profession. Engaging with others' content can increase your visibility and help build relationships. When you comment, offer insights, ask questions, or add value in some way.
- **Personalize Connection Requests:** When you send a connection request, always include a personalized message explaining why you'd like to connect. This increases the chances of your request being accepted and lays the foundation for a meaningful connection.

LinkedIn Do's & Don'ts

- **Don't Spam:** Avoid sending unsolicited sales pitches, mass messages, or irrelevant content to your connections. It can quickly lead to people disconnecting or marking you as spam.
- **Don't Neglect Your Profile:** An incomplete profile can give the impression that you're not serious about your professional online presence. Make sure you fill out all relevant sections, including work experience, skills, endorsements, and recommendations.
- **Don't Connect Indiscriminately:** While it's good to have a broad network, quality is more important than quantity. Connect with individuals you have met, worked with, or have a genuine interest in connecting with for professional reasons. Indiscriminate connection requests can be seen as spammy or insincere.

LinkedIn Walk-Through

- https://www.linkedin.com/in/sebd123/

How to Cold-Email & Networking Call Guide

Purpose of cold emailing

- Expand your network
  - Reach out to professionals you might not have had access to
- Build relationships
  - Develop rapport with employees at firm – this will help significantly in the recruiting process
- Information gathering
  - Gain valuable information/insights about the role/industry
- Job opportunities
  - Cold emailing may often lead to job opportunities
  - Uncover hidden opportunities

Cold Email Outreach Tips

- Keep emails short and well structured
- Cold emailing should be used when reaching out to someone you haven’t met or weren’t referred to
- Include your connection to the recipient in the subject line
  - Example: “Nebraska BBA interested in finance internship at Union Pacific”
- Demonstrate interest in the role at said firm
- Set up the networking call
  - Also known as ‘coffee chats’ or ‘informational interviews’

Cold Email Example

Hi [NAME],

I hope this note finds you well. My name is [XXXXX], and I am currently a [ACADEMIC YEAR] pursuing my BBA at the University of Nebraska-Lincoln interested in [POSITION/INDUSTRY] opportunities at [COMPANY NAME].

I was wondering if you have any availability in the coming weeks for a quick phone call to learn more about your experience at this firm, as well as any advice you might have for a [ACADEMIC YEAR] interested in the [POSITION (Internship)] at your firm.

I understand you must be busy, but if your schedule permits, I'd be more than happy to find a time that works best for your schedule. In case it's helpful to provide more context on my background, I have attached my resume below for your reference.

Thank you,

[YOUR_NAME]

Nicholas Coffey
B.B.A. Finance
University of Nebraska-Lincoln | Class of 2024
123-456-7890 | ncoffey9@huskers.unl.edu
https://www.linkedin.com/in/nicholas-coffey/

Cold Email Outreach Tips

- Include a signature
- If you do not receive a response after 1-2 weeks, follow-up
  - Follow up from the original message with 1-2 sentences
    - Example
      - Hi [NAME],

        I just wanted to follow up from my previous email. Would you be willing to hop on a quick phone call? I'd be happy to find a time that meets your schedule.

        Best,

        [YOUR NAME]

Cold Email Outreach Tips

- Schedule send email for the morning
- Format the email into divided paragraphs
    - One paragraph can look unappealing
- Mention referrals (if you have one)
    - Naming a referral in an email can boost chances of a response

Networking Call Overview

- Be respectful of time, try to keep to ~20-30 minutes– can go longer or shorter as needed
- Avoid forcing conversation - keep it conversational
- Make sure to prepare intelligent questions just in case
  - Try to be creative in the questions you ask, try to avoid the typical "How would you describe the firm's culture" or "Why did you join the firm?"
- Send a thank you email after each call, try to make it personalized

Beginning Networking Call

- Always introduce yourself

  "Hi, my name is [YOUR_NAME]-- I am the UNL finance student who reached out to you last week. Is now still a good time to chat?"

- After making a few minutes of small talk, proceed to thank them for their time & provide a quick background:

  "I know you must be very busy, but thank you again for taking the time to speak with me today– I really appreciate it. If it's alright with you, I'd love to provide you with a quick background, just to provide some context, and then hopefully learn more about your & your experience at [FIRM_NAME]?"

- Then, proceed to provide a quick background– should be no more than 45 to 60 seconds.
- Many people forget to provide a background and this prevents the professional from actually knowing who you are. As a result, rather than having a conversation, the call turns into a Q&A with a stranger– this is not to your benefit!
- After providing your background, transition to your questions:

  "With that being said, I'd love to learn more about you and how you found yourself in the industry?"

Sample Questions

"Really excited about the opportunity to learn, and you've been here for [XX] years. Do you still feel like you are learning each day and how much have you grown in the past year?"

"What are some of the main takeaways that you have from your [XX] experience?"

"What was your career path like for [XX]?"

"Why did you choose to start your career in [XX]?"

[IF TRANSITIONED FROM OTHER INDUSTRY] "Can you speak about your decision to leave [XX] industry to start a career in [XX]?"

"In your eyes, what traits or behaviors make a top analyst?"

"Can you tell me about the most interesting or challenging project you worked on and what your responsibilities were in the process?"

Networking Activity

Sample Questions

1. Introduce yourselves
2. What career are you interested in and why?
3. What does that career path look like?
4. Where do you see yourself in 10 years?
5. What are your career goals before graduation?

Business Roundtable Application

CONTACT US

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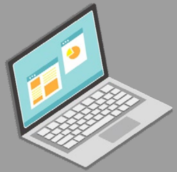
UNL Big Red Investment Club

Big Red Investment Club



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