

**IOWA**

Tippie College  
of Business

# BUSINESS CAREER GUIDE

---

3<sup>rd</sup> edition

Created by Tippie Undergraduate Career Services

Undergraduate Program Office, Tippie College of Business

# Table of Contents

Where can a Tippie major take you?.....	4
Accounting.....	5
Business Analytics .....	10
Economics .....	15
Entrepreneurship.....	21
Finance.....	26
Management.....	32
Marketing .....	38
Risk Management & Insurance .....	44
The Job Search .....	50
General Guide to Recruitment Timelines & Job Search Strategy .....	51
Application Pipeline & Hiring Types .....	54
Networking .....	56
Informational Interviewing and Job Shadowing .....	58
For International Students .....	61
Tracking Your Progress.....	62
Relationship Management.....	62
Job Search Resources.....	64
Student Org List .....	66
Application Materials .....	68
Resume.....	68
Applicant Tracking Systems (ATSs).....	69
Cover Letters .....	70
Templates in This Guide.....	70
TCS In-House Resume Style Guide .....	71
LinkedIn Profile and Page.....	83
Professional Communication.....	84
Interviews and Offers .....	88
Preparing for an Interview .....	88
Behavior-Based Interviewing .....	95
Technical Interviews .....	97
Programming Interviews .....	99
Case Interviews.....	100
Virtual Interviews .....	102
Closing the Interview.....	103
Offers and Compensation.....	104
I Have a Job/Internship. Now What? .....	108
Onboarding .....	108
Dress Codes in the Workplace .....	112
...and one more thing before you go! .....	113

**Our 2025-2026 corporate sponsors want to hire Hawkeyes!**

<b>Marquee</b>	 Cottingham & Butler	 UNITEDHEALTH GROUP®
		
<b>Concierge</b>		
		
		
<b>Contributor</b>		
		
		



# Where can a Tippie major take you?

In this section, you'll find breakdowns of different career paths for each Tippie major. These lists are not comprehensive or exhaustive, but they may be helpful for students choosing between majors or trying to pick a direction for their job search.

<b>Accounting</b> .....	<b>5</b>
Major Programs and Subprograms.....	5
Career Paths.....	5
Top Employers & Job Titles for Tippie Accounting Students (classes of 2022-24).....	6
Job Search Keywords for This Major.....	7
Accounting Resume Examples.....	7
<b>Business Analytics</b> .....	<b>10</b>
Career Paths.....	10
Top Employers & Job Titles for Tippie Business Analytics Students (classes of 2022-24).....	11
Job Search Keywords for This Major.....	12
BAIS Resume Examples.....	12
<b>Economics</b> .....	<b>15</b>
Major Programs and Subprograms.....	15
Career paths.....	16
Top Employers & Job Titles for Tippie Economics Students (classes of 2022-24).....	17
Job Search Keywords for This Major.....	18
BAIS Resume Examples.....	18
<b>Entrepreneurship</b> .....	<b>21</b>
Career Paths.....	21
Top Employers & Job Titles for Tippie Entrepreneurship Students (classes of 2022-24).....	22
Job Search Keywords for This Major.....	23
Entrepreneurship Resume Examples.....	23
<b>Finance</b> .....	<b>26</b>
Career Paths.....	26
Top Employers & Job Titles for Tippie Finance Students (classes of 2022-24).....	27
Job Search Keywords for This Major.....	28
Finance Resume Examples.....	29
<b>Management</b> .....	<b>32</b>
Major Programs and Subprograms.....	32
Career Paths.....	32
Top Employers & Job Titles for Tippie Management Students (classes of 2022-24).....	33
Job Search Keywords for This Major.....	34
Management Resume Examples.....	34
<b>Marketing</b> .....	<b>38</b>
Major Concentrations.....	38
Career Paths.....	38
Top Employers & Job Titles for Tippie Marketing Students (classes of 2022-24).....	39
Job Search Keywords for This Major.....	40
Marketing Resume Examples.....	40
<b>Risk Management &amp; Insurance</b> .....	<b>44</b>
Career Paths.....	45
Top Employers & Job Titles for Tippie RMI Students.....	46
Job Search Keywords for This Major.....	47
RMI Resume Examples.....	47

# Accounting

“ Think of an accounting degree like a Swiss Army knife for business. You've got all these handy skills—managing money, keeping everything in line with rules, and helping make big decisions—that make you a valuable asset wherever you go. And the best part? You could end up working anywhere from government offices to charity organizations or even starting your own [business].”

- Cristi Gleason, professor of accounting

## Major Programs and Subprograms

### CPA

The CPA program is for students who want to follow a traditional path to a career in public accounting and start earning the hours they'll need to take the CPA exam. See courses and learn more about this program at <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/accounting/cpa-course-descriptions>.

### Corporate Accounting

The Corporate Accounting subprogram allows students to build a versatile skillset, preparing them for a wide variety of roles in investment banking, financial consulting, corporate accounting, accounting analytics, and more. See courses and learn more about this subprogram at <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/accounting/corporate-course-descriptions>.

## Career Paths

### Private vs. Public

Private accountants work internally for a specific company to review and prepare documents with content that generally stays within the company, like budgets, accounts payable/receivable, or other tracking of money coming into and leaving the firm. Meanwhile, public accountants usually work for external clients (like individuals, companies, or nonprofits) to prepare documents that will be reviewed by the government or released to the public, like tax returns, income statements, and other important forms. Both private and public accountants have good salaries and steady job availability.

### Corporate accounting

Corporate accountants track and analyze companies' financial transactions to create accurate records of income, expenses, assets, and liabilities. By interpreting these records, corporate accountants can provide insights into the company's financial health to key stakeholders and ensure transparency and compliance.

### **Tax accounting**

Tax accountants specialize in the preparation of tax documents and providing advice to their clients on tax-related topics. They may be extremely busy during tax season (generally January to mid-April) but can have great flexibility during the rest of the year.

### **Financial accounting**

Financial accountants collect and oversee financial data. They may work in forecasting, auditing, or other internal roles. Financial accountants are often tasked with advising company leadership on investments and company outlook based on the data they manage.

### **Management accounting**

Management accountants use data to support management decision-making within a company. They may review proposals, issue recommendations, develop financing options, or do other internal tasks.

### **Forensic accounting**

Forensic accountants investigate financial documents for evidence of crimes, especially financial crimes like fraud and embezzlement. Forensic accountants conduct forensic audits, which examine a subject's finances to determine if evidence of legal wrongdoing exists, and are often called as expert witnesses in trials for people and companies accused of a financial crime.

## **Top Employers & Job Titles for Tippie Accounting Students (classes of 2022-24)**

### **Top Employers (alphabetical order)**

<b>BerganKDV</b>	<b>Plante Moran</b>
<b>CliftonLarsonAlen</b>	<b>PwC</b>
<b>Deloitte</b>	<b>RSM</b>
<b>EY</b>	<b>Transamerica</b>
<b>Forvis Mazars</b>	<b>Williams &amp; Company P.C.</b>
<b>KPMG</b>	<b>Zurich North America</b>

### **Top Job Titles (alphabetical order)**

<b>Accountant</b>	<b>Financial Analyst</b>
<b>Accounting Assistant</b>	<b>Investment Banking Analyst</b>
<b>Accounting Intern</b>	<b>Staff Accountant</b>
<b>Assurance Associate</b>	<b>Tax Accountant</b>
<b>Assurance Staff</b>	<b>Tax Associate</b>
<b>Audit Associate</b>	<b>Tax Consultant</b>
<b>Auditor</b>	<b>Technology Risk Consultant</b>
<b>Consultant</b>	<b>Technology Risk Staff</b>

## Job Search Keywords for This Major

- Account reconciliation/reconcile
- Audit (internal, external)
- Balance sheets
- Bookkeeping
- Budgeting/budget planning
- Capital
- Cash flow
- Compliance (GAAP compliance)
- Financial analysis/modeling/forecasting
- Financial statements
- Financial/regulatory reporting
- General ledger
- Invoicing
- Payables
- Receivables

## Campus Resources for Accounting Majors

### Student organizations

- Accounting Society: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/accounting-society>
- Beta Alpha Psi: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/accounting-society>

### Career events

- Meet the Firms Night: An annual event hosted by [Beta Alpha Psi](#) offering networking opportunities with major accounting firms. Look for event details at the start of the fall semester.

### Centers and institutes

- Hawkinson Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/hawkinson-institute>

### Supplemental programs

- Accounting Writing & Communications Program: <https://students.tippie.uiowa.edu/tippie-resources/frank-business-communication-center/communication-resources/accounting-writing-program>

### Library guides

- <https://guides.lib.uiowa.edu/Accounting>

## Preparing for a Career in Accounting

### Sample resumes

The next two pages show samples of appropriate resumes for accounting students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

### Certifications and licensure

- CPA exam: <https://nasba.org/exams/cpaexam/>
- Bloomberg Market Concepts course: <https://www.bloomberg.com/professional/products/bloomberg-terminal/education/certificate-courses/#market-concepts>

### Relevant tools

QuickBooks, Microsoft Excel, NetSuite, Tableau/Power BI, Python, Bloomberg

# Accounting I Hawkeye

[herky@uiowa.edu](mailto:herky@uiowa.edu)

[linkedin.com/in/herky](https://www.linkedin.com/in/herky)

515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration, Accounting  
GPA: 3.6/4.0

Iowa City, IA  
Expected graduation May YYYY

## EXPERIENCE

RSM US, Des Moines, IA

May YYYY–Aug YYYY

### Accountant Intern

- Performed audit procedures, utilizing Excel to verify financial data, reconcile accounts, and ensure accuracy and completeness of clients' financial documents
- Gained proficiency in CCH ProSystem accounting software while preparing individual, partnership, and corporate tax returns, ensuring compliance with federal and state regulations
- Prepared and reviewed financial statements in accordance with GAAP, including drafting and refining footnotes to enhance accuracy and clarity for client reporting
- Conducted journal entry adjustments to correct discrepancies and maintain financial records

Hy-Vee, Iowa City, IA

Jun YYYY–present

### Courtesy Team Manager

- Delivered timely and accurate customer service to an average of 75+ customers per shift, resolving product, pricing, and wellness inquiries with professionalism and attention to detail
- Assisted customers with locating and securing 100+ large or high-value items weekly, contributing to a 15% increase in positive customer satisfaction feedback during peak seasons
- Coordinated with up to 10 departments to execute weekly merchandise resets and special pricing projects, ensuring compliance with pricing standards and visual merchandising plans
- Identified and fulfilled special orders and product transfers between locations, improving customer retention and reducing order fulfillment time by 20%

Iowa City Animal Shelter, Iowa City, IA

May YYYY–Aug YYYY

### Bookkeeper, Volunteer

- Processed and recorded financial transactions including donations, vendor payments, and supply purchases, ensuring accurate and up-to-date ledger maintenance
- Created and maintained Excel-based financial reports to track monthly income and expenses, identifying cost-saving opportunities and presenting insights to shelter leadership
- Developed visual dashboards using Excel charts and graphs to highlight trends in funding, operational costs, and adoption rates for internal review

## ADDITIONAL INFORMATION

Technical: Excel, Tableau, Bloomberg

Accounting Society, Member

Sep YYYY–present

Completed Chicago Marathon

YYYY, YYYY

Dance Marathon, Dancer/Volunteer

YYYY

# Accounting II Hawkeye

[herky@uiowa.edu](mailto:herky@uiowa.edu)

[linkedin.com/in/herky](https://www.linkedin.com/in/herky)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration, Accounting  
Corporate Accounting Track

Iowa City, IA  
Expected May YYYY  
GPA: 3.7/4.0

## PROFESSIONAL EXPERIENCE

### Corporate Accounting Intern

Summer YYYY

UIHC, Department of Dermatology

Iowa City, IA

- Assisted with the monthly close process by preparing journal entries, reconciling general ledger accounts, and ensuring accurate classification of departmental expenses
- Supported the preparation of internal financial statements in compliance with GAAP, including drafting footnotes and identifying variances across cost centers
- Utilized Microsoft Excel functions (VLOOKUP, PivotTables, conditional formatting) to audit financial data, analyze spending trends, and support departmental reporting needs
- Collaborated with the finance team to prepare documentation for internal audit review, identifying discrepancies and proposing adjustments to improve data integrity

### Financial Accounting Tutor

Fall YYYY–Present

Beta Alpha Psi

Iowa City, IA

- Provided one-on-one tutoring support for undergraduate accounting students, focusing on improving comprehension and academic performance
- Guided students through key topics such as financial statement analysis, journal entries, and account reconciliation, resulting in measurable improvements in understanding and grades

## ADDITIONAL WORK EXPERIENCE

### Team Member & Attendant

Summer YYYY

Cedar Rapids Country Club

Cedar Rapids, IA

- Maintained and organized golf equipment, conducted range maintenance, and coordinated logistics for golf outings, contributing to a seamless and enjoyable experience for club members
- Delivered exceptional customer service by promptly addressing member requests and concerns, achieving a 95% satisfaction rate as reported in post-event feedback

### Counselor, Leader in Training

Summer YYYY

YMCA WAPSIE

Marion, IA

- Managed activities for K-12 learners; multitasking to ensure a safety with rigorous state and local guidelines and compliance with FERPA regulations, through record-keeping practices
- Led recruitment efforts for a team of 15 counselors, overseeing the hiring process and conducting comprehensive training sessions to ensure alignment with camp objectives
- Coordinated scheduling for the 16-week day camp, using Excel, optimizing counselor availability and activity logistics to enhance camper experiences and maintain operational efficiency

## CAMPUS INVOLVEMENT

Beta Alpha Psi

Spring YYYY–Present

University of Iowa Accounting Society

Fall YYYY–Present

UI Gateway Program

Fall YYYY–Present

## Business Analytics



**Are you a person who likes to be more behind the scenes? Are you a person who likes to investigate and really get into the weeds? BA has a role for you. ... Here are reasons why you would come into this major: You tend to be curious, you like to organize information, you want to solve problems. ... People think analytics is hardcore, but it doesn't have to be. If you like the creativity component of being able to make graphs and visuals, this might be the program for you. You can choose how technical or not technical you want your role to be."**

- Kristine Arens, business analytics lecturer

### Career Paths

#### **Data science, data analysis, and data engineering: what's the difference?**

These three terms describe the primary overarching career paths for business analytics majors. A brief summary of each is listed below.

- **Data scientists** have strong math and statistics skills; they may do programming tasks, especially developing and training machine learning algorithms. Data scientists may also create graphs and reports to share insights from data.
- **Data analysts** identify insights from data and communicate it to stakeholders. In the business space, these insights may be used to solve company problems, guide management and policy, and support upper-level decision-making.
- **Data engineers** often work in an IT or IT-adjacent space. They collect raw data, often through systems they build and maintain, and process it so that it's usable for analysis. Computer science knowledge is important in data engineering.

#### **Business analysis**

Business analyst roles vary widely across companies, from advisory roles to IT positions. Some business analysts are responsible for analyzing the external environment, evaluating the company's strengths and weaknesses, forecasting future business needs, and identifying opportunities for growth. In other cases, business analysts are responsible for deriving greater customer value by understanding what the customer needs, identifying innovative solutions, and then seeing those solutions into implementation. In most cases, the role requires a cross-functional perspective. Models built by business analysts are used to analyze massive volumes and varieties of constantly changing data to help corporations uncover threats and opportunities, build efficiencies, and make more informed decisions.

#### **Process improvement**

People who work in this field plan and implement systems that foster a culture of continuous process improvement. These roles deliver results through management of process improvement portfolios, utilizing methodologies like Lean and Six Sigma.

### Management consulting

Consultants, whether internal or external, manage projects and relationships that include business or functional experts and data specialists. Consultants translate business requirements into data analytics solutions and package and communicate insights to support strategic initiatives or to help drive change in the organization.

### Operations/supply chain

An operations analyst manages and plans key business tasks in an organization. The role often involves coordinating multiple processes and optimizing current and long-term capacity needs, as well as analyzing data to identify opportunities for improvement. Meanwhile, supply chain analysts focus specifically on the organization's interactions with suppliers and customers. Supply chain analysts are often required to have an elevated level of technical proficiency, since they frequently engage in forecasting and inventory optimization.

### Project management

Project managers are tasked with managing all phases of a project, from inception to completion. Project managers often manage multiple projects, and must be able to clearly articulate project requirements and manage timely completion of each aspect of each project.

## Top Employers & Job Titles for Tippie Business Analytics Students (classes of 2022-24)

### Top Employers (alphabetical order)

Accenture	EY	RSM US LLP
Amazon	GreatAmerica Financial Services	Techtronic Industries
Aon	Hewlett-Packard Enterprise	TopBloc, LLC
Baker Tilly	HNI	TrueNorth Companies
Collins Aerospace	Holmes Murphy & Associates	UIHC
CRST	Kum & Go	Uline
Deloitte	Medline Industries, Inc.	Wells Fargo
Epic	Principal Financial Group	Zirous
Epsilon	PwC	

### Top Job Titles (alphabetical order)

Account Executive	Financial Analyst
Analyst	IT Consultant
Associate	IT Analyst
Associate Analyst	Marketing Analyst
Business Analyst	Operations Analyst
Business System Analyst	Pricing Analyst
Consultant	Sales Analyst
Data Analyst	Supply Chain Associate
Data Analytics Consultant	Technology Risk Consultant
Entrepreneur	

## Job Search Keywords for This Major

- Analysis (risk, etc.)
- Dashboard
- Data analysis
- Documentation
- Methodology
- Model
- Predictive analytics
- Project management
- Projections
- Quantitative/qualitative analysis
- Report
- Solutions
- Synthesize

## Campus Resources for Business Analytics Majors

### Student organizations

- Tippie Technology & Innovation: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/tippie-technology-innovation-association>

### Centers and institutes

- Tippie Analytics Cooperative: <https://tippie.uiowa.edu/businesses/partner-our-centers/tippie-analytics-cooperative>

### Supplemental programs

- Student Ambassadors: <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/business-analytics-information-systems/bais-student-ambassadors>

### Library guides

- <https://guides.lib.uiowa.edu/c.php?g=774582&p=7653385>

## Preparing for a Career in Business Analytics

### Sample resumes

The next two pages show samples of appropriate resumes for business analytics students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

### Certifications

- HubSpot Academy: <https://academy.hubspot.com>
- Certified Scrum Master: <https://www.scrumalliance.org/get-certified/scrum-master-track>

### Relevant tools

SAS, SQL, R, Tableau, Python, SPSS, Stata, Power BI, Excel, Qualtrics, Google Forms, HTML/CSS, Git/GitHub

# BAIS I Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herky](https://www.linkedin.com/in/herky)

515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business

Iowa City, IA

Bachelor of Business Administration: Business Analytics & Information Systems

Expected May YYYY

Minor: Computer Science

GPA: 3.6/4.0

**Tools:** Python, SQL, R, Excel, Tableau, and PowerPoint

**Methodologies:** Proficient in Python Libraries, PivotTables, Data Analysis, Regression, and Correlation

## PROJECTS

Caseys General Stores Capstone Project

Fall YYYY

- Collaborated with Casey's Des Moines analytics team to analyze customer behavior, sales trends, and new product performance using SQL, Tableau, and Excel for data-driven insights
- Built Tableau dashboards and optimizing SQL queries to track KPIs, trends, and competitor benchmarks

UI Dining Data Analysis

Spring YYYY

- Utilized core Python skills such as string operations, looping, conditional statements, and proper function definition to implement a meal scoring algorithm used to evaluate the dining hall data of individuals
- 

## EXPERIENCE

University of Iowa, Department of Marketing

Aug YYYY–present

Teaching Assistant

- Assisted 100+ undergraduate students with completion of STEM projects and assignments, led small group discussions to review material and enhance test prep weekly
- Held weekly office hours to support homework and answer questions related to class lectures and technology to complete assignments such as Excel and Tableau
- Coordinated with other TA's to complete PowerPoint presentations and materials for class/lecture and support grading of assignments, projects and exams using University systems

Hy-Vee, Iowa City, IA

Jun YYYY–present

Team Member

- Delivered timely and accurate customer service to an average of 75+ customers per shift, resolving product, pricing, and wellness inquiries with professionalism and attention to detail
- Helped customers with locating and securing 100+ large or high-value items weekly, contributing to a 15% increase in positive customer satisfaction feedback during peak seasons
- Coordinated with up to 10 departments to execute weekly merchandise resets and special pricing projects, ensuring compliance with pricing standards and visual merchandising plans
- Identified and fulfilled special orders and product transfers between locations, improving customer retention and reducing order fulfillment time by 20%

## ADDITIONAL INFORMATION

Alpha Kappa Psi Business Fraternity

Sep YYYY–present

UI Gateway Program

Jul YYYY

Iowa City Animal Shelter, Iowa City, IA

May YYYY–Aug YYYY

# BAIS II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business Iowa City, IA  
Bachelor of Business Administration: Business Analytics & Information Systems Expected May YYYY

**Tools:** Python, SQL, R, Excel, Tableau, and PowerPoint

**Methodologies:** Proficient in Python Libraries, PivotTables

## EXPERIENCE

RSM US, Des Moines, IA Jun–Aug YYYY

### Intern, Tax and Audit

- Performed audit procedures, utilizing Excel to verify financial data, reconcile accounts, and ensure accuracy and completeness of clients' financial documents
- Gained proficiency in CCH ProSystem accounting software while preparing individual, partnership, and corporate tax returns, ensuring compliance with federal and state regulations
- Prepared and reviewed financial statements in accordance with GAAP, including drafting and refining footnotes to enhance accuracy and clarity for client reporting
- Coordinated journal entry adjustments to correct discrepancies and maintain financial records

University of Iowa, Iowa City IA

Oct YYYY–present

### Intern, Strategic Partnerships Office

- Conducted comprehensive research and analysis to identify industry trends, track employer engagement, and evaluate hiring data, facilitating informed decision-making processes
- Assisted in the planning and execution of 15 career-related events and programs by preparing materials, updating event calendars, and creating promotional materials.
- Collaborated in generating engaging content for communication channels such as Instagram, LinkedIn, and Twitter
- Provided administrative support by greeting guests, managing appointments, and engaging with corporate partners, alumni, and campus leaders

## ACTIVITIES & LEADERSHIP

Tippie Buddies Program, Iowa City IA

Apr YYYY-present

### Member/Mentor

- Bridged culture gaps between international and domestic undergraduate students through regular weekly interactions in support of social, academic, and professional growth
- Selected through application process for a semester long fellowship to support global engagement through coordinated academic and cultural events within the college of business

Kappa Delta Beta Sorority, Iowa City IA

Sep YYYY-present

### Member/Membership Chair

- Collaborated with chapter leadership and diverse committees to coordinate events, track participation, and support member engagement initiatives
- Utilized Excel and survey tools to analyze chapter feedback and improve programming effectiveness across semesters

“ The economics major is a context degree. Every decision any business makes should be made taking into account the overall economic environment that it's facing at the time, and that means understanding concepts beyond what the inflation forecasts or the interest rates are at the moment. ... [Economics is] fantastic in terms of giving people context in which to use the more specific skills they've learned in something like marketing or finance. In the end, every business career is primarily affected by the economy.”

- Julia Garlick, associate professor of instruction, economics

## Economics

### Major Programs and Subprograms

The economics major offers three potential degrees: a BBA through Tippie, a BA through CLAS, or a BS through CLAS. Not sure which option is right for you? See the diagram on the next page.

#### BBA (Economics)

Students in this program apply the tools of economics to a wide variety of industries, including banking, insurance, and retail. It's also great prep for an MBA. See courses and learn more about this program at

<https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/economics/economics-course-descriptions>

#### BBA (Analytical Economics)

The analytical subprogram has a more quantitative focus and is great if you're thinking of a graduate degree that involves a lot of number crunching. See courses and learn more about subprogram at

<https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/economics/analytical-economics-course-descriptions>

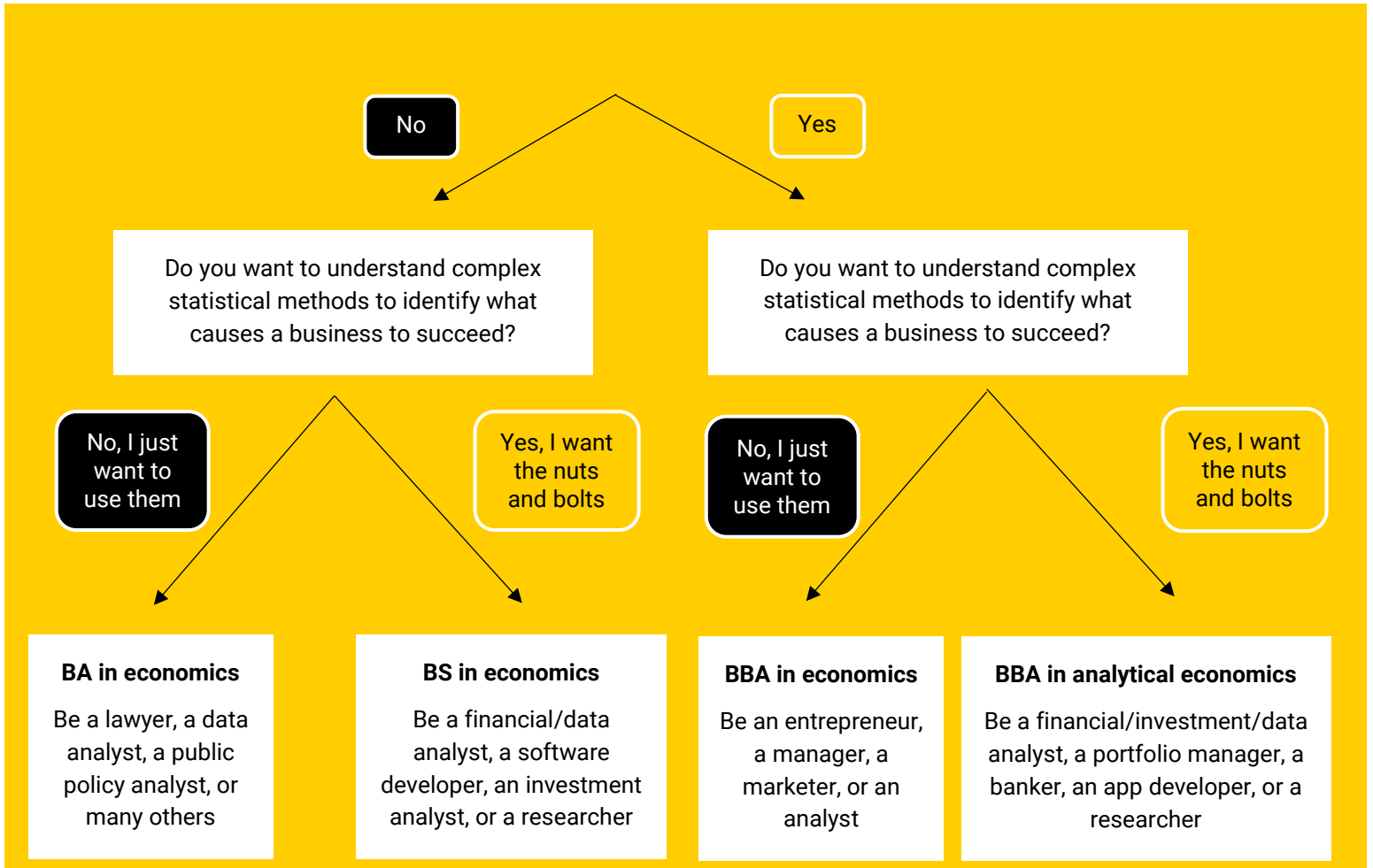
#### BA (Economics)

The BA gives balanced coverage of theory, mathematical skills, and real-world applications. See courses and learn more about this degree at <https://catalog.registrar.uiowa.edu/tippie-business/economics/economics-ba/#requirementstext>

#### BS (Economics)

Finally, the BS is similar to the BA in subject matter, but gives a heavier emphasis to analytical skills and tools. See courses and learn more about this degree at <https://catalog.registrar.uiowa.edu/tippie-business/economics/economics-bs/#requirementstext>

## Flowchart: Choosing an Economics Degree at Iowa



### Career paths

Career paths for economics majors can be wide-ranging, and where an economics graduate ends up may depend heavily on their unique qualifications and interests. With that being said, the following list contains several areas where economics majors might find their niche:

#### Academia

For students most interested in economics research and education, the academic field may be a good choice. Economics professors usually specialize in particular areas of interest and publish their work in journals, contributing to the overall evolution of economic thought. An academic background can also be good preparation for employment as an economic researcher for a government, non-profit, or corporate position.

#### Consulting

Economic consultants use research and analytics skills to interpret data, model markets, and make predictions for consulting firms. Consultants may also find themselves giving expert testimony in legal cases and hearings.

### **Corporate management/business administration**

A degree in economics provides excellent theoretical knowledge to support an MBA or other management degree. While economics instruction and management instruction don't cross over very much, having a thorough understanding of economic systems and how they work will help you make management decisions in a thoughtful and evidence-based way.

### **Law and government**

Government offices, central banks, and international agencies all hire economists to provide expert guidance, perform research, and produce forecasts on economic topics. An economics degree is also a great background for law school; economic areas of law like bankruptcy, tax law, securities law, and antitrust law all require strong understanding of economic principles.

### **Non-profits and think tanks**

Economists may find positions working at national and international charitable organizations, where they make recommendations and predictions based on data and research. Other nonprofit employment for economics majors can be found at think tanks, which use research (often involving economic topics) to develop policy recommendations and influence the direction of organizations like governments and universities.

## **Top Employers & Job Titles for Tippie Economics Students (classes of 2022-24)**

### **Selected Employers (alphabetical order)**

Alliant Group	Federal Deposit Insurance Corporation
AssuredPartners	Frontier Airlines
Becker's Healthcare	Gravie
Berkshire Hathaway	GreatAmerica Financial Services
Cambridge Investment Research	Iowa Division of Banking
Caterpillar Inc.	Total Quality Logistics
Dimensional Fund Advisors	US Cellular

### **Selected Job Titles (alphabetical order)**

Account Representative	Financial Advisor
Associate Consultant	Global Mobility Specialist
Associate Product Manager	Investment Analyst
Bank Examiner	Marketing Analyst
Business Services Specialist	Revenue Analyst

## Job Search Keywords for This Major

- Business strategy
- Comparative advantage
- Cost-benefit analysis
- Critical thinking
- Data analysis
- Economic analysis
- Economic development
- Fiscal policy
- Global trade
- Market trends
- Micro/macroeconomics
- Problem solving
- Research
- Stakeholder engagement
- Supply and demand

## Campus Resources for Economics Majors

### Student organizations

- Economics Student Association: <https://uiowa.campuslabs.com/engage/organization/esa>

### Library guides

- <https://guides.lib.uiowa.edu/economics>

## Preparing for a Career in Economics

### Sample resumes

The next two pages show samples of appropriate resumes for economics students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

### Certifications and licensure

- Chartered Financial Analyst program: <https://www.cfainstitute.org/programs/cfa-program>
- Bloomberg Market Concepts course: <https://www.bloomberg.com/professional/products/bloomberg-terminal/education/certificate-courses/#market-concepts>

### Relevant tools

Excel (Pivot Tables, VLOOKUP), STATA, R, Python, SPSS, Tableau, Power BI, Qualtrics, Google Forms, SQL, Git/GitHub

# Economics I Hawkeye

[herky-hawkeye@uiowa.edu](mailto:herky-hawkeye@uiowa.edu)

[linkedin.com/in/herky.hawkeye](https://www.linkedin.com/in/herky.hawkeye)

C: 515-987-4321

---

## EDUCATION

**The University of Iowa Tippie College of Business**

Iowa City, IA

Bachelor of Business Administration, Economics

Expected May YYYY

GPA: 3.6/4.0

**Consortium for International Management & Business Analysis (CIMBA)**

Pieve, Italy

Cohort Member

Spring YYYY

- Completed coursework in international economics and global business while immersed in a cross-cultural academic setting
  - Collaborated with peers from diverse academic backgrounds through team-based projects and leadership workshops grounded in neuroscience and decision-making research
  - Gained practical insights into European markets and global economic trends through company site visits, guest lectures, and immersive cultural experiences in Northern Italy
- 

## EXPERIENCE

**Hy-Vee Market Analysis Project, Principles of Microeconomics**

Midwest Region/IA

Student Consultant

Fall YYYY

- Conducted a comparative analysis of pricing strategies among three regional grocery chains, applying supply and demand models and elasticity concepts
- Used Excel and regression analysis to evaluate how consumer behavior responded to changes in price and income levels across product categories
- Presented findings and policy recommendations to classmates and faculty, emphasizing the impact of competitive dynamics on market equilibrium

**Kohl's Department Store**

Des Moines, IA

Courtesy Team Member

Aug YYYY–present

- Delivered timely and accurate customer service to an average of 75+ customers per shift, resolving product, pricing, and wellness inquiries with professionalism and attention to detail
- Assisted customers with locating and securing 100+ large or high-value items weekly, contributing to a 15% increase in positive customer satisfaction feedback during peak seasons
- Identified and fulfilled special orders and product transfers between locations, improving customer retention and reducing order fulfillment time by 20%

Cashier

May–Aug YYYY

- Processed high-volume transactions efficiently while providing friendly, personalized customer service to enhance shopper experience and build brand loyalty
- Maintained accurate cash drawer, handled returns and exchanges in accordance with store policies, and supported store operations during peak retail hours

## TECHNICAL SKILLS

Technical: Excel, Tableau, C++

# Economics II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herky.hawkeye](https://www.linkedin.com/in/herky.hawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business, Iowa City, IA  
Bachelor of Business Administration, Economics  
Minors: International Relations, History

Anticipated December YYYY

## TECHNICAL SKILLS

Microsoft Office Suite (Word, PowerPoint, Excel, and Limited Access), HTML Design, Limited C++

## EXPERIENCE

### Researcher

Wilson Brothers of America LLC, Chicago, IL

Feb YYYY–Present

- Conducted legal and regulatory research, contributing to cost-avoidance strategies that saved the firm over \$20,000 in external legal consultation fees
- Utilized Excel to model loan scenarios and analyze coupon rates and interest payments, leading to financial optimizations exceeding \$100,000 in projected savings
- Supported business expansion by compiling economic and fiscal data to accelerate site selection and permitting for a new location
- Developed internal documentation using HTML and basic C++ scripts to improve data access, automate routine tasks, and streamline decision-making
- Provided client-facing support with a solutions-oriented mindset, ensuring high satisfaction and professionalism in business interactions

## LEADERSHIP & ACTIVITIES

### Student Athlete, Wrestler

University of Iowa Men's Wrestling

Aug YYYY–Present

- Committed 20+ hours per week to rigorous training, competition, and team meetings while maintaining full-time academic standing and 3.56 GPA
- Engaged in supplemental education including nutrition, strength training, and film analysis to optimize performance and contribute to team strategy
- Represented the University at community events and philanthropy initiatives, building connections with local partners, donors, and alumni
- Participated in media interviews and press engagements, demonstrating professionalism, composure, and clear communication under pressure

### Mentor: MoneyThink

Sept YYYY–Present

- Mentored local high school students on personal finance fundamentals, including budgeting, saving, and responsible credit use, to promote financial literacy and decision-making skills

### Student Trader: HawkTrade

January YYYY–Present

- Analyzed macroeconomic trends and market movements to contribute to weekly investment discussions and enhance understanding of trading strategies and portfolio management

# Entrepreneurship

“ In today’s rapidly changing world, studying entrepreneurship is about learning how to think innovatively, act strategically, and solve real-world problems that create value and impact. Whether you work for a startup, a global corporation, a nonprofit, or launch your own venture, entrepreneurial skills will set you apart. You will be prepared to identify opportunities, lead teams, and drive change—skills every employer values and every industry demands.”

- David K. Hensley, clinical professor of management and entrepreneurship

## Career Paths

Career paths for entrepreneurship majors can be wide-ranging, and where graduates end up will depend heavily on their unique qualifications and interests. With that being said, the following list contains several areas where entrepreneurship majors might find their niche:

### Startups and small business ownership

Entrepreneurship majors are well-equipped to start their own businesses or work in the startup ecosystem. This path allows them to apply business theory to real-world situations, whether launching a tech company, opening a retail store, or creating a service-oriented venture. Owning a business provides hands-on experience in operations, finance, marketing, and leadership.

### Venture capital

Venture capitalists identify promising startups or early-stage companies. Using both their business acumen and instinct for growth potential, they assess business models, markets, and founders to make investment decisions. Many venture capitalists also mentor entrepreneurs, offering valuable insights on scaling, managing risk, and building successful businesses.

### Business consulting

Consulting firms may seek entrepreneurial grads to leverage creative problem-solving and strategic thinking to advise companies on how to innovate, restructure, or expand their operations. Business consultants often help clients with new product development, market entry strategies, and operational efficiency, offering tailored advice that helps businesses grow or pivot successfully.

### Corporate innovation/entrepreneurship teams

Large corporations often establish innovation or "intrapreneurship" teams to drive growth through new products, services, or business models. They may work on launching new divisions, testing new markets, or driving disruptive innovations within established organizations, combining entrepreneurial creativity with the resources of a larger enterprise.

### Marketing and product management

The marketing world requires skill in innovation, market research, and customer experience. Students pursuing this career path will need to understand consumer needs and how to craft products or services that solve them. These roles allow them to lead cross-functional teams, from development to marketing and sales, ensuring that products or services resonate with target audiences.

### **Non-profit and social enterprises**

For students with a passion for social change, working with non-profits or social enterprises can be highly fulfilling. These organizations often require entrepreneurial thinking to create sustainable business models that drive their social missions forward. Entrepreneurs can apply their knowledge of business strategy to ensure that these organizations are financially viable while achieving their social or environmental goals.

### **Corporate strategy and business development**

Entrepreneurship majors with strong analytical and leadership skills may find themselves in corporate strategy or business development roles, helping large organizations expand market reach, negotiate partnerships, and identify opportunities for growth. In this field, students work to spot emerging trends, assess risks, and lead change within established businesses, helping companies remain competitive in a rapidly evolving landscape.

## **Top Employers & Job Titles for Tippie Entrepreneurship Students (classes of 2022-24)**

### **Top Employers (alphabetical order)**

Actalent	Hy-Vee
Amazon	Medline Industries
Arrive Logistics	PepsiCo
CDW	Principal Financial Group
Cooks Direct	Rapid Packaging
Enterprise Mobility	The Gazette
Gallagher	UIHC
Gforce Life Sciences	United Healthcare
GreatAmerica Financial Services	Wells Fargo
Hibu	

### **Top Job Titles (alphabetical order)**

Account Manager	Marketing Manager
Administrative Assistant	Marketing Specialist
Associate Manager	Product Manager
Business Analyst	Professional Athlete
Customer Success Manager	Projects and Operations Manager
Event Manager	Real Estate Specialist
Finance & Accounting Specialist	Risk Management and Insurance Specialist
Healthcare Professional	Sales and Business Development
Hospitality Staff	Technician
HR & Recruitment Specialist	

## Job Search Keywords for This Major

- Business strategy
- Cost/budget management
- Customer/client relations
- Data-driven decisions
- Executed
- Goal setting
- Innovation
- Leadership
- Operations management
- Report writing/reporting
- Retention
- Stakeholder engagement
- Start-up
- Team collaboration
- Written/verbal communication

## Campus Resources for Entrepreneurship Majors

### Student organizations

- Sigma Nu Tau: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/sigma-nu-tau>

### Centers and institutes

- John Pappajohn Entrepreneurial Center: <https://iowajpec.org/>

### Library guides

- <https://guides.lib.uiowa.edu/entrepreneurship>
- <https://guides.lib.uiowa.edu/c.php?g=1340690>

## Preparing for a Career in Entrepreneurship

### Sample resumes

The next two pages show samples of appropriate resumes for entrepreneurship students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

### Licensure

- Certified Nonprofit Professional credential: <https://nla1.org/cnp/>

### Relevant tools

Microsoft Office (Excel, PowerPoint, Word, Outlook, OneDrive), Google Suite, Canva, Git/GitHub, Wix

# Entrepreneurship I Hawkeye

[herky-hawkeye@uiowa.edu](mailto:herky-hawkeye@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business

- Bachelor of Business Administration, Entrepreneurship
- Minor Marketing
- Certificate Leadership Studies

Iowa City, IA

Expected May YYYY

GPA: 3.6/4.0

## EXPERIENCE

**Hy-Vee Market Analysis Project, Principles of Microeconomics**

Midwest Region/IA

Student Consultant

Fall YYYY

- Conducted a comparative analysis of pricing strategies among three regional grocery chains, applying supply and demand models and elasticity concepts
- Used Excel and regression analysis to evaluate how consumer behavior responded to changes in price and income levels across product categories
- Presented findings and policy recommendations to classmates and faculty, emphasizing the impact of competitive dynamics on market equilibrium

ThriftThread Co. – Online Apparel Resale Business

Iowa City, IA

Founder & Owner

Aug YYYY–present

- Launched an e-commerce store specializing in curated vintage clothing, managing product sourcing, pricing strategy, and customer service for over 150 transactions
- Designed and maintained the company's website and storefront using Shopify and Canva, achieving a 25% increase in monthly site traffic through targeted SEO and content
- Developed and executed digital marketing campaigns across Instagram and TikTok, growing social media following to 1,000+ and increasing engagement rates by 40%
- Tracked inventory, expenses, and sales in Excel to monitor performance and maintain profitability, exceeding \$6,000 in total revenue within the first year

Global Innovation Challenge – Finalist

Seattle, WA

Team Member/Team Lead

Dec YYYY

- Pitched EcoGrid Logistics, a sustainable last-mile delivery solution integrating modular energy storage units with electric vehicle networks in emerging markets
- Led a team of 4 in market research, competitive analysis, and financial modeling to demonstrate the scalability and environmental impact of the concept
- Presented to a panel of international judges, receiving recognition for innovation in clean energy logistics and advancing to the top 5 of 40+ global teams

## ADDITIONAL INFORMATION

Technical: Excel, Tableau, C++

Marathon Runner (6 completed)

Sigma Nu Tau Member

# Entrepreneurship II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business

Iowa City, IA

Bachelor of Business Administration, Entrepreneurship

Expected Dec YYYY

GPA: 3.6/4.0

## EXPERIENCE

University of Iowa, Sustainable Supply Chains

Iowa City, IA

Research Assistant

Fall YYYY

- Analyzed global supply chain disruptions and the economic impact of decentralized energy storage on rural logistics in emerging markets
- Collected and interpreted secondary data on transportation costs, carbon emissions, and battery efficiency across five countries using Excel and Tableau

VoltCycle Solutions – Clean Tech Startup

Iowa City, IA

Business Development Intern

May–Jul YYYY

- Conducted market analysis on regional logistics providers to identify partnership opportunities for VoltCycle’s modular battery-swapping system
- Supported grant research and pitch deck development for clean energy accelerator programs, contributing to a successful \$10K funding award
- Created competitor profiles and strategic SWOT analysis to guide the founder team’s go-to-market strategy for Phase II launch

Global Innovation Challenge

Boston, MA

Team Member

Dec YYYY

- Pitched “VoltVault,” a modular energy storage solution designed to reduce waste and increase efficiency in last-mile delivery across underserved global markets
- Led a four-person interdisciplinary team in developing a sustainable business model, leveraging solar-charged storage hubs and data-driven delivery routing
- Advanced to the final round of competition, presenting to industry experts and investors, and receiving recognition for innovation in energy logistics

Kohl’s Department Store

Des Moines, IA

Cashier

Oct YYYY–Jan YYYY

- Processed high-volume transactions efficiently while providing friendly, personalized customer service to enhance shopper experience and build brand loyalty
- Maintained accurate cash drawer, handled returns and exchanges in accordance with store policies, and supported store operations during peak retail hours

## ADDITIONAL INFORMATION

- Technical: Microsoft Suite—pivot tables, VLOOKUP, Google Workspace, Wix, and SEO fundamentals
- Certification: Start-up School by Y Contributor

## Finance

“**Finance is money. All decisions and plans - from personal investing and retirement, to corporate investment and financing, to risk management and protection - have finance at their core. ... Some finance careers have extremely lucrative paths, while all corporations rely on finance to help them survive - either through capital-raising or through good decision-making on which ideas to pursue. At the end of the day, finance adds value.**”

- Jon Garfinkel, professor of finance

### Career Paths

#### **Consulting, endowments, and family offices**

People in these roles make recommendations to institutional and high-net-worth clients for asset allocation. Consultants may select individual investment managers. Endowment managers work with non-profits to manage how they invest their funds, while family office managers allocate the assets of families with extremely high net worth.

#### **Corporate development**

Corporate development is one of the main roles that people think of when they think of corporate finance. This role is an internal investment banking role, working with management to determine long-term capital structure, as well as acquisition and disposition strategies and implementations. Although this role is more aligned with the investment side, it can be housed in a Treasury or Financial Analysis role, so pay attention to the job descriptions.

#### **Corporate finance**

Corporate finance includes a broad spectrum of roles that provide many opportunities for movement up the corporate ladder. Corporate finance professionals may work in business development/strategy, financial planning/analysis, investor relations (a PR background is a plus for this), auditing/accounting, treasury roles, and commercial finance.

#### **Finance and tech reporting**

A strong option for finance majors with a second major in the liberal arts or journalism, finance and tech reporting is a hybrid field that requires both strong writing skills and in-depth knowledge of financial systems and terminology. If you love learning and talking about finance, but you're not sure you want to work inside the industry, finance reporting might be a good option for you.

### Investment banking

Investment bankers underwrite debt and equity securities for corporations, as well as creating purchase and sales deals and structuring their financing. Investment banking firms require tremendously long hours of new associates, and the interview process is intense and competitive. Because of this, even entry-level positions are well-compensated, and a background in investment banking offers many ways to off-ramp to a lower-commitment job. To go into investment banking, high grades are key (usually 3.5+ GPA) and you'll need to spend significant amounts of time on interview prep.

### Investment management

Investment managers manage client funds and assets, which may take the form of stocks, bonds, or real estate. Clients may be individuals, institutions, endowments, or combinations of the three. Strong analytics skills are often a plus in this field, since financial analysis plays a major role in managing investments shrewdly.

### Private wealth management

Private wealth managers advise high-net-worth individuals on how to invest and grow their assets through a combination of financial planning, investment management, and estate or tax strategy. The field places a strong emphasis on client relationships, and successful advisors must be able to build trust and deliver consistently strong service. While the hours are typically more manageable than in investment banking, there is a heavy emphasis on networking and business development, especially in the early stages of a career. Compensation is solid, with bonuses and commissions playing a major role, and it can increase significantly as one builds a book of clients.

## Top Employers & Job Titles for Tippie Finance Students (classes of 2022-24)

### Top Employers (alphabetical order)

Aegon Asset Management	Farm Bureau Financial Services	Nationwide Insurance
Aon	Gallagher	Northern Trust
Bank of America Merrill Lynch	GreatAmerica Financial Services	Northwestern Mutual
BMO Harris	HNI Corporation	Principal Financial Group
CBRE	Holmes Murphy & Associates	PwC
CDW	JLL	RSM US LLP
CIBC	JPMorgan Chase & Co.	Transamerica
Collins Aerospace	Lincoln International	UIHC
Cottingham & Butler	Lockton Companies	Wells Fargo
Deloitte	Motorola Solutions	Wintrust Financial Corporation

## Top Job Titles (alphabetical order)

Account Executive	Credit Analyst
Account Representative	Finance Development Program
Account Specialist	Financial Advisor
Accountant	Financial Analyst
Analyst	Financial Services Representative
Associate	Investment Banking Analyst
Associate Consultant	Manager
Client Services Representative	Sales Associate
Commercial Analyst Development Program	Sales Development Representative
Commercial Banking	Underwriter

### Job Search Keywords for This Major

- Acquisition and mergers (M&A)
- Budgeting and forecasting
- Buy-side/sell-side experience
- Cash flow management
- Client relationship management
- Equities and fixed income
- Financial analysis
- Financial statements
- Hedge funds
- Investment analysis
- Investor reporting/relations
- Portfolio management
- Risk assessment/management
- Valuation
- Wealth management

### Campus Resources for Finance Majors

#### Student organizations

- Tippie Technology & Innovation: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/tippie-technology-innovation-association>
- Financial Management Association: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/financial-management-association>
- HawkTrade: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/hawktrade>
- InvestHer: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/investher>
- Tippie Real Estate Club: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/tippie-real-estate-club>
- Quantitative Finance Club: <https://uiowa.campuslabs.com/engage/organization/quantitative-finance-club>

#### Centers and institutes

- Hawkinson Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/hawkinson-institute>

## Supplemental programs

- Student Ambassadors: <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/business-analytics-information-systems/bais-student-ambassadors>
- Henry Fund: <https://www.biz.uiowa.edu/henry/>
- Krause Fund: <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/finance/krause-fund>
- Marberry Fund: <https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/finance/marberry-fund>
- Finance Lab: <https://students.tippie.uiowa.edu/tippie-resources/philip-hadley-finance-lab>

## Library guides

- <https://guides.lib.uiowa.edu/c.php?g=688023&p=4862881>

## Preparing for a Career in Finance

### Sample resumes

The next two pages show samples of appropriate resumes for finance students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

## Certifications and licensure

- Financial Modeling & Valuation Analyst certification: <https://corporatefinanceinstitute.com/certifications/financial-modeling-valuation-analyst-fmva-program/>
- Securities Industry Essentials exam: <https://www.finra.org/registration-exams-ce/qualification-exams/securities-industry-essentials-exam>
- Certified Financial Planner: <https://www.cfp.net/>
- Other certifications employers may find appealing: SIE, Series 7, Series 6, Series 63, Series 66, Series 79

## Relevant tools

Microsoft Excel (PivotTables, Dashboards, etc.), Python, Tableau/Power BI, Google Sheets

# Finance I Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration, Finance  
GPA: 3.6/4.0

Iowa City, IA  
Expected May YYYY

Technical: Excel, Tableau, Bloomberg

---

## EXPERIENCE

**Student Analyst/Member** | Hawk Trade, Iowa City, IA Sep YYYY–present

- Developed investment strategies by monitoring macroeconomic indicators, earnings reports, and market news to inform portfolio allocation decisions
- Conducted equity research and company valuation using financial statement analysis, DCF modeling, and relative valuation techniques to identify high-potential investment opportunities
- Participated in simulated asset management competitions, collaborating with team members to build diversified portfolios and present investment theses to mock advisory boards

**Sales Intern** | Weber-Spencer Industries, Waterloo, IA May YYYY–present

- Surpassed \$10,000 in equipment sales by leveraging customer relationships and aligning product solutions with business needs
- Generated 15+ qualified leads through cold calling, LinkedIn outreach, and industry networking, improving lead conversion by 20% over previous quarter
- Organized 10+ client meetings and product demos across three states, using customer feedback to refine messaging and enhance sales effectiveness
- Analyzed historical sales data in Excel to identify purchasing patterns and inform weekly territory planning and outreach strategy
- Collaborated with accounting to streamline invoicing and reporting using Excel formulas and pivot tables, reducing processing errors by 25%

**Sales Representative** | SPADE, Inc, Waterloo, IA Dec YYYY–Feb YYYY

- Achieved over \$25,000 in sales through effective customer engagement and product knowledge
- Coordinated over 100 calls while effectively delivering a pitch to engage potential clients
- Received the Letter of Recognition within 90 days for exceeding sales goals by 15%

---

## ADDITIONAL INFORMATION

- Iowa Scholars Recipient May YYYY
- Tippie Real Estate Club Oct YYYY–present
- UI Dance Marathon YYYY, YYYY

# Finance II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration

Iowa City, IA  
Expected Dec YYYY

- Finance
- Risk Management & Insurance

## RELATED EXPERIENCE

### BAE Industries, Cedar Rapids, IA

#### Audit Relationship Intern

YYYY–present

- Supported the Audit Relationship team in taking annual audits to closure by tracking various requests with different teams across the Finance organization and provide status updates
- Developed and maintained monthly and quarterly audit-related schedules in Excel
- Created daily Canvas listing reports to identify outstanding requests and presented an overview during weekly team’s touchpoints
- Reviewed customer purchase history and territory sales data to forecast demand trends and support inventory planning and revenue projections

### Northwestern Mutual, Naperville, IL

#### Financial Representative Internship

May YYYY–Aug YYYY

- Partnered with experienced financial advisors to develop customized financial plans addressing clients' short-term and long-term goals
- Conducted client meetings to gather financial data and identify needs in areas such as investment, insurance, and retirement planning
- Built a client base by networking and utilizing referral strategies to identify prospective clients
- Gained hands-on experience in financial services, focusing on sales and comprehensive wealth management
- Participated in mentorship programs, professional development workshops, and sales training sessions to enhance financial planning and interpersonal skills

## WORK EXPERIENCE

### Walmart, Iowa City, IA

June YYYY–present

#### Customer Services Manager

- Delivered timely and accurate customer service to an average of 75+ customers per shift, resolving product, pricing, and wellness inquiries with professionalism and attention to detail
- Assisted customers with locating and securing 100+ large or high-value items weekly, contributing to a 15% increase in positive customer satisfaction feedback during peak seasons
- Coordinated with up to 10 departments to execute weekly merchandise resets and special pricing projects, ensuring compliance with pricing standards and visual merchandising plans
- Identified and fulfilled special orders and product transfers between locations, improving customer retention and reducing order fulfillment time by 20%

## ADDITIONAL INFORMATION

- Technical: Excel, Tableau, Bloomberg
- University of Iowa Women in Business
- Dance Marathon, Dancer/Volunteer
- University of Iowa Women’s Rowing Team
- Kappa Lambda Phi Sorority

YYYY  
YYYY–YYYY  
YYYY

## Management

“ I think all majors have more [career] opportunities than students probably think, but it's especially true in management. If you're passionate about people, leadership, and teams, management will give you skills that are needed in virtually every organization. So you're really going to have a lot of options. You're learning things that will be applicable to almost any potential career.

- Jason Glass, lecturer, management

### Major Programs and Subprograms

#### Entrepreneurial Management

Students in this program will learn the skills necessary for financing, developing, and marketing new products and businesses. See courses and learn more about this program at

<https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/management/course-descriptions#Entrepreneurial-Management-track>

#### Human Resources

This subprogram prepares students to recruit, develop, and train a business's greatest asset: its people. See courses and learn more about this subprogram at

<https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/management/course-descriptions#Human-Resource-Management-track>

#### Leadership

The leadership subprogram is appropriate for students who want to get ready to be the go-to person in their career, whether they're running a project, a team, or an office. See courses and learn more about this subprogram at

<https://students.tippie.uiowa.edu/undergraduates/academics/majors-minors/management/course-descriptions#Leadership-and-Management-track>

### Career Paths

#### Business management

Business managers develop and implement business strategies within an organization. They may oversee a team that supports their work, depending on company and department size. Business managers may be tasked by company leadership to solve problems, track evolving changes, and develop forward-thinking strategies based on company needs.

#### Client services management

Client services managers oversee, develop, and implement a company's customer service policy. They may manage a team of customer support staff who they're responsible for training in company policy. Client service managers also maintain and support relationships with former or existing clients, and may offer individualized support services to large clients.

### **HR generalist**

HR generalists work in all aspects of human resources, including payroll, recruiting, hiring, onboarding, benefits, training, and other aspects of employee management. They get excellent experience with multitasking and generally have versatile skills that can be applied in many environments.

### **HR specialist**

HR specialists are experts in a specific area of human resources. They generally work as part of a larger HR team, where they focus on one specific HR need, such as benefits administration. HR specialists are more likely to be found at larger companies with bigger HR departments, and their roles are often more strictly defined than generalist roles.

### **Office management**

Office managers oversee the logistics of running an office. They may manage payroll, supply orders, budgets, maintenance, and executive appointments. They play an important role in business operations and should be knowledgeable and up-to-date on company policy and procedures.

### **Project management**

Project managers are tasked with managing all phases of a project, from inception to completion. Project managers often manage multiple projects, and must be able to clearly articulate project requirements and manage timely completion of each aspect of each project.

## **Top Employers & Job Titles for Tippie Management Students (classes of 2022-24)**

### **Top Employers (alphabetical order)**

Accenture	Kohl's Corporation
Aerotek	MoLo Solutions
ALDI	Principal Financial
Arthur J. Gallagher & Co.	RHM Staffing Solutions
Crystal Group	Techtronic Industries
Drury Hotels	U.S. Army
Enterprise Holdings	UIHC
GreenState Credit Union	Uline
Hy-Vee	Wells Fargo

## Top Job Titles (alphabetical order)

Account Executive	Business Consultant
Account Manager	Client Services Coordinator
Account Representative	District Manager
Administrative Assistant	HR
Administrative Services Coordinator	Human Resources Associate
Assistant Program Manager	Management Trainee
Assistant Property Manager	Manager
Associate Consultant	Project Manager
Associate Sales Producer	Recruiter
Business Analyst	Talent Acquisition Specialist

### Job Search Keywords for This Major

- Business strategy
- Change management
- Collaboration/teamwork
- Compensation and benefits
- Conflict resolution
- Employee relations
- HR operations
- Leadership
- Organizational culture
- Performance oversight
- Project management/delegation
- Recruitment and retention
- Stakeholder administration
- Training and development
- Written/verbal communication

### Campus Resources for Management Majors

#### Student organizations

- Society for Human Resource Management: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/society-human-resource-management>
- Phi Gamma Nu: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/phi-gamma-nu>

#### Library guides

- <https://guides.lib.uiowa.edu/c.php?g=1261945&p=9250913>

### Preparing for a Career in Management

#### Sample resumes

The next two pages show samples of appropriate resumes for management students at different levels of experience. For editable versions, visit

[https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025- Sample resumes](https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-Sample%20resumes)

The next two pages show samples of appropriate resumes for management students at different levels of

## **Certifications**

- Society for Human Resource Management Certification:  
<https://www.shrm.org/credentials/certification/how-to-get-shrm-certified-process>

## **Relevant tools**

Microsoft Office (Excel, PowerPoint, Word, etc.), Google Suite

For the Human Resources track, be sure to highlight any HRIS or ATS platforms you've worked with, such as Workday, ADP Workforce Now, BrassRing, Greenhouse, Workable, etc.

# Management I Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration, Management  
Track: Leadership

Iowa City, IA  
Expected Dec YYYY

## EXPERIENCE

Target Retail Stores, Coralville, IA  
Intern, Manager in Training

May YYYY–Aug YYYY

- Supported daily store operations by analyzing inventory reports and identifying opportunities to improve stock accuracy and on-shelf availability
- Collaborated with store leadership to implement workflow improvements, enhancing team productivity and customer satisfaction
- Led a project to streamline backroom organization, resulting in a 15% reduction in item retrieval time and improved safety compliance
- Observed and reported on team management strategies, gaining insight into employee scheduling, performance coaching, and KPI tracking

Hy-Vee, Iowa City, IA

June YYYY–Feb YYYY

Courtesy Team Member

- Delivered timely and accurate customer service to an average of 75+ customers per shift, resolving product, pricing, and wellness inquiries with professionalism and attention to detail
- Assisted customers with locating and securing 100+ large or high-value items weekly, contributing to a 15% increase in positive customer satisfaction feedback during peak seasons
- Coordinated with up to 10 departments to execute weekly merchandise resets and special pricing projects, ensuring compliance with pricing standards and visual merchandising plans
- Identified and fulfilled special orders and product transfers between locations, improving customer retention and reducing order fulfillment time by 20%

Iowa City Animal Shelter, Iowa City, IA

May YYYY–Aug YYYY

Bookkeeper, Volunteer

- Processed and recorded financial transactions including donations, vendor payments, and supply purchases, ensuring accurate and up-to-date ledger maintenance
- Created and maintained Excel-based financial reports to track monthly income and expenses, identifying cost-saving opportunities and presenting insights to shelter leadership
- Developed visual dashboards using Excel charts and graphs to highlight trends in funding, operational costs, and adoption rates for internal review

## ADDITIONAL INFORMATION

Society for Human Resources Management (SHRM)

Sep YYYY–present

UI Dance Marathon (Dancer & Fundraiser)

YYYY, YYYY

MoneyThink (Member/Mentor)

Oct YYYY–present

Iowa City Animal Shelter (Volunteer)

May–Aug YYYY

# Management II Hawkeye

[herky-hawkeye@uiowa.edu](mailto:herky-hawkeye@uiowa.edu)

[linkedin.com/in/herky.hawkeye](https://www.linkedin.com/in/herky.hawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business Iowa City, IA  
Bachelor of Business Administration, Management—Human Resources Expected May YYYY

### Course Highlights

Strategic Human Resources	Organizational Behavior	Business Policy
Managerial Negotiation	Conflict Management	Leadership Seminar

## EXPERIENCE

University of Iowa, Tippie College of Business Iowa City, IA  
Teaching Assistant, Management & Marketing Fall YYYY

- Supported instruction for 100+ undergraduate students by leading weekly small group discussions and exam prep sessions to reinforce course concepts in management and marketing
- Delivered one-on-one and group assistance during office hours, helping students navigate Excel, Tableau, and other tools to complete data-driven assignments
- Partnered with fellow teaching assistants to prepare instructional materials in PowerPoint, assist with via ICON and Gradescope, and maintain timely communication with course instructors

University of Iowa Registrar Business Office Iowa City, IA  
Student Associate Jan YYYY–present

- Researched hiring data and employer engagement trends using Excel and campus systems to inform decision-making and improve reporting practices
- Supported coordination of 15+ career-related programs by managing event logistics, preparing materials, and maintaining calendars and promotional outreach
- Created and scheduled content for Instagram, LinkedIn, and Twitter to increase student engagement
- Delivered front-line administrative support by welcoming visitors, coordinating meetings, and communicating professionally with corporate partners, alumni, and university stakeholders

YMCA WAPSIE Marion, IA  
Lead Counselor May–Aug YYYY

- Supervised daily programming for K–12 campers, ensuring safety and adherence to local/state regulations and FERPA compliance through diligent record-keeping
- Led recruitment, hiring, and onboarding for a team of 15 counselors; facilitated training to align staff with camp objectives and child development best practices
- Provided mentorship and daily leadership to junior staff, modeling effective camper engagement, problem-solving, and communication

Leader in Training (LIT) May–Aug YYYY

- Scheduled and coordinated a 16-week summer day camp, using Excel to align counselor shifts with program needs and maximize camper experience
- Communicated regularly with staff, campers, and parents to promote a supportive, inclusive environment and uphold safety and professionalism standards

## ADDITIONAL INFORMATION

- Society for Human Resource Management (SHRM) Feb YYYY–present
- Completed Chicago Marathon YYYY, YYYY

## Marketing

“**Marketing is everything, as everything communicates. As a marketing student, you’ll learn to understand what people need, how they think, and how to reach them in meaningful ways. Whether you’re building brands, launching advertising campaigns, analyzing consumer behavior, or driving sales, marketing equips you with the creative and strategic tools to connect ideas with audiences. These skills prepare you to thrive in any industry.**”

- Rob Rouwenhorst, associate professor of instruction, marketing

### Major Concentrations

Unlike the subprograms offered in some other Tippie majors, where students can choose a particular path to guide their coursework, the marketing major has five optional concentrations that come with two required courses each. These concentrations are marketing communication & strategy, marketing research & analytics, product & brand management, professional sales management, and retailing & e-commerce. To learn more about these concentrations and view required courses, visit <https://tippie.uiowa.edu/undergraduate/majors/marketing-major>.

### Career Paths

#### Communication & strategy

Marketing communicators and strategists develop and execute clear, consistent messaging and conduct strategic planning to achieve business goals. This planning may involve identifying target audiences, crafting tailored communication strategies, and leveraging multiple platforms to strengthen brand awareness & reputation.

#### Research & analytics

Marketing research and analytics is a data-centered area of marketing that can involve both quantitative and qualitative research (for example, quantitative research might involve asking potential customers to rate their knowledge or impressions of a product on a Likert scale, while qualitative research could take the form of a short-answer survey or a focus group). Data collected in market research is then interpreted to inform decision-making. These analyses help to guide a company’s business strategies, optimize brand performance, and enhance the organization’s understanding of consumer behavior, market trends, and operational effectiveness.

#### Product and brand management

Product and brand managers develop, position, and manage products and brands throughout their lifecycles. In this role, common responsibilities may include market research, product development, and brand strategy. Ensuring products align with customer needs is a core goal of product managers as they work to drive brand equity and business growth.

### Professional sales management

Professional sales management entails overseeing a sales team, setting targets, and implementing strategies to drive revenue growth. These kinds of managers train and evaluate the performance of salespeople to ensure their team's work aligns with business objectives while improving and maintaining customer relationships and maximizing sales opportunities.

### Retail & e-commerce

People working in retail and e-commerce manage and optimize physical and online sales channels. They may manage inventory management, improve customer experience, develop pricing strategies, and create or curate content for digital and physical marketing. Retail marketers work to increase product availability, reach, and revenue across consumer touchpoints.

## Top Employers & Job Titles for Tippie Marketing Students (classes of 2022-24)

### Top Employers (alphabetical order)

ADP	Gartner	OneDigital Advanced Health
Arrive Logistics	Goosehead Insurance	Oracle
AT&T	GreatAmerica Financial Services	PepsiCo
Athene	HNI Corporation	Schneider
Caseys	Holmes Murphy & Associates	Spark Foundry
Caterpillar Inc.	Insight Global	Stryker
CDW Corporation	John Deere	Swoon
Collins Aerospace	Macy's	Techtronic Industries
Echo Global Logistics	Medline Industries, Inc.	Uline
Enterprise Holdings	MoLo Solutions	UnitedHealth Group

### Top Job Titles (alphabetical order)

Account Executive	Marketing Coordinator
Account Manager	Marketing Manager
Account Representative	Marketing Specialist
Account Sales Representative	Outside Sales Representative
Business Development Representative	Recruiter
Carrier Sales Representative	Sales Development Associate
Digital Marketing Specialist	Sales Development Representative
Inside Sales Representative	Sales Management Associate
Marketing Assistant	Sales Representative
Marketing Associate	Sales Support Specialist

## Job Search Keywords for This Major

- Advertising (paid/organic)
- Brand (management, position, awareness, etc.)
- Competitive analysis
- Content creation and management
- Cross-selling/Up-selling
- Customer insights
- Customer profiling
- Customer retention/loyalty
- GTM: Go to market strategy
- Key performance indicators (KPIs)
- Market share
- Marketing strategy and planning
- Sales funnel/buyer journey
- SEO/SEM (Search engine optimization/marketing)
- Target market segmentation

## Campus Resources for Marketing Majors

### Student organizations

- American Advertising Federation: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/american-advertising-federation>
- American Marketing Association: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/american-marketing-association>
- Consumer Experience Consulting Club: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/consumer-experience-consulting-club>
- National Retail Federation: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/national-retail-federation>
- Sales & Consulting Club: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/sales-consulting-club>

### Career events

- AMA Sales & Marketing Career Fair: This event is held each spring at Tippie by the college American Marketing Association chapter. Check for details at the start of the spring semester.

### Centers and institutes

- Marketing Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/marketing-institute>

## Preparing for a Career in Marketing

### Sample resumes

The next two pages show samples of appropriate resumes for marketing students at different levels of experience. For editable versions, visit

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

## Certifications

- Google Digital Marketing & E-Commerce Certificate: <https://www.coursera.org/google-certificates/google-digital-marketing-ecommerce>
- Google Analytics Certificate: <https://www.coursera.org/google-certificates/google-data-analytics>
- Other Google marketing & analytics certifications: <https://skillshop.docebosaa.com/learn>
- Canva Design School courses: <https://www.canva.com/design-school/courses/>

## Relevant tools

Canva, Adobe Acrobat/Analytics/Creative Suite, Google Analytics/Suite, InDesign, Microsoft Office (Excel, PowerPoint, Word, etc.), Wix, Salesforce (or additional CRM systems)

# Marketing I Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

C: 515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business  
Bachelor of Business Administration, Marketing  
Concentration: Communications & Strategy

Iowa City, IA  
Expected May YYYY

**TECHNOLOGY:** Microsoft Office, Google Ads, Canva

## EXPERIENCE

Redbook Events | Virtual

Oct YYYY–Aug YYYY

### Sales Representative

- Led 10+ in-person and virtual product demonstrations per week, showcasing product features and benefits to drive customer engagement and increase sales for various events and supplies
- Generated 5+ new sales opportunities per week through personal networks and referrals, contributing to an average of \$3000 in product sales and bookings
- Provided outstanding customer service by understanding customer needs and ensuring customer satisfaction both before and after events through client consultations

Prairie Lights Bookstore | Iowa City, IA

June YYYY–Aug YYYY

### Associate & Cashier

- Created and scheduled weekly Instagram posts and stories to highlight new arrivals, staff picks, and author events, increasing engagement by 25% over the summer
- Collaborated with store manager to develop promotional content for social media and in-store signage, aligning with seasonal campaigns and brand tone
- Engaged with customers to gather feedback and content ideas, helping to shape community-driven messaging and drive repeat visits
- Processed 50+ transactions per shift while maintaining accuracy and delivering a friendly, customer-focused checkout experience

## ACTIVITIES & VOLUNTEERING

American Marketing Association | Iowa City, IA

Sept YYYY–present

### Member

- Attended weekly meetings and workshops focused on digital marketing, branding, and industry trends
- Worked in partnership on marketing case studies to develop strategic thinking and presentation skills

Iowa City Animal Care and Adoption Center | Iowa City, IA

Sept YYYY–present

### Volunteer

- Supported branding and community outreach by creating engaging social media content and coordinating donation drives to increase visibility and support for shelter initiatives

Non-Profit Leaders (NPL) in Iowa | Iowa City, IA

Aug YYYY–present

### Member

- Participated in team-based programming and small group discussions to build peer connections, foster inclusive leadership, and support professional development among 30+ women
- Designed and distributed visually branded content using Canva to promote 4 annual events, highlighting nonprofit leadership topics, and drive participation in community-building

# Marketing II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business Iowa City, IA  
Bachelor of Business Administration, Marketing—Product & Brand Management Expected May YYYY  
GPA: 3.8/4.0

## EXPERIENCE

University of Iowa Marketing Institute Fall YYYY  
Student Consultant; Client Bead Works Iowa City, IA

- Served as a student consultant for Bead Works through the University of Iowa Marketing Institute, focusing on digital brand strategy and regional growth
- Conducted primary and secondary research to assess social media engagement gaps and audience behavior in the Iowa City-Cedar Rapids corridor
- Analyzed Bead Works' digital presence across platforms, including Instagram and TikTok, to identify opportunities for improved brand awareness and community engagement
- Developed data-driven recommendations to enhance content strategy, increase follower engagement, and target new demographics through influencer partnerships and geo-targeted campaigns
- Presented final marketing strategy and campaign recommendations to Bead Works leadership, incorporating metrics, visuals, and implementation timelines

UI Career Services Center Fall YYYY—present  
Marketing Intern Iowa City, IA

- Utilized comprehensive research and analysis to identify industry trends, track employer engagement, and evaluate hiring data, facilitating informed decision-making processes
- Assisted in the planning and execution of 15 career-related events and programs by preparing materials, updating event calendars, and creating promotional materials.
- Collaborated in generating engaging content for communication channels such as Instagram, LinkedIn, and Twitter
- Provided administrative support by greeting guests, managing appointments, and engaging with corporate partners, alumni, and campus leaders

Ace Hardware Aug YYYY—Oct YYYY  
Team Member Iowa City, IA

- Promoted Ace brand through 75+ daily customer interactions, contributing to a 20% increase in positive satisfaction scores during key promotional periods
- Executed weekly merchandising resets and seasonal marketing displays, boosting visibility of featured products and increasing impulse purchases by an estimated 15%
- Coordinated with cross-functional teams to implement in-store promotions and gather informal customer feedback, influencing product placement and driving a 10% lift in weekly sales of targeted items

## ACTIVITIES

American Advertising Foundation Sept YYYY—present  
American Marketing Association Feb YYYY—present  
Sales & Consulting Club Sept YYYY—present

## Risk Management & Insurance

“**Risk management and insurance is one of the largest global industries, vital for every business. With 50% of the workforce retiring in the next five years, there is an urgent need for new talent, creating a golden opportunity for future leaders to make an impact using proven methods and innovations like AI and insurtech. This is a prime opportunity to make a return on your educational investment while helping make the world safer, smarter, and more secure.**”

- Jim Lewis, executive director of the Vaughan Institute

Risk Management and Insurance (often abbreviated RMI), previously a certificate at Tippie, was added as a major in 2023. Risk management is a field that involves identifying, assessing, analyzing, and mitigating risks to protect individuals and organizations from financial loss, legal consequences, and other adverse repercussions. Risk management and insurance professionals have many skill crossovers with people who work in finance and business analytics, with a specific focus on risk assessment and management, as well as sales and marketing.

### Types of Insurance Companies

#### Brokerage/Agency

Insurance brokerages/agencies act as an intermediary between clients (individuals, businesses, or organizations) and insurance companies to find the best insurance products to meet client needs while ensuring the coverage is both comprehensive and cost-effective.

#### Carrier

Insurance carriers are companies or providers that underwrite and issue insurance policies assuming the financial risk associated with the policies. Insurance carriers sell coverage, handle claims, and manage the financial risk of the policies they offer.

#### Regulator

Insurance regulators are government agencies or authorities responsible for overseeing the insurance industry to ensure it operates fairly, transparently, and in compliance with laws and regulations. The primary goal of an insurance regulator is to protect consumers, maintain the stability of the market, and ensure that companies remain financially able to meet their obligations to policyholders.

#### Reinsurance

Reinsurance can be thought of as "insurance for insurers." When an insurance company faces large risks, like major natural disasters or large-scale claims, it can transfer some of that risk to a reinsurance company. This helps the original insurer maintain financial stability, spread its risk, and increase its capacity to take on more policies.

## **Captive**

Insurance captives are a type of insurance company that is wholly owned by the organization it insures. It functions as a subsidiary established by a parent company to provide coverage for the risks faced by the parent company.

## **Career Paths**

### **Account management**

Account managers are responsible for maintaining and managing client relationships, ensuring insurance policies are properly serviced, and helping clients navigate their insurance needs. Account managers must have strong customer service and relationship management skills, and give focus on client retention, cross-selling products, and ensuring clients have appropriate coverage.

### **Claim adjustment**

Claims adjusters investigate insurance claims to determine what, if any, compensation the claimant will receive. They may inspect property damage, consult with field-specific experts like mechanics or doctors, and manage communication with the claimant.

### **Insurance brokerage**

Insurance brokers match insurance products (i.e. life, health, auto, property, business) to individuals, businesses, or other entities' needs. Agents and brokers identify clients' insurance needs, offer tailored coverage solutions, and build relationships that help facilitate client retention.

### **Loss prevention**

Loss prevention managers (also called asset protection managers) analyze the risk of loss (such as theft or damage) for a client or employer. They determine risk based on situational and statistical factors, then issue recommendations for policies and procedures to prevent future loss.

### **Risk analysis**

Risk analysts track a company's investments to make forecasts about future risk and issue recommendations to reduce liability. A double-major with finance and RMI would prepare you well for this role, as understanding investment management and determining risk go hand-in-hand.

### **Enterprise risk management**

Enterprise risk managers are responsible for identifying, assessing, and managing the risks that could potentially impact an organization's operations, reputation, financial stability, or overall strategic goals. The role focuses on managing risks across all departments or functions of an enterprise, rather than focusing on individual business units or specific types of risk.

### **Underwriting**

Similar to actuaries but less math-focused, underwriters determine individual clients' eligibility or pricing for loans and insurance policies. Underwriters will often apply actuarial formulas to a specific client's situation to determine their eligibility. However, underwriters generally don't have direct customer contact; they mainly work behind the scenes to assess if a customer is a good fit for a given product.

### **Marketing**

In the insurance industry, marketing specialists focus on developing and implementing strategies to promote insurance products, build brand awareness, and retain clients. Their role is crucial in driving customer acquisition, engagement, and long-term relationships, while also ensuring that the brand is positioned effectively in a competitive market.

## Top Employers & Job Titles for Tippie RMI Students

The RMI major at Tippie is new enough that outcomes data doesn't exist yet. Instead, here's some data from highly engaged employers who hire RMI majors, provided by the Vaughan Institute, to give you a sense of the employers hiring students with this major and the jobs they're hiring for.

### Selected Employers (alphabetical order)

Aegon	Farm Bureau Financial Services	National Indemnity Company
Aetna	Gallagher	New York Life Insurance Company
Aflac	Great West Casualty Company	Pinnacle Actuarial Resources, Inc.
Allianz Life	Holmes Murphy & Associates	Principal Financial Group
Athene	IAT Insurance Group	RLI
Burns & Wilcox	IMT Insurance	State Farm
Chubb	Innovative Captive Strategies	Transamerica
Cottingham & Butler	Kunkel & Associates	UFG Insurance
Delta Dental	Lockton	United Life
EMC Insurance Companies	Mutual of Omaha	Wellmark Blue Cross and Blue Shield

### Selected Job Titles (alphabetical order)

Actuarial Analyst	Insurance Broker/Agent
Business Continuity Analyst	Insurance Claims Examiner
Catastrophe Risk Modeler	Insurance Underwriter
Claims Adjuster	Loss Prevention Specialist
Claims Investigator	Reinsurance Analyst
Compliance Analyst (Risk Management)	Risk & Insurance Program Coordinator
Corporate Insurance Assistant	Risk Analyst
Cyber Risk Analyst	Risk Consultant
Enterprise Risk Management Analyst	Risk Management Analyst
Financial Risk Analyst	Underwriting Assistant

## Job Search Keywords for This Major

- Actuarial concepts
- Claims management
- Collateral evaluation
- Compliance and regulatory knowledge
- Coverage review and authorization
- Customer/client communication
- Insurance products/services
- Life and health insurance
- Loss mitigation
- Policy analysis
- Premium calculation
- Risk assessment/management
- Risk-based pricing
- Title and escrow
- Underwriting

## Campus Resources for RMI Majors

### Student organizations

- Gamma Iota Sigma: <https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations/gamma-iota-sigma>

### Career events

- Actuarial Science, Insurance, & Risk Management Career Fair: Hosted at Iowa each fall – check for details at the start of the semester!
- Insure Your Future: <https://opportunityiowa.gov/business/iowa-advantage/key-industries/finance-insurance/insure-your-future-internship>

### Centers and institutes

- Vaughan Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/vaughan-institute>

## Preparing for a Career in RMI

### Sample resumes

The next two pages show samples of appropriate resumes for RMI students at different levels of experience. For editable versions, visit <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Resumes%20by%20major%20%28editable%29.zip>.

### Certifications and licensure

- Society of Actuaries exams: <https://www.soa.org/education/exam-schedule/>
- Casualty Actuarial Society exams: <https://www.casact.org/exams-admissions/exams>
- Chartered Property Casualty Underwriter designation: <https://web.theinstitutes.org/designations/cpcu>
- Risk and Insurance Management Society certification: <https://www.rims.org/certification>

### Relevant tools

Microsoft Excel (PivotTables, Dashboards, etc.), Python, Tableau/Power BI, Google Sheets

# RMI | Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyhawkeye](https://www.linkedin.com/in/herkyhawkeye)

515-987-4321

---

## EDUCATION

University of Iowa | Iowa City, IA

May YYYY

Tippie College of Business

Bachelor of Business Administration, Risk Management and Insurance, Finance

Coursework Highlights

Insurtech Innovation | FIN:4470

Spring YYYY

- Explored proven methodologies for Insurtech innovation and examined real-world cases
- Developed and presented executive briefings for key industry sectors and pain points

Enterprise Risk Management | FIN:4410

Spring YYYY

- Created an in-depth pitch presentation for ClearSure Solutions, a global provider of governance, risk, and compliance (GRC) software
  - Researched ClearSure's competitive advantages and market position to build a persuasive client proposal for adopting its RiskTrack360 platform
- 

## EXPERIENCE

Murphy Enterprise | Sales Intern | Crystal Lake, IL

June YYYY–Aug YYYY

- Supported client-facing teams by analyzing coverage options, evaluating risk profiles, and identifying carrier solutions using Excel-based tools
- Participated in prospecting and renewal strategy meetings to understand brokerage workflows, market placement, and client retention tactics
- Delivered weekly presentations and sales challenges focused on consultative selling, value proposition development, and objection handling
- Built foundational knowledge of commercial insurance lines, including property & casualty, and enhanced client confidence through risk mitigation discussions

University of Iowa | Tour Guide | Iowa City, IA

Jan YYYY–April YYYY

- Led campus tours for prospective students and families, sharing experiences and highlights
  - Collaborated with admissions staff to provide resources for students considering the University
  - Fostered connections between prospective students and support services to ease their transition to college
- 

## LEADERSHIP

Vaughan Institute Leadership Scholarship | Awardee

YYYY

Gamma Iota Sigma | Member

Aug YYYY–Present

- Participated in professional development events and networking sessions with industry leaders in insurance, risk management, and actuarial science
- Engaged in case competitions, company visits, and alumni panels to explore career paths and develop technical and interpersonal skills within the RMI field

Delta Sigma Pi | Board Member

Aug YYYY–Present

- Led a 150+ group and 12-member Board, developing leadership and problem-solving skills
- Managed recruitment for 200+ participants and led a team of 7 chairs, supporting the President

# RMI II Hawkeye

[herky-tippie@uiowa.edu](mailto:herky-tippie@uiowa.edu)

[linkedin.com/in/herkyehawkeye](https://www.linkedin.com/in/herkyehawkeye)

515-987-4321

---

## EDUCATION

The University of Iowa Tippie College of Business

Iowa City, IA

Bachelor of Business Administration, Risk Management & Insurance

Expected May YYYY

GPA: 3.6/4.0

Course Highlights

Corporate Risk Management  
Insurance Company Operations

Life Insurance Seminar  
Principles of Retirement Planning

Property & Liability  
Intro to Statistics

---

## EXPERIENCE

Cottingham & Butler Des Moines, IA

May YYYY–Aug YYYY

Intern, Insure Your Future Rotational

- Performed audit procedures, utilizing Excel to verify financial data, reconcile accounts, and ensure accuracy and completeness of clients' financial documents
- Gained proficiency in CCH ProSystem accounting software while preparing individual, partnership, and corporate tax returns, ensuring compliance with federal and state regulations
- Prepared and reviewed financial statements, using Excel, in accordance with GAAP, including drafting and refining footnotes to enhance accuracy and clarity for client reporting
- Conducted journal entry adjustments to correct discrepancies and maintain financial records

Orchard Green, Iowa City, IA

Jan YYYY–April YYYY

Team Member/Hostess

- Supported efficient team operations in fast-paced food service and restaurant environments, overseeing staff training, scheduling, and performance of 5-person waitstaff-team
- Implemented strategies to boost team productivity, fostering a cohesive and motivated workforce
- Streamlined logistical operations, decreasing wait time by 10%, to optimize workflow efficiency and enhance customer satisfaction
- Managed handling cash and credit transactions, ensuring accuracy and compliance with financial protocols from the corporate office
- Managed tasks simultaneously, including customer service, inventory control, and vendor coordination across 3 locations across the midwest

## ACTIVITIES & LEADERSHIP

UI Gamma Iota Sigma

YYYY–YYYY

Member

- Attended technical workshops focused on Excel, insurance analytics, and industry certifications to enhance professional skills

Tippie MoneyThink

YYYY–YYYY

Member/Mentor

- Facilitated weekly financial literacy lessons for local high school students, covering budgeting, saving, and responsible credit use to promote smart money habits

# The Job Search

<b>General Guide to Recruitment Timelines &amp; Job Search Strategy</b> .....	<b>51</b>
Recruiting Timelines for Business Industries .....	51
Company Research.....	53
<b>Application Pipeline &amp; Hiring Types</b> .....	<b>54</b>
Structured Vs. Just-In-Time Hiring .....	54
Leadership Development Programs.....	54
Employment Types.....	55
<b>Networking</b> .....	<b>56</b>
Finding Ways to Connect .....	556
Mutually Beneficial Networking.....	556
Informational Interviewing and Job Shadowing.....	58
<b>For International Students</b> .....	<b>61</b>
<b>Tracking Your Progress</b> .....	<b>62</b>
<b>Relationship Management</b> .....	<b>62</b>
<b>Job Search Resources</b> .....	<b>64</b>
Tippie Centers and Institutes.....	65
Career Competencies .....	65
<b>Student Org List</b> .....	<b>66</b>
<b>Application Materials</b> .....	<b>68</b>
Resume .....	68
Applicant Tracking Systems.....	55
Cover Letters .....	70
TCS Resume Style Guide .....	71
Resume Action Verbs.....	72
Business Resume Checklist .....	76
TCS Resume Templates .....	77
LinkedIn Profile and Page.....	83
<b>Professional Communication</b> .....	<b>84</b>
Professional Email Communications.....	84
Assessing and Communicating Your Personal Brand .....	84
Pitch Worksheet .....	86
<b>Interviews and Offers</b> .....	<b>88</b>
Preparing for an Interview.....	88
Behavior-Based Interviewing .....	95
Technical Interviews .....	97
Programming Interviews.....	99
Case Interviews .....	100
Virtual Interviews.....	102
Closing the Interview.....	103
Offers and Compensation.....	104
<b>I Have a Job/Internship. Now What?</b> .....	<b>108</b>

# General Guide to Recruitment Timelines & Job Search Strategy

(See the next page for a visual guide to timelines in common industries for Tippie students)

## Tips for Your Search

- Start early and prepare as much as possible in advance
- A typical job search takes 3–6 months; stay patient and persistent
- Treat your job search like a full-time job and set aside dedicated time for it
- Focus on when applications open, not just the deadline—most employers review candidates on a rolling basis

## Key Terms to Know

**Leadership Development Program (LDPs):** Structured, often rotational programs designed to develop early-career talent into future organizational leaders. Most LDPs recruit well in advance, typically during the fall for the following summer. These programs often follow traditional campus recruiting timelines and may include multiple application deadlines.

**Structured Hiring:** Proactive, planned approach to recruit anticipated roles with a standardized process and recruitment timeline. Employers typically know their hiring needs well in advance.

**Just-in-Time Hiring:** Reactive approach to fill roles quickly in response to immediate hiring needs, often with compressed and less structured recruitment timelines. Hiring and recruitment typically happens closer to the internship or job's start date.

## Special Industry Notes

**Accounting & Investment Banking:** These industries, especially at major firms, are known for early internship recruitment. Applications often open 12–18 months in advance and are reviewed on a rolling basis. Full-time opportunities are limited, as most roles are filled through return offers extended to previous interns.

**Professional Sales:** While not a specific industry, professional sales is a common job function found across industries, and opportunities are typically posted and filled on a rolling basis.

## About This Guide

The recruitment timelines shown on the following page were developed using data from multiple public and private institutions, along with insights from leading recruiting platforms. They reflect common application, interview, and offer patterns for both internships and full-time roles across industries typically pursued by undergraduate business students. The list of industries shown in this guide was curated using Handshake categories, Tippie's academic majors, and career outcomes reported by undergraduate business students. The selected industries reflect common career paths for Tippie grads and fields aligned with Tippie students' interests and academic backgrounds, as well as employment trends.

*Disclaimer: The timeline on the following page is intended as a general guide. Exceptions may occur and can vary depending on company and industry.*



## Company Research

As you begin to prepare for the interview process, you will want to educate yourself on the company, including key facts about the organization, why you are interested and—most importantly—why you are a fit. The below worksheet provides a framework for your research.

COMPANY/INDUSTRY	KEY PLAYERS (Top management & Tippie alums, if applicable)
ABOUT THE ORGANIZATION	BRANDS/PRODUCTS/SERVICES
TRENDS AFFECTING THE FIRM	RECENT NEWS
WHY ARE YOU INTERESTED?	WHY ARE YOU A FIT?

LIST 3-5 KEY SKILLS/COMPETENCIES YOU HAVE THAT ALIGN WITH THIS ROLE/COMPANY.

HOW WILL YOU ARTICULATE THESE UNIQUE STRENGTHS TO THE COMPANY TO DEMONSTRATE YOU ARE THE BEST CANDIDATE?

3-5 QUESTIONS FOR THE INTERVIEWER (OR ALUMNI WITHIN THE ORGANIZATION).

# Application Pipeline & Hiring Types

## Structured Vs. Just-In-Time Hiring

### Just-in-time hiring

When a position is created or vacated, companies use just-in-time hiring to fill it. The period for this type of hiring is short, with positions often filled 2-3 months after the original posting. Additionally, while networking is important to any job search, building relationships is especially critical to success when applying for a just-in-time position, as internal referral is common. Just-in-time hiring occurs in every industry, just by nature of its function, but you can expect to find it especially frequently in small companies and new or growing organizations.

### Structured hiring

Some companies utilize strict structured hiring systems and timelines when looking for talent, posting positions a full year (or sometimes even longer) before the anticipated start date. In structured hiring cases, companies are generally filling more than one position at a time. Candidates progress through a standardized interview process and are often brought in as a cohort. Companies may also send recruiters to campus to build their brand and generate interest in the position. The funnel is larger, and the company is filling more than one position. Structured hiring is most common in larger, more established firms that have a yearly need for new talent.

## Leadership Development Programs

Also commonly referred to as rotational programs or management associate programs, leadership development programs (LDPs) occupy a percentage of the overall structured hiring environment. LDPs require that students get hired into a specific function (such as finance, marketing, and/or operations/supply chain), but candidates will then rotate across different functional areas of the business. This approach enables candidates to gain broad perspective of the functions within a large organization, how they intersect, and the impact each area has individually and collectively on the business and its consumers.

### Timing

LDPs vary in length, but on average, they tend to be structured as one or two-year programs with a set number of rotations within that timeframe (rotations generally last between 6 months to 1 year]. Some programs will rotate you across functions within one office (typically company headquarters), while others require geographic mobility with rotations across the US. Some LDPs also include international rotations.

### Placement

The intent for LDP employees, following the successful completion of program rotations, is placement at manager level or higher within a functional unit. Spots are not guaranteed, however, and the placement process can be rigorous, requiring candidates to interview with units where openings exist.

## Employment Types

**Full-time:** Also known as full-time employment (FTE) or a permanent fixed-term offer, these positions require that the employee works a minimum number of hours (32-40 hours/weekly) defined as such by their employer. Full-time employment often comes with benefits that are not typically offered to part-time or temporary employees. These positions can be both hourly and salaried.

**Part-time:** In part-time positions, employees work fewer hours than what is considered full-time, typically less than 32 hours per week. These roles offer flexibility in scheduling and are common in retail, hospitality, and education. Part-time employees are usually paid hourly and may not receive the same benefits (health insurance, paid leave, etc.) as full-time workers, although this can vary by employer and location.

**Internship:** an offer presented to job candidates, often students, who are interested in gaining work experience in specific industries. These are most often completed during the summer months.

**Contract:** Usually for a specific number of months or years, contract offers outline that the employee is paid through the company payroll and eligible for benefits such as sick leave and medical leave.

**Temporary:** These short-term offers outline that the employee is paid hourly through a recruiter or recruiting firm and is not eligible for any company sick pay or benefits. These opportunities can be terminated with little to no notice.

**Co-op:** Co-ops are structured as a balance of education and work. They are sometimes eligible for credit, though it depends on the school. Co-op opportunities will usually have a set end date, after which you may receive a longer-term offer.

**Externship:** Externships are short experiential learning programs in which students or other interested parties will shadow a professional at their job to get a sense for their responsibilities and daily schedule. These opportunities tend to be very short-term, some as short as a few days. They are generally unpaid.

## Networking

Think of networking as simply connecting with people – having a conversation, asking questions, learning from others, or offering your insight in return. You do this every day without realizing it. Whether it’s asking a friend for a doctor recommendation, texting a classmate about which professor’s section to take, or liking someone’s LinkedIn post about their internship, you’re already doing it. The key is being intentional.

### Finding Ways to Connect

Networking doesn’t have to occur at a career fair or a packed event. In fact, the most valuable connections are often one-on-one conversations.

If you enjoy...	Try...
Casual conversations	→ Reaching out for a 15-minute coffee or Zoom chat
Learning from stories	→ Attending a small panel and asking a question
Observing and reflecting	→ Follow people in your field on LinkedIn and interact with posts
Jumping in	→ Volunteering at an event or joining student org

### Mutually Beneficial Networking

A great connection isn’t about asking for a job. It’s about sharing advice and support, exchanging stories and anecdotes, as well as learning from someone else’s experience, path, and perspective and helping them understand yours. When you make a good impression or learn something helpful, that’s a win for both of you. Professionals often want to give back, and your curiosity can help them reflect on their own path.

People are busy, but most are willing to help especially when you make it easy for them to say yes. A simple framework to follow is: Who you are + Why you’re reaching out + What you’re asking for + Specifics or timing (if applicable)

#### Example 1: Career Fair Follow-Up

Hi [Name], it was great meeting you at the Tippie Career Fair today—thank you for taking the time to talk with me about opportunities at [Company]. I enjoyed learning more about [specific detail they shared, e.g., “your internship program structure” or “the collaborative culture on your team”], and it confirmed my interest in applying.

If you’re open to it, I’d love to stay connected and learn more about your experience at [Company]. Would it be okay if I followed up with a few questions via email or connected here on LinkedIn?

#### Example 2: Alumni Connection on LinkedIn

Hi [Name], I came across your profile through the Tippie network. I’m exploring marketing roles in healthcare and your career path stood out to me. If you’re open to it, I’d appreciate a chance to hear about your work and any advice you have for someone just getting started.

### **Example 3: Follow-up from Event or Class Visit**

Hi [Name], thank you for visiting our business class this week! I really appreciated your insight on managing client relationships. I'd love to follow up with a quick question or two, would it be okay to email you or connect on LinkedIn?

### **Tips to Keep in Mind**

- Be authentic: You don't need to impress, just be curious and respectful.
- Follow up: A thank-you note, even via email or LinkedIn, goes a long way.
- Give back: Even as a student, you may have insight on campus orgs, majors, or internships that could help others.

### **Tools to Help You Connect**

- LinkedIn: Search Tippie alumni and filter by industry, company, or location.
- Handshake: Check for events, panels, and employer visits.
- Tippie Student Organizations: Peer to Peer and professionals and faculty in niche areas.
- Tippie Career Services: We'll help you craft your outreach, prep for a chat, or find people to connect with.

## Informational Interviewing and Job Shadowing

Informational interviews and job shadowing can offer valuable insights to guide your career decisions and personal growth. They help you explore roles, build connections, and gain clarity, whether that means confirming your interests or realizing a path may not be the right fit. Learn more about each experience below.

### INFORMATIONAL INTERVIEWING

An informational interview is a focused conversation with a professional aimed at gaining valuable insights into a specific role, company, industry, or career path you're interested in exploring. Meetings typically last 15 – 30 minutes. However, if you have a strong connection, they can extend up to an hour.

### JOB SHADOWING

Job shadowing is an unpaid opportunity to observe a professional in their daily work environment, offering firsthand insight into their tasks, workplace culture, and the skills required for the role. The duration can vary based on availability and the nature of the position, ranging from a single hour to several days.

## How to Begin

### 1. Determine what you want to know

Before reaching out for an informational interview or job shadowing opportunity, it's essential to first identify what you hope to learn. Are you curious about someone's career path? Interested in a specific company, role, or industry? Exploring whether a graduate degree is the right next step?

Clearly defining your goal will help you identify the right people to contact and lead to more focused, meaningful conversations.

### 2. Determine your 'who'

Once you've clarified what you'd like to learn or discuss, the next step is identifying someone who can help. Start by exploring your existing network. Do you already know someone who has experience in the role, industry, or company you're interested in? If not, begin researching professionals who align with your career goals.

Tap into your Tippie network first. Consider Tippie alumni, faculty members and their connections, guest speakers from your classes, Tippie staff, or mutual contacts. Reaching out through a "warm" connection—someone you share a link with—is often more effective and comfortable than a cold outreach.

### 3. Reach out

Once you've identified the right person to contact, reach out via email, LinkedIn, or phone (if they're already part of your network). Be thoughtful and respectful in your request, keeping in mind that professionals often have demanding schedules. Some may be navigating busy periods due to deadlines or travel, so it's important to remain flexible, patient, and appreciative of their time. Virtual meetings can also be a convenient option for both parties – don't hesitate to suggest them. If you were referred by someone or share a mutual connection, consider asking for an introduction or mentioning that person in your message (with their permission). If you're reaching out without a shared connection, craft a polite, concise message that clearly states your purpose. Tailor your communication to

the audience – consider how well they know you, what context they'll need, and which details may not be relevant. The key is to be clear, courteous, and purposeful.

#### 4. Setting the right tone

Whether you're reaching out to a cold contact or through a mutual connection, it's important not to assume that someone will immediately be available to assist you. Relationship building takes time, and thoughtful communication is key. Networking is about learning, not asking for a job. Be respectful and clear. Ask for insight or advice – not help. Approach each interaction with professionalism, and you'll lay the foundation for strong, lasting connections.

Here are sample messages for informational interviewing (gold) and job shadowing (gray):

Hello [their name],

I hope you're doing well. My name is [insert your first and last name] and I am a current junior majoring in finance at the Tippie College of Business. I am very interested in pursuing a career in investment banking and would like to learn more about the field. Would it be possible to schedule 15-30 minutes with you at your convenience to ask a few questions and get your advice on how to best prepare to enter this field? I am available for a phone conversation, Zoom call, or visit to your office.

I realize that you are busy, and your time is valuable. I appreciate your consideration of this request. I can be reached at [academic email address] or 319-xxx-xxx.

Sincerely,

[your name]

Hello [their name],

I hope you're doing well. My name is [insert your first and last name] and I am a current junior majoring in finance at the Tippie College of Business. I am very interested in pursuing a career in investment banking and would like to learn more about the field. If you are willing and your office allows students to shadow, I would welcome an opportunity to observe your work and learn about the culture and environment at XYZ company whether in person, or over Zoom. My class schedule allows me to spend a couple hours on Monday, Tuesday, or Friday mornings off campus, and I would be able to work around your work schedule.

I realize that you are busy, and your time is valuable. I appreciate your consideration of this request. I can be reached at [academic email address] or 319-xxx-xxx.

Sincerely,

[your name]

## 5. Preparing for the session

Search for details about the individual you will interview/shadow using the company website and their LinkedIn profile. Research their organization using their website, and social media accounts (download our company research worksheet at <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Career%20research%20worksheet%20%28updated%29.pdf> or reference page 53 of this guide). Also review any recent publications or articles about the company specifically and the industry overall.

For informational interviews, prepare questions. The person you're speaking to will expect you to lead the conversation, as you requested the meeting with them. Here are some example questions:

- Why did this career path interest you, and how did you get started?
- Aside from schooling, how did you prepare for this job?
- What do you wish you knew about this industry/position before you started?
- What specific technical and soft skills are most essential to be effective in your job?
- Has your experience in this career field differed very much from what you imagined it would be? How?

For job shadows, practice proper workplace etiquette. Be prepared and ready to learn and carefully listen/observe the culture of the workplace and the people.

- Shake hands and introduce yourself with everyone you meet
- Ask for business cards OR connect on LinkedIn with each employee you meet with
- Select appropriate dress as you would for a formal interview if the informational interview or shadow is in person
- Bring a notepad or padfolio for notetaking as well as your current resume OR be prepared to share information on you and your background
- Confirm the location or meeting time the day prior, review directions beforehand and plan to arrive 5 to 10 minutes early

## 6. Closing the session and following up

Much like a formal interview, make sure you follow up within 24 hours or the next business day thanking the person you met with for their time, the opportunity to learn, and something you took away from the conversation or shadow. Reflect on what you learned and review your notes. Ask yourself:

- What did I learn from this experience that I liked?
- What did I learn from this experience that I disliked?
- Did any other questions arise as a result of my conversation?
- Did any new ideas emerge as a result of my conversation?

## For International Students

The hiring process in the United States is much more complex for international students than domestic students. This section offers a brief overview of how hiring and work authorization work for international students.

### Internship hiring

If, like most international students at Iowa, you are on an F-1 student visa, you can take on summer employment with hardly any paperwork on the employer's part through curricular practical training (CPT). With CPT, the University of Iowa issues the work authorization.

### Full-time hiring

Students on an F-1 visa are eligible to work in the U.S. for 12 months following graduation through optional practical training (OPT). You can apply for OPT between 90 days prior to graduation and 60 days after graduation, and you do not need a job offer in order to apply. At the end of the OPT period, your employer will need sponsor a visa, most commonly an H-1B visa, so that you can continue to work in the United States. The most important things to remember about the H-1B program are the annual cap and the application timeline. The U.S. government issues a finite number of H-1B visas every year, and in recent years the quota has been reached on the day the application opens.

*For business analytics students only:* International Tippie undergraduates in the business analytics major are eligible for an OPT extension, which allows you to work in the U.S. for a total of 36 months (12-month regular OPT period plus a 24-month extension) before requiring visa sponsorship. As of the 2023 list of STEM-designated degrees published by the U.S. Department of Homeland Security, business analytics is the only major at Tippie that's currently eligible for an OPT extension.

## Resources for International Students

### University of Iowa Office of International Student and Scholar Services

- <https://international.uiowa.edu/iss>

### F-1 student resources

- <https://international.uiowa.edu/iss/current-students/f-1-students>

### Information on CPT and OPT

- CPT: <https://international.uiowa.edu/iss/current-students/f-1-students/CPT>
- OPT: <https://international.uiowa.edu/iss/current-students/f-1-students/OPT>

### Employment visa information

- <https://international.uiowa.edu/iss/departments/employment>

### Maintaining international student status

- <https://international.uiowa.edu/iss/current/status>

### U.S. Citizenship and Immigration Services H-1B employer data hub

- <https://www.uscis.gov/h-1b-data-hub>

### 2023 DHS STEM-designated degree list

- <https://www.ice.gov/doclib/sevis/pdf/stemList2023.pdf>

## Tracking Your Progress

None of us have the power to determine recruiting timelines—on the contrary, you will often be left questioning them. However, you do have the opportunity to influence how you manage this process from your side, including how you track your progress. You will be encouraged to maintain a tracking mechanism for your application process, including key information and contacts associated with each company and role. The table below is a recommended framework; TCS has created an editable version you can download at <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Career%20research%20worksheet%20%28updated%29.pdf>.

Date	Company	Title	Application outcome	Networking contacts	Referral source
9/15/20	AEGON USA	LDP Internship	Invited to interview; No offer	John Smith (title, phone, email) Jane Doe (title, phone, email)	On Campus
9/18/20	Best Buy	SFA Intern	Applied; not invited	Kevin Jones (title, phone, email) Ashutosh Sethi (title, phone, email)	Alumni Outreach
9/20/20	St of Wisconsin Investment Board	Associate	Invited; 2 rounds; Offer	Paula Duong (title, phone, email) Sasha Johnson (title, phone, email)	Job Posting
9/26/20	Google	Summer Assoc	Applied; not invited	Deeksha Agrawal (title, phone, email)	Career Website

## Relationship Management

The word “networking” elicits all types of responses, but the fact remains that it is the foundation of a successful job search. So, regardless of your current perception of “networking,” if you want to be successful in your career search, you need to embrace its power, put it into practice, and continue to hone your skills.

### Making the Introduction

Networking at its core is relationship development, and relationships take time, so be patient – but with that said, you need to be prepared to do the work. Technologies like email, LinkedIn, and Facebook have made it easier than ever to identify and reach out to alumni and professionals within your target organizations and industries. Make these technologies part of an integrated approach that utilizes phone and face-to-face engagements, when possible, to further develop the relationship. There is no substitute for the value gained from personal interaction, so take advantage of those opportunities when you have them. Treat the initial engagement as you would any first interaction; spend time getting to know the other person, but be respectful of their time and only ask for a small amount early on. Ask open-ended questions, listen, and be interested and genuine. People love to give advice,

share their experiences, and help others. As such, ask questions that will help you obtain the information you are seeking and be prepared, if asked, to share the same information with them. If you are fortunate enough for them to pass along a referral, follow up immediately, and circle back to let them know you did and what came of it.

### **Maintaining Connections**

As mentioned above, this process takes time, so do not expect immediate results, and in general, do not expect anything in return outside of the time and insight your connections are willing to provide. A core tenet of a good networker is the mindset that they give more than they will get. Stay in touch with the individuals in your network on a regular basis; it doesn't have to be daily or even weekly to be effective, but it does have to be relevant. If you come across an article that may be of interest to a connection, pass it along with a brief note. Keep an open mind and remember that everyone you meet, regardless of the situation, has the potential to become part of your network if you allow them to.

### **Events & Activities**

Tippie and the university at large offer plenty of ways to “get out there;” professional organizations and associations, volunteering, social events, receptions, and mixers can all be great networking opportunities, to name a few. When preparing for one of these events, focus on two things:

1. Get informed about what's happening in business and industry/employers of interest. You want to be prepared to speak about these topics if asked.
2. Know what you want from your next job and what you have to offer—this is your pitch. When you're mingling at a Chamber of Commerce open house and someone asks who you work for, you can give a specific answer that shows your professional interests, like *“I currently work in outside sales for manufacturing company, but I am looking to move into a marketing role in order to build on my finance and analytic skills.”*

### **Career Fairs**

Participating and attending a career fair is a great way to learn more about specific (hiring) companies, discover opportunities, and get valuable face-to-face time with hiring managers and recruiters. Iowa career fair attendee lists are often available in advance on Handshake or via the sponsoring office, so review the list of employers ahead of time and identify companies you are interested in speaking with.

### **Informational Interviewing**

Learn more from other professionals through informational interviewing. There is no job at the end of these types of interviews, so there's less pressure, and it's a great way to expand your network. Informational interviewing can also help you get your resume in front of professionals, perhaps find a mentor, and learn about the jobs or career paths you want and what you'll need to do to achieve them.

### **Tippie Faculty & Staff**

Connect and update instructors and program staff of your current situation and your career goals. They are constantly building relationships with employers, organizations, and leaders within and beyond the borders of your community, so keep them informed of your interests!

# Job Search Resources

## Handshake

The University of Iowa's Handshake system is an important part of your career toolkit. Use this comprehensive tool to research companies and browse job listings. <https://uiowa.joinhandshake.com/login>

## TCS lead sheets

The Tippie Undergraduate Career Services team curates job and internship leads for each Tippie major every two weeks. We prioritize leads that are expiring soon, so act fast if you see a job you're interested in!

<https://students.tippie.uiowa.edu/tippie-resources/career-services/undergraduate-career-leads>

## TCS LinkedIn group

The Tippie Undergraduate Career Services LinkedIn group is open to students, faculty, and staff at Tippie, as well as college alumni. This group features job leads and offers the opportunity for current students to network with alumni in their intended field. <https://www.linkedin.com/groups/14136564/>

## Meet with a TCS career specialist

Set up a one-on-one meeting to discuss your options and explore resources with a TCS career specialist.

<https://myui.uiowa.edu/my-ui/student/records/advising/tippie-career-services-appointment.page>

## TCS resources & tech

Our website hosts a wide variety of online career resources for students at every stage in their job or internship search, including certification courses, online tools to refine your job application, and the full digital version of this guide, as well as extra copies of all the worksheets featured here. <https://students.tippie.uiowa.edu/tippie-resources/career-services/undergraduate-career-services>

## Buzzfile

Buzzfile is a free database of employer information that offers lists of employers by major, location, and other key categories. Get started by downloading our quick guide at

<https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-04/BuzzFile%20Website%20Guide.pdf>

## GoinGlobal/Interstride

Aimed at those seeking job opportunities outside the United States, GoinGlobal is a data-driven portal that provides international candidates with resources for the search, job and internship listings, visa information, and more. <https://online.goinglobal.com/>

## Additional Websites

The sites listed below are what are often referred to as "spider search engines," meaning they pull from all websites that are not password protected. Setting up "saved searches" and job alerts with keywords, on these sites can help you stay on top of postings that are relevant to you. Be aware that not all open opportunities at a company will appear on job boards; if there's a company you're interested in that's posting jobs outside your area, look on their website to see if they have anything open that fits your qualifications. However, if you're doing a more general search, you may find the following sites helpful:

- Indeed.com
- Vault.com
- LinkedIn.com
- Glassdoor.com
- Google for Jobs
- Idealist.com
- USAJobs.gov
- Ziprecruiter.com

## Tippie Centers and Institutes

- Hawkinson Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/hawkinson-institute>
- Tippie Analytics Cooperative: <https://tippie.uiowa.edu/businesses/partner-our-centers/tippie-analytics-cooperative>
- John Pappajohn Entrepreneurial Center: <https://iowajpec.org/>
- Marketing Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/marketing-institute>
- Vaughan Institute: <https://tippie.uiowa.edu/undergraduate/beyond-classroom/vaughan-institute>
- Frank Business Communication Center: <https://students.tippie.uiowa.edu/tippie-resources/frank-business-communication-center>
- Jacobson Institute: <https://jacobsoninstitute.org/>
- Institute for International Business: <https://tippie.uiowa.edu/about/centers-and-institutes/institute-international-business>

## Career Competencies

The below list of competencies is adapted from the National Association of Colleges & Employers' 8 Competencies for a Career-Ready Workforce. They can be a useful way to benchmark your own skills and check for blindspots in your professional experience. For more information, visit <https://www.naceweb.org/career-readiness/competencies/career-readiness-defined/>

### Career & Self-Development:

- Personal and professional development
- Awareness of strengths and weaknesses
- Networking and taking advantage of opportunities

### Critical Thinking:

- Identify and respond to needs
- Understand situational context
- Logically analyze relevant information

### Professionalism:

- Understand and demonstrate effective work habits
- Adapt behaviors to each workplace's unique needs
- Act in the interest of the larger community

### Technology:

- Understand and leverage relevant technologies
- Practice ethical technological citizenship
- Utilize technological tools for efficient task completion

### Communication:

- Clear and effective exchange of ideas and perspectives
- Ability to communicate both inside and outside an organization.

### Leadership:

- Recognize and utilize personal and team strengths
- Work towards organizational goals.

### Teamwork:

- Build and maintain collaborative relationships
- Work effectively toward common goals
- Recognize diverse viewpoints and shared responsibilities

## Student Org List

Student organizations are a valuable place for making connections and gaining opportunities to network. The list below shows student organizations available at Tippie at the time this guide was published; for up-to-date information and more details about student orgs at Tippie, visit

<https://students.tippie.uiowa.edu/undergraduates/get-involved/student-organizations>.

- [Accounting Society](#)
- [Beta Alpha Psi](#)
- [Economics Students Association](#)
- [Financial Management Association](#)
- [Gamma Iota Sigma](#)
- [HawkTrade](#)
- [InvestHer](#)
- [Tippie Real Estate Club](#)
- [American Advertising Federation](#)
- [American Marketing Association](#)
- [Consumer Experience \(CX\) Consulting Club](#)
- [National Retail Federation](#)
- [Sales & Consulting Club](#)
- [Sigma Nu Tau](#)
- [Society for Human Resource Management](#)
- [Quantitative Finance Club](#)
- [Tippie Technology and Innovation Association](#)
- [Alpha Kappa Psi](#)
- [Black in Business](#)
- [Delta Sigma Pi](#)
- [Jewish Business Association](#)
- [Multicultural Business Student Association](#)
- [Phi Gamma Nu](#)
- [Reaching OUT in Business](#)
- [Women in Business](#)
- [Moneythink](#)
- [Net Impact](#)
- [Tippie Students for Service](#)

## “Who Am I?” - Career Inventory Worksheet

The purpose of this activity is to help you determine what your strengths are, what you're good at or like to do, and what is important to you. This will provide the basis for you to determine your Transferable Skills later, which will help build a strong resume and cover letter and also to formulate answers to interview questions.

1. What are your top 5 strengths? (use Strengths Finder or other resources to get started)

- a.
- b.
- c.
- d.
- e.

2. What are your top 5 skills?

- a.
- b.
- c.
- d.
- e.

3. What part-time jobs have you had? If more than 5, list the 5 most impactful.

- a.
- b.
- c.
- d.
- e.

4. What internships have you had? If more than 5, list the 5 most impactful.

- a.
- b.
- c.
- d.
- e.

5. What 5 things do you want most out of your work environment?

- a.
- b.
- c.
- d.
- e.

# Application Materials

## Resume

Your resume shows potential employers your qualifications, background, and relevant skills. A good resume is ideally a single-page document that summarizes your most relevant coursework, work experiences (jobs, internships, etc), leadership background, and other skills. This chapter includes four resume templates that are appropriate for early-career professionals; major-specific sample resumes are also available in the major sections at the start of this guide.

### Summarizing your achievements

It's important to go beyond just your "duties" at a job when describing experience on a resume. One way to do this is to think of the "5 W's and an H" rule:

**WHO** – Who did your job help? The company? Clients? Customers?

**WHAT** – What happened with the results of the job? If you did research, was that information published? If you had to do a report what was done with that information?

**WHEN** – When did this happen? Daily? Weekly, Monthly? Talking about how often you did something is a straightforward way to show productivity in your job.

**WHERE** – Where did your duties occur? Did you have to travel for a job? Were you responsible for interacting with people outside of your organization?

**WHY & HOW** – Why did you do this? How did your job duties help or add to the organizations ability to function?

Below is an example of how to rework resume content to make it stronger:

### BEFORE

**American Marketing Association (AMA) Member** Fall 2023–present

- Created personal brand
- Attended weekly meetings
- Volunteered at service activities and fundraising events

### AFTER

**American Marketing Association (AMA) Member** Fall 2023–present

- Enhanced skills for future success and created own personal brand shared with 12 area employers
- Participated in bi-weekly meetings to expand knowledge of marketing concepts
- Attended and participated in four service activities and three fundraisers to apply learned theory

### Resume Action Verbs

Use strong, specific descriptors to explain what you did in each role. Try to avoid using any one word too often; a list of useful verbs & synonyms is included in the worksheet packet at the end of this section.

## Applicant Tracking Systems (ATSs)

When you apply for a position through an online portal or a company website, your application will most likely be processed by an applicant tracking system (ATS). Not all companies use these systems; many small businesses and non-profit organizations may lack the resources to implement ATS software. In these instances, applications are typically directed straight to a talent acquisition manager's inbox. That said, most larger organizations, particularly those with multiple open positions and a high volume of applicants, rely on ATS to streamline the hiring process.

ATS software is designed to assist talent acquisition and recruitment professionals in tracking and managing candidate pipelines. Its primary function is to store and organize candidate application information, streamlining the hiring process. The system includes various stages that allow companies to track a candidate's progress throughout the recruitment cycle. For instance, if you're invited for an interview, the company will update your status to reflect this step. This process continues through each subsequent phase of the application process. Some companies manage their ATS manually, in which case a human will review your application, decide whether to move you forward, and provide updates as necessary. However, many modern ATS platforms use AI tools to automate these tasks. Not all ATS tools use AI, although many do. These systems are increasing in popularity as companies aim to become more technologically driven and efficient in their hiring processes.

When you apply for a position through an AI-managed ATS, the system will "read" your resume by scanning for key qualifications and relevant information to assess whether you're a strong match for the job. Candidates who meet the criteria are highlighted for the recruiter to review, and from there, the recruiter can easily select which candidates to invite for an interview. Depending on the company's hiring process, AI tools may handle the entire screening process (resume review, invite to interview, screening interview). Some systems even use "solo" video interviews with algorithmic analysis of a candidate's emotions, word choices, and personality traits to assess their potential fit for the role. While each ATS offers its own set of advantages and challenges, it ultimately comes down to what each company values most in their hiring process and how they choose to implement these technologies.

### Formatting your Resume for an ATS Review

- Only apply to roles you're qualified for (if you don't meet the required qualifications, you should not apply)
- Use keywords found in the job description in your resume (the ATS will be able to match these with the job description)
- Include simple formatting that is easy to read, and draws the employer's attention from left to right (an AI-powered ATS reads the same way we do)
- Use concise, clear language that reflects your experience and shows why you're a fit for the role
- Make sure your resume is spelling and grammar error-free
- Use a resume optimizer, such as VMOCK (free through TCS: learn more at <https://www.vmock.com/tippieundergradcareers>)

## Cover Letters

As a rule of thumb, if a job asks for a cover letter, it is in your best interest to write one. Whether it the letter is required or preferred, it offers a good opportunity to showcase your writing skills, address your interest in the job, and discuss other things you want to include. The cover letter also lets you further outline experiences listed in your resume and map them onto the job requirements.

You might choose to create a solid “base” cover letter and then tailor it to the position you are applying for, so you do not have to start from scratch with every application. If you decide to go this route, be sure you are adapting names, companies, roles, skills, and experiences accordingly. It is critical to review the job description and to pinpoint the key skills, qualifications, and language that are stated to address in your cover letter. Use the worksheet and template on the next 2 pages to guide yourself in writing a strong cover letter.

## Templates in This Guide

This guide includes several templates and examples for resumes and cover letters, including:

- Our “basic” resume template (page 77)
- A resume template to highlight internship experience (page 78)
- A resume template to highlight projects you’ve completed (page 79)
- A resume template to highlight research experience (page 80)
- Exemplar resumes for each major at Tippie (end of each major section)
- A worksheet for identifying key components to include in your cover letter (page 81)
- A cover letter template with structure and content guidelines (page 82)

You can download editable Word versions of these templates, as well as copies of the business resume checklist and TCS resume style guide, at <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-08/TCS%20resume%20packet.zip>.

# TCS In-House Resume Style Guide

First edition

## **DATES**

Use 3-letter abbreviations for all months with more than 3 letters (Jan, Feb, Mar, etc).

Write out full years (2008, not '08 or 08).

Always use an en dash (–), not a hyphen (-) or em dash (—) to denote a date range.

## **NUMERALS**

Write out all numbers below 10 (one, two, three, etc.).

Use numerals for 10 and above (10, 11, 12, etc.).

Always use an en dash (–), not a hyphen (-) or em dash (—) to denote a numerical range of any kind.

## **FORMATTING**

Do not use line breaks to add space between items; add a “space before paragraph” instead. Add a 6-point space between items in the same category (e.g. different work experiences listed in the EXPERIENCE section) and a 12-point space before each section header (EDUCATION, EXPERIENCE, etc).

Use right tab stops, NOT spaces or tab spaces, to left-align dates. A guide to using tab stops is available at <https://support.microsoft.com/en-us/office/set-or-change-the-tab-stops-2fcc4b98-a330-4f14-9ca7-6f8c6421e29e>

## **TCS CONVENTIONS**

Capitalize the names of majors. Note that this is NOT typical of most style guides in other contexts; outside of a resume, you should only capitalize names of majors that are proper nouns (example major list in typical formatting: Spanish, geology, engineering, German literature)

Do not capitalize “the” when writing “the University of Iowa.” If you are listing education, write “University of Iowa,” not “The University of Iowa.”

Never use periods for items in bullet lists on a resume.

Only use the past tense when describing roles and responsibilities in a resume, even if they are ones you currently hold.

“Risk Management & Insurance” is the correct way to write the full name of the RMI major, using an ampersand (&) rather than “and.”

*This guide was produced by Tippie Undergraduate Career Services, a division of the Undergraduate Program Office. It is loosely based on the APA style guide, which may be used to determine ideal practices for cases not listed here. Questions? Email [tippie-careerservice@uiowa.edu](mailto:tippie-careerservice@uiowa.edu).*

## Resume Action Verbs

Note that in a resume, verbs used to describe your job responsibilities should always be in the past tense, even if they're describing duties you currently carry out, because you will be discussing them in the past tense in your interview.

### PLANNING

Example: Developed & implemented a training program that resulted in a 45% increase in employee satisfaction

Administered	Anticipated	Commissioned	Determined
Developed	Devised	Evaluated	Forecasted
Formulated	Identified	Observed	Planned
Prepared	Prioritized	Researched	Reserved
Revised	Strategized	Studied	Tailored

### ORGANIZING

Example: Coordinated weekly office schedules for eight employees

Acquired	Neatened	Committed	Suggested
Cataloged	Selected	Housed	Assessed
Designated	Allocated	Sought	Coordinated
Logged	Classified	Arranged	Instituted
Routed	Established	Confirmed	Recruited
Activated	Obtained	Retrieved	Tracked
Centralized	Secured	Implemented	Assigned
Designed	Altered	Procured	Customized
Mapped out	Collected	Straightened	Issued
Scheduled	Facilitated	Assembled	Rectified
Adjusted	Ordered	Contracted	Tracked
Charted	Simplified	Incorporated	Authorized
Dispatched	Appointed	Programmed	Delegated

### EXECUTING

Example: Handled 35+ customer calls per shift regarding coverage changes, renewal rates and billing procedures

Acted	Installed	Proofed	Forwarded
Displayed	Produced	Transacted	Operated
Processed	Stocked	Collected	Proved
Sold	Carried out	Exercised	Conducted
Administered	Entered	Merchandised	Performed
Distributed	Labored	Prospected	Shipped

## **SUPERVISING**

Example: Supervised the implementation of new computer filing system that reduced paper use by 35%

Adjusted	Discovered	Examined	Graded
Correlated	Licensed	Measured	Monitored
Indexed	Inspected	Refined	Reviewed
Overhauled	Scrutinized	Supplied	Traced
Screened	Assessed	Compared	Corrected
Analyzed	Established	Explored	Officiated
Developed	Maintained	Modified	Revised
Judged	Prohibited	Regulated	Administered
Oversaw	Supervised	Tightened	Conducted
Apportioned	Certified	Controlled	Governed

## **LEADING**

Example: Trained 20+ new employees in customer service policies over a 2-year period

Accelerated	Motivated	Initiated	Conducted
Elected	Caused	Pioneered	Envisioned
Guided	Empowered	Supervised	Involved
Mentored	Influenced	Changed	Raised
Spearheaded	Originated	Enlisted	Transformed
Assumed	Strengthened	Inspired	Directed
Employed	Chaired	Promoted	Fostered
Hired	Encouraged	Trained	Recognized

## **GETTING RESULTS**

Example: Increased student participation by 25% over a 6-month period

Accomplished	Improved	Augmented	Produced
Constructed	Obtained	Earned	Combined
Ensured	Renovated	Finalized	Enlarged
Minimized	Advanced	Integrated	Generated
Reduced (losses)	Demonstrated	Overcame	Joined
Achieved	Expedited	Uncovered	Qualified
Contributed	Increased	Boosted	Completed
Excelled	Opened	Eclipsed	Grew
Heightened	Restored	Fulfilled	Launched
Modernized	Attained	Introduced	Realized
Rejuvenated	Diminished	Prevailed	Consolidated
Added	Extended	Built	Enlisted
Delivered	Innovated	Eliminated	Guaranteed
Expanded	Orchestrated	Gained	Lightened
Executed	Targeted	Invented	Received

## PROBLEM SOLVING

Example: Streamlined ordering using computer technology, decreasing wait time from 6-2 days

Alleviated	Created	Engineered	Remedied
Conceptualized	Diagnosed	Recommended	Revived
Detected	Investigated	Revitalized	Conceived
Found	Revamped	Theorized	Deciphered
Repaired	Synthesized	Collaborated	Formulated
Solved	Brainstormed	Decided	Remodeled
Analyzed	Debugged	Foresaw	Satisfied

## QUANTITATIVE

Example: Converted files from COBAL to JAVA to increase compatibility with current systems

Accounted for	Increased	Computed	Converted
Checked	Purchased	Enumerated	Figured
Dispensed	Totaled	Maximized	Netted
Grossed	Approximated	Balanced	Recorded
Projected	Compounded	Conserved	Calculated
Tabulated	Earned	Estimated	Counted
Appraised	Inventoried	Multiplied	Financed
Compiled	Quantified	Reconciled	Profited
Dispersed	Audited	Budgeted	Reduced

## COMMUNICATING

Example: Presented to groups of 30+ transfer students on a weekly basis concerning university policies.

Acted	Extracted	Sanctioned	Argued
Composed	Marketed	Synthesized	Dedicated
Elicited	Represented	Amended	Illustrated
Justified	Supported	Corresponded	Persuaded
Rendered	Addressed	Greeted	Smoothed
Summarized	Convinced	Negotiated	Taught
Adapted	Fabricated	Settled	Ascertained
Consented	Mediated	Systematized	Defined
Explained	Revealed	Arbitrated	Improvised
Lectured	Surveyed	Critiqued	Presented
Reported	Allowed	Highlighted	Specified
Supplemented	Consulted	Perceived	Translated
Admitted	Fashioned	Shaped	Attested
Concluded	Moderated	Tested	Deliberated

## Skills/Attributes

The skills listed below are important across most industries, roles, and functions. They may be found in job descriptions, especially for early-career job postings. Consider using these terms and varying synonyms in your application materials to show your fit for the role.

**Analytical/Quantitative Skills** = Forecasting, predicting, extracting important information, constantly learning and reflecting

**Creativity** = Suggesting ideas, imagining alternatives, initiating new ideas

**Detail-oriented** = Following directions, gathering information, managing details

**Entrepreneurial/Risk-taking** = Negotiating, persuading, selling ideas or products

**Flexibility/Adaptability** = Cooperating, enlisting help, open to difference

**Friendly/Outgoing** = Being sensitive, providing support for others, counseling

**Initiative** = Initiating new ideas, promoting change, accepting responsibility

**Interpersonal Skills** = Cultivating relationships, conveying feelings, perceiving feelings and situations

**Leadership Skills** = Finding common purpose/goals, articulating a vision, motivating, delegating with respect, managing groups, coaching

**Organizational Ability** = Reporting information, coordinating tasks, managing time, setting and meeting deadlines

**Problem-solving Skills** = Identifying problems, developing evaluation strategies, demonstrating web-like thinking

**Strategic Planning** = Identifying resources, setting goals

**Strong Work Ethic** = Being punctual, meeting goals, high standards for self, produce quality work/projects

**Tactfulness** = Providing appropriate feedback, enforcing policies

**Teamwork** = Collaborate, include, represent and empower others; willing to share credit/power, manage conflict,

**Verbal Communication** = Speaking effectively, listening attentively, receiving non-verbal messages, facilitating group discussions

**Written Communication** = Writing effectively and concisely

## Business Resume Checklist

### 1. Format

- Easy to scan and follow; professional and aesthetically pleasing
- Concise & consistent (generally one page)
- ½–¾ inch margins all around
- 8.5 x 11 dimensions (letter paper size)
- Font size is between 10 and 12 points, except for name at the top of the page, which is larger
- Dates are right-aligned
- No periods after bullet-point statements
- Acceptable fonts include Arial, Calibri, Cambria, and Garamond

### 2. Heading

- Name is centered and in the largest font on the page (16–20 points, depending on space)
- Phone number and professional or school email address are present (Ulowa email preferred)
- Physical mailing address is NOT included
- Customized LinkedIn URL (if you have a completed profile that's ready for viewing)
- Professional website or portfolio (if relevant to your career)

### 3. Education

- Only schools from which you received (or are going to receive) degrees are listed, with graduation month and year or anticipated graduation month and year
- High school is NOT listed
- Degree(s) are spelled out and not abbreviated (Bachelor of Business Administration, not BBA)
- Major(s), minor(s), and certificate(s) are named, including concentrations or tracks, if applicable
- GPA is stated ONLY if over 3.5 (optional)
- Study abroad experience is noted (if applicable)
- Institutional honors and awards are listed (e.g. Dean's List); it is strongly recommended that annual awards like the Dean's List only be listed if you received them consistently without gaps

### 4. Experiences

- Internships, co-ops, on-campus jobs, and employment are listed
- Experiences are listed in reverse chronological order (most recent first)
- Month or season and year started and ended are included ("–present" if still working)
- City and state of the job are included
- Job title is included
- Major achievements and skills developed/used are listed in bullet point format
- Bullet point format is Action Verb (past tense) + Task + Result (vary verbs used)

### ADDITIONAL INFORMATION

(recommend adding 1–2 as needed)

#### Skills: Technical and language

- Software, programming languages, methodologies
- Foreign languages and proficiency level
- Licensures, certifications, and micro-credentials

#### Class Projects

- Group and/or individual projects
- Appropriate to highlight 2–3 projects that are applicable to your desired career path/industry

#### Campus Involvement & Leadership

- Name of organization and leadership positions you currently hold or have held
- Utilize numbers and metrics; percentages can add clarity & value

#### Volunteering

- Name of organization and role
- Bullet statements about your role and function

#### Coursework

- Do NOT list ALL courses, but include up to six relevant, non-foundational courses
- Include the course name and subject, as well as when you took it

# NAME

EMAIL • PHONE • LINKEDIN

---

## EDUCATION

The University of Iowa Tippie College of Business | Location  
Bachelor of Business Administration  
Minors or Certificates

Anticipated Graduation Date  
GPA if over 3.5

## EXPERIENCE

**Position Title, Company Name | Location**

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Employers often scan for key words in your resume that apply to the job criteria
- Have 2-4 bullet statements per experience

**Position Title, Company Name | Location**

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Employers often scan for key words in your resume that apply to the job criteria
- Have 2-4 bullet statements per experience

**Position Title, Company Name | Location**

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Employers often scan for key words in your resume that apply to the job criteria
- Have 2-4 bullet statements per experience

## ADDITIONAL INFORMATION

**Name of program, organization, etc.**

Date

Title Held

- Have 2-4 bullet statements per experience
- Quantify results and focus on accomplishments, not just responsibilities held

**Name of program, organization, etc.**

Date

Title Held

- Have 2-4 bullet statements per experience
- Quantify results and focus on accomplishments, not just responsibilities held

**Name of program, organization, etc.**

Date

Title Held

- Have 2-4 bullet statements per experience
- Quantify results and focus on accomplishments, not just responsibilities held

# Name

(XXX) XXX-XXXX • Email Address  
LinkedIn URL

---

## EDUCATION

University of Iowa Tippie College of Business, Location  
Bachelor of Business administration, Major  
Minor or Certificate  
Dean's List or other honors if received consistently

Anticipated Graduation Month/Year  
GPA if over 3.5

Date(s)

## INTERNSHIP EXPERIENCE

### Internship Title

Company Name, Location

Date

- List all your internship experiences in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Have 2-4 bullet statements per experience

### Internship Title

Company Name, Location

Date

- List all your internship experiences in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Have 2-4 bullet statements per experience

## ACTIVITIES OR LEADERSHIP OR ADDITIONAL EXPERIENCES

### Student Organization Activity Position

Organization, Location

Date

- Describe key tasks, context, results, and quantified achievements
- Have 2-4 bullet statements per experience

### Leadership Position

Organization, Location

Date

- Describe key tasks, context, results, and quantified achievements
- Have 2-4 bullet statements per experience

### Job Title

Organization, Location

Date

- Describe key tasks, context, results, and quantified achievements
- Have 2-4 bullet statements per experience

## TECHNICAL SKILLS

- Microsoft Office (Excel, Word, Powerpoint)
- Salesforce
- Qualtrics
- Google Suite
- Etc.

# NAME

(XXX) XXX-XXXX

Email Address

LinkedIn URL | GitHub URL

---

## EDUCATION

The University of Iowa Tippie College of Business, Location

Date

Degree, Major(s)

GPA if over 3.5

Minor or Certificate

## PROJECTS

Project Name

Organization, Location

Date

- Describe key tasks, context, results, and quantified accomplishments
- Describe key tasks, context, results, and quantified accomplishments

Project Name

Organization, Location

Date

- Describe key tasks, context, results, and quantified accomplishments
- Describe key tasks, context, results, and quantified accomplishments

## EXPERIENCE & ACTIVITIES

Job Title

Company Name, Location

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Ensure it's a strong-accomplishments-focused bullet statement

Volunteer Position

Organization, Location

Date

- Describe key tasks, context, results, and quantified accomplishments
- Describe key tasks, context, results, and quantified accomplishments

Student Organization Position

Organization, Location

Date

- Describe key tasks, context, results, and quantified accomplishments
- Describe key tasks, context, results, and quantified accomplishments

## SKILLS

- Skill 1 (technical skill)
- Skill 2 (technical skill)
- Skill 3 (language proficiency)

# Name

Email (XXX) XXX-XXXX LinkedIn Portfolio

## EDUCATION

University of Iowa Tippie College of Business, Location  
Bachelor of Business Administration, Major  
Minor

Anticipated Graduation Date

## RESEARCH

Position

Organization, Location

Date

- Describe key tasks, results, and quantified accomplishments related to academics or research

Position

Organization, Location

Date

- Describe key tasks, results, and quantified accomplishments related to academics or research

## PROFESSIONAL EXPERIENCES

Job Title

Organization, Location

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Have 2-4 bullet statements per experience

Job Title

Organization, Location

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held
- Have 2-4 bullet statements per experience

## ADDITIONAL EXPERIENCES

Job Title

Organization, Location

Date

- List all your work experience in reverse chronological order
- Quantify results and focus on accomplishments, not just responsibilities held

## TECHNICAL SKILLS

- Skill 1
- Skill 2
- Skill 3

Your Name  
Your Address  
Email | Phone

[The above information should follow the same format as your resume]

Date

Employer's Name & Title [specific recruiter or hiring manager, if known]

Company Name

Company Address

Salutation [specific name, if known, or terms like hiring manager, hiring committee, etc.],

The opening paragraph should seize the employer's attention. Tell them who you are, what position you are applying for, and if someone referred you. Those details can include the job title, the department, and the company name. Express your interest in the position and why you want to work for this company. List out the reasons that you'll be elaborating in your body paragraphs.

The body of the cover letter will provide reasoning and justifications as to why the hiring manager or recruiter should invite you for an interview and consider you for the role. Remember, resumes and cover letters go hand-in-hand; they should complement each other, not be duplicates. Your body can be 1-2 paragraphs long, depending on your qualifications, experiences, and space limitations. You will highlight relevant skills, experiences, and achievements that make you a strong candidate for this position.

It's best to tailor and align your content to the specific job you are applying for. Identify keywords and desired qualifications from the job description and ensure they are in your resume and cover letter. The keywords will help show the employer how your background aligns with the company's needs. It's also important to provide specific examples and not be too general. Select a few experiences from your resume to feature the skills they are seeking. When addressing your skills and accomplishments, ensure there is a direct correlation to what the employer seeks in that job.

The closing paragraph is your final chance to hit home with the employer. In this section of the cover letter, you'll reiterate your interest in the position and company stated in the opening paragraph. You may also use this space to address any gaps in your resume or from the requirements/qualifications of the job. Gaps could be but are not limited to degree type, GPA requirement, years of experience required, etc. Share why despite these gaps, you're still a strong candidate. Express your enthusiasm for potentially joining the team and receiving an opportunity to interview. Thank the employer for reviewing your application.

Closing Salutation [sincerely, best regards, thank you, etc.],

[Your actual signature]

Typed Name

# Cover Letter Worksheet

A cover letter is a critical component of a job application because it offers a personalized introduction to a prospective employer, showcasing your enthusiasm and qualifications for the position you're applying for. Use this worksheet to think about topics you can address in your cover letter – qualities, strengths, skills, accomplishments, competencies, professional experiences, and involvement. Don't include everything about yourself! Each cover letter you write should be tailored for the specific position and company you're applying to. Fill out the sections that are most applicable to you.

## Unique Selling Proposition

What are your unique qualities and strengths? \_\_\_\_\_

What is it about this employer that attracts you? \_\_\_\_\_

How would you utilize your talents with this organization? \_\_\_\_\_

## Professional Experiences & Career Readiness Competencies

What skills and abilities have you used to accomplish your work? \_\_\_\_\_

What accomplishments did you achieve? What are you most proud of? \_\_\_\_\_

Identify examples where you exhibited career readiness competencies employers are looking for. Pick your top three.

Career and Self-Development: \_\_\_\_\_

Communication: \_\_\_\_\_

Critical Thinking: \_\_\_\_\_

Equity and Inclusion: \_\_\_\_\_

Leadership: \_\_\_\_\_

Professionalism: \_\_\_\_\_

Teamwork: \_\_\_\_\_

Technology: \_\_\_\_\_

## Coursework & Class Projects

Identify the knowledge, skills, and leadership qualities you have acquired through your coursework.

\_\_\_\_\_

What class and group projects have resembled professional experience?

\_\_\_\_\_

## Campus & Community Involvement

What organizations have you been involved with? Any leadership positions? \_\_\_\_\_

What skills have you strengthened or developed? \_\_\_\_\_

## LinkedIn Profile and Page

Along with serving as a virtual resume, LinkedIn is also a powerful networking tool. Your LinkedIn profile could be the first professional impression a potential employer has of you, so it should be complete and up to date. Employers often research interviewees online before an interview to learn more about them. If your interviewer runs across outdated or inaccurate information, it could give them a bad impression of you.

### Strengthening Your Profile

#### Headline

The LinkedIn Headline appears just below your name on the profile page. You are limited to 120 characters so you should decide if you would like to use your job title, job status, or a string of key words that describe your talents, expertise, and goals.

#### Profile picture/banner

People remember what they see—and your network wants to see you! When it comes to your profile picture, keep the following in mind:

- Professional dress (formality differs by industry)
- Smile and look directly into the camera
- Include a banner that reflects your expertise, interests, industry, and values. Tippie provides banners for students, staff, and alums at <https://tippie.uiowa.edu/alumni/linkedin-headers>

Tippie students in need of a headshot can use the free professional headshot photo booth on the third floor of the Pappajohn Business Building.

#### Industry

When recruiters conduct advanced searches for candidates on LinkedIn, they often filter results by industry. When creating or updating your profile, make sure to add the industry that best applies to your current career or the field you are trying to move into.

#### Summary

The LinkedIn summary is the digital equivalent of an elevator pitch—2,000 characters; readable in 10-15 seconds. It is completely appropriate to write in the first person; “I” statements are inviting and a little more casual. Also, remember that the first two lines of text (or less) of your summary all that people will see when your profile appears in a search.

#### Skills & endorsements

You control this—you can pick the skills, delete, and rearrange this section. List 5-6 select skills that suit your career direction; think about classes, work and volunteer experiences, and qualifications you’re developing as a University of Iowa student.

#### Relevant groups

Joining groups relevant to your profession or industry shows that you’re engaged in your field and connects you instantly to people in your field. Follow people who are in roles or companies that you admire and who share professional advice regularly.

#### Experiences

Break apart your responsibilities and accomplishments into bullet lists. For each position you have held, write one or two sentences about the position, and then think of four to five responsibilities and/or accomplishments and put them in list format (these can be shorter and more casual than your resume). This will fill out your profile and make it easy for potential employers to read.

### Education

Adding your programs of study, institutions, certifications, and licenses are important, but even more important is tying these achievements to a date. This date indicates when your degrees or certificates will have been earned/completed.

## Professional Communication

### Professional Email Communications

The networking 'ask' is an important communication tool throughout your career. Keep these points in mind when reaching out for a new connection:

1. Ask for advice or insight, not 'help.' Do not assume that a cold contact, or even one where you have a mutual contact in common, will want to drop what they are doing to help, especially if the 'ask' is for a job or referral. Relationship building is critical. Think in terms of seeking advice and building trust.
2. Use the first part of the email to share **who** you are and **why** they might want to connect. Do your homework on the receiver. Include something specific about the receiver and avoid generic messages.
3. If you have questions that can alert your reader to what you are interested in learning, you may find that potential contacts are more open to meeting. How might their career path influence your career choice? Perhaps you want to pivot to a different industry. What market trends will be important in the next two years? Could they share any advice on courses or experiences you should seek out while you are finishing your degree?
4. Close with an 'ask' that is respectful of their time. Some will acknowledge they are busy, or it may be a challenging time to schedule due to deadlines or travel. Stay flexible and appreciative. Use virtual meetings to your advantage. Twenty to thirty minutes is a common ask.

It is **critical** to adapt any version of a communication template to your own POV while keeping it professional. If you have a mutual connection or were referred by someone else, include that name (with their permission) in your email; this can turn a cold lead into a warmer one. **After you sign your name, include email, phone and your Linked In profile. Do not attach a resume at this initial stage.**

### Assessing and Communicating Your Personal Brand

#### Defining words

What 3 or 4 adjectives best describe the value you offer? What words do you use to define your personality? Some examples are listed below.

Collaborative	Diplomatic	Intentional	Adaptable	Resilient	Intuitive
Ethical	Precise	Enterprising	Assessable	Risk-taking	Visionary

### Core strengths

In what functions and responsibilities do you excel?

When are you considered the “point of reference” – which qualities are included?

<b>Identifies Problems</b>	<b>Motivates</b>	<b>Communicates</b>	<b>Leverages</b>	<b>Offers</b>
<b>Mentors</b>	<b>Designs</b>	<b>Anticipates Risk</b>	<b>Leads</b>	<b>Innovates</b>
<b>Builds Consensus</b>	<b>Coaches</b>	<b>Delegates</b>	<b>Listens</b>	<b>Implements</b>
<b>Manages Conflict</b>	<b>Facilitates</b>	<b>Presents</b>	<b>Writes</b>	<b>Analyzes</b>

### Self-Promotion

Once you establish your unique brand proposition, the only way to make it relevant to the marketplace is by promoting it. Communication of your brand can occur in multiple channels. It is important to be aware that your brand is being communicated every day, including in ways that may be unintentional—such as your content on social media or an email or phone communication to a Tippie alum.

### Resume

Resumes are the most obvious communicator of your brand, but only impactful if you know your audience and make yourself relevant to their needs. Targeted resumes are necessary if you intend to pursue opportunities across more than one function or industry. This requires you to make modifications to your primary version to highlight the skills/experiences that are in closest alignment with the position to which you are applying. Do not attempt to make a “one size fits all” version, as this can cause your brand to be perceived as unfocused.

### Pitch

A pitch is a summary of your background and experience. It allows you to introduce yourself quickly, make a memorable impression, and demonstrate your value, especially if you are job searching. Practicing your pitch, and even writing it down, can help you start up conversations more smoothly and efficiently.

### Demeanor & Participation at Networking Events

Remember, every touch point is another opportunity to communicate your brand. It is up to you to determine whether this activity will have a positive or negative impact.

### Communicating Your Brand on Social Media

Your online presence is another piece of your brand. As social networking grows increasingly pervasive, more employers are utilizing these sites to screen potential employees.

## Pitch Worksheet

Use this worksheet with support from your TCS career specialist to organize your stories and create a pitch that highlights your value, talents, expertise, and career direction. Example pitches for applicants with different levels of work experience are included after this page.

First, identify three experiences that you would like to highlight related to work. These may be from internships or full-time jobs, leadership and extracurricular activities, and/or academic projects that will make you stand out. These experiences are typically accomplishments you are particularly proud of, made a significant impact doing, and are unique within the industry or among your peers. They should highlight your specific skills and expertise.

Next, list two details related to that experience that are important to share when you speak to others—hiring managers, recruiters, alumni, and faculty. Details might include (but are not limited to): tools used, dedicated time and length of project, solution identified, dashboard created, recommendations given, cross-functional teaming and leadership, revenue generation, or savings of time, money, or equipment.

I. \_\_\_\_\_

A.

B.

II. \_\_\_\_\_

A.

B.

III. \_\_\_\_\_

A.

B.

## Example Pitch (less experience)

- I. **Small Format Team Member, Target**
  - a. Collaborated across departments to restock and manage inventory while supporting guest to deliver an exceptional shopping experience
  - b. Trained new team members on store operations and POS systems during peak seasonal periods
- II. **Member, American Marketing Association**
  - a. Attended professional development workshops on various marketing topics to gain exposure to marketing tools and industry trends
  - b. Engaged with peers and guest speakers to explore career pathways and build connections
- III. **First-Year Honors Seminar Capstone Project**
  - a. Consulted with a local nonprofit to identify ways to improve community outreach and engagement
  - b. Conducted research with a 5-person team and presented on actionable steps to strengthen the organization's communication methods

### Pitch in Practice

Hi, I'm Herky! I'm a first year direct admit business student. I currently work as a Small Format Team Member at Target where I manage inventory, support guests, and train new team members during busy seasons. I recently joined the American Marketing Association where I attend weekly workshops on marketing concepts and connect with industry professionals to explore career paths. While I'm still undecided on what business major to study, I'm leaning towards marketing. At Iowa, I'm in the Honors Program and in my first-year seminar, I completed a capstone project consulting with a local nonprofit to improve their community outreach efforts. My team researched engagement strategies and presented actionable steps to strengthen their community connections. These experiences have built a foundation of skills in customer service, marketing, and teamwork, which is why I'm excited about opportunities at your company.

## Example Pitch (more experience)

- I. **Financial Analyst Intern, Wellmark**
  - a. Created dashboards using Excel and Tableau to monitor financial performance metrics across departments
  - b. Collaborated cross-functionally with underwriting and actuarial teams to evaluate cost-saving strategies
- II. **Vice President of Professional Development, InvestHer**
  - a. Coordinated a semester-long workshop series on "Women in Finance" for over 60 members
  - b. Partnered with corporate partners and alumni to host 5+ industry and networking events
- III. **Sponsorship Chair, Dance Marathon**
  - a. Secured over \$10k in community sponsorships by partnering with local businesses in Iowa city
  - b. Co-managed a team of 12 committee members by delegating tasks to achieve fundraising goals

### Pitch in Practice

Hi, I'm Herky and I'm studying Finance with a certificate in Leadership. Last summer, I interned at Wellmark as a Financial Analyst where I built dashboards in Tableau and partnered across teams to identify cost-savings strategies. On campus, I serve as the VP of Professional Development for InvestHer, a student organization committed to building knowledge and networks in finance for its members. In this leadership role, I led a "Women in Finance" workshop series and organized networking events with alumni and industry partners. I'm also a Sponsorship Chair for Dance Marathon, an organization I'm deeply passionate about and have been a part of since freshman year. I helped raise over \$10k through business partnerships and led a 12-person committee to support our fundraising efforts. These experiences have strengthened my skills in data analysis, team collaboration, and leadership, all of which I'm excited to bring to this rotational analyst role.

# Interviews and Offers

## Preparing for an Interview

A successful interview starts before you step foot in the office. Here are tips on how to prepare and present yourself as a strong candidate.

### Responding to an interview invitation

When you're offered an interview, respond to the interviewer or hiring employee with an email that includes the following:

- Thanking them for the interview.
- Telling them why you are excited about the position and the company.
- Listing three or four things that make you ideal for the position.
- Telling them that you look forward to being able to share more during the interview.

### Do your research

Finding out more about the company and position helps you know if the job is a good fit for you. It also helps you discover what the company is looking for in employees, and it will help you create informed questions.

### Research sources

- The company's website
- Someone who works at the company
- Job descriptions
- Company information sessions and career fairs
- Your professors
- Faculty and staff

### Collect stories

Just as your resume shares your skills and abilities, "power stories" are 60-second examples you can share with an interviewer that demonstrate your strengths. To develop your resume and your stories, consider experiences that show:

- Motivation and initiative
- Analytical and organizational skills
- Strong communication skills
- Leadership
- Responsibility

Develop four or five of your best power stories. Each story should first explain the situation or task with which you were faced. Then explain the action you took and what the result was. Practice telling these stories so you will be ready to use them in an interview.

## Prepare questions

For each interview, it's important to come prepared with thoughtful questions. While many questions may arise naturally during a more conversational interview, having a few (at least 5) prepared in advance demonstrates your interest and engagement. Don't forget – this is also your chance to assess the organization and figure out if you really want to work there. Below are some examples to get you started, however, don't be afraid to build off what you and the interviewer discuss in your interview – for example, you might want to follow up on a specific project they mentioned that the team is working on, and how this role would contribute to that.

- What metrics or goals would my performance be evaluated against?
- What are the most immediate projects I would take on?
- What does growth look like for this role? **OR**, Where have successful employees previously in this position progressed to?
- What would onboarding and training look like for this role?
- Can you tell me about the biggest challenges I would face in this role?
- How do you support the learning and development of your team members?
- I know one of your company values is [company value]. How does this manifest in the workplace?
- Can you describe the team dynamics and office culture?
- What would you say are the team's strengths, and are there any skills missing you're looking to fill?
- What are the current goals the company is focused on, and how does this team support hitting those goals?
- What part of your role are you most excited about, and what attracted you to come to [company name]?
- What is your leadership style?
- What do you like most about leading this team?
- What resources or support would be available to me to help me succeed in this position?
- What challenges or opportunities do you see in the industry that the company is focused on?

For more tips about wrapping your interview successfully, asking meaningful questions, and what questions NOT to ask, go to page 103 in this guide to our 'Closing the Interview' section.

## **The Interview**

Arrive 15 minutes early. Smile and make eye contact throughout the interview. Your appearance is important, and your wardrobe should align with the company's culture. During the interview, make sure to listen carefully. When you share your power stories, do it with enthusiasm. Ask your questions after the interviewer has finished asking theirs.

### **Before you leave:**

- Thank the interviewer
- Tell them you have enjoyed meeting them and learning more about the company
- Ask about decision timing
- Get their business card
- Shake hands

### **After the interview**

Send a thank-you note to the interviewer within 48 hours. This should be unique and tailored to the individual interviewer and job application.

### **Three main points to a post-interview/meeting thank you note:**

- Thank the person for meeting with you
- Mention something you liked or found interesting about the interview
- Repeat your interest in the job & mention next steps

Spend some time thinking about how the interview went; this can help you reflect on how to improve your interviewing skills and decide whether the position is a good fit for you. Ask yourself:

- Who interviewed me? What was their role? What reaction did they seem to have to me?
- What was my overall impression of the interview?
- What things did I do or say that seemed to impress the interviewer?
- What is my impression of the job? Can I see myself doing it?
- What is my impression of the company? Can I see myself there? What are the duties of the job?

## **Interview Stories Worksheet**

### **Crafting Your Interview Stories for Optimal Results**

The below competency areas represent those you can expect to encounter most frequently during the interview process.

#### **Analytical Skills**

Example question about this area of competency: Tell me about a time when you had to work with a large amount of data.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

#### **Leadership**

Example question: Tell me about your most significant leadership experience.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

**Technology skills**

Example question: Tell me about a time when you utilized a completely new/different approach to a situation.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

**Communication Skills**

Example question: How would former coworkers describe your communication style?

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

**Professionalism**

Example question: Tell me about two goals you have set for yourself in the last year. Did you achieve them?

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

### **Project Management Skills**

Example question: Describe a failed project you were involved with at work and explain why it wasn't successful.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

### **Team Skills**

Example question: Give an example of your involvement in a team that was less than successful. What could you have done differently to make it more successful?

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

### **Conflict Management**

Example question: Tell me about a situation at work in which you experienced conflict and how you resolved it.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

**Ethics & Integrity**

Example question: Describe a situation in which you faced an ethical challenge in the workplace and how you resolved it.

RESULT SUMMARIZED:

SITUATION AND METRIC:

ACTION(S):

RESULTS:

TIE IT BACK:

## Behavior-Based Interviewing

The most prevalent interviewing style, behavior-based interviewing, requires candidates to draw upon past experiences to demonstrate knowledge or skill in a specific area. Potential employers will pre-determine the primary skills needed to successfully perform in a role, and then ask pointed questions to determine if a candidate has the necessary skills. The logic behind this technique is that past behaviors are the best indicators of future performance. Behavioral questions begin with “Tell me about a time when...” and focus on assessing business competencies such as (but not limited to) leadership, strategic thinking, analytical skills, and creativity.

### The STAR Method

The STAR method is a structured manner of responding to a behavioral-based interview question by discussing the specific **situation**, **task**, **action**, and **result** of the situation you are describing. Rather than improvising stories in an interview, which can cause your answers to be unfocused, use this method to build out compelling, intentional stories ahead of time.

**Situation:** Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event or situation, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.

**Task:** What goal were you working toward?

**Action:** Describe the actions you took to address the situation with an appropriate amount of detail and keep the focus on YOU. What specific steps did you take and what was your contribution? Be careful that you don’t describe what the team or group did when talking about a project, but what you actually did. Use the word “I,” not “we” when describing actions.

**Result:** Describe the outcome of your actions and don’t be shy about taking credit for your behavior. What happened? How did the event end? What did you accomplish? What did you learn?

Make sure your answer contains multiple positive results. Make sure that you follow all parts of the STAR method. Be as specific as possible, without rambling or including too much information. Oftentimes students must be prompted to include their results, so try to include that without being asked. Also, eliminate any examples that do not paint you in a positive light. However, keep in mind that some examples that have a negative result (such as “lost the game”) can highlight your strengths in the face of adversity.

### SAMPLE STAR RESPONSE:

**Situation (S):** Advertising revenue was falling off for my college newspaper, The Review, and large numbers of long-term advertisers were not renewing contracts.

**Task (T):** My goal was to generate new ideas, materials and incentives that would result in at least a 15% increase in advertisers from the year before.

**Action (A):** I designed a new promotional packet to go with the rate sheet and compared the benefits of The Review circulation with other ad media in the area. I also set-up a special training session for the account executives with a School of Business Administration professor who discussed competitive selling strategies.

**Result (R):** We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent over the same period last year.

Learn more about the STAR method at <https://students.tippie.uiowa.edu/tippie-resources/career-services/career-guide/interview-process/behavior-based-interviewing/star-method>.

## Preparing for a Behavioral Interview

- Recall recent situations that show favorable behaviors or actions, especially involving course work, work experience, leadership, teamwork, initiative, planning, and customer service.
- Prepare short descriptions of each situation; be ready to give details if asked.
- Be sure each story has a beginning, middle, and an end, i.e., be ready to describe the situation, including the task at hand, your action, and the outcome or result.
- Be sure the outcome or result reflects positively on you (even if the result itself was not favorable).
- Be honest. Don't embellish or omit any part of the story. The interviewer will find out if your story is built on a weak foundation.
- Be specific. Don't generalize about several events; give a detailed accounting of one event.
- Vary your examples; don't take them all from just one area of your life.

Source: <https://www.vawizard.org/wizard/home>

## Sample Questions – Behavioral Interviewing

### General

- Tell me about yourself.
- If I were to speak with your former supervisor, what would they say are your greatest strengths, and what are areas of needed improvement? What would your classmates tell me about you?
- What is the biggest risk you have ever taken?
- What is unique about you? What can you bring to our company that other candidates cannot?
- Tell me something about you that I would not learn by reading your resume.

### Analytical skills

- Tell me about a time when you discovered a more efficient way to complete a task. Tell me about a task that tested your analytical abilities. Tell me about a tricky situation for which you found a simple solution.
- Have you ever been in a real dilemma at work? What did you do to get out of it?
- Tell me about an assignment you worked on in which you had to amass a huge amount of data and then analyze it.
- Can you tell me about a situation where your analysis of a problem was deemed to be incorrect? What would you have done differently?

### Leadership

- Describe a time when you reprimanded an employee for poor performance. What was the outcome? How do you motivate subordinates?
- Tell me about a situation at work in which you led a team well. Tell me about a time when you mentored someone. What leader do you most admire and why?
- What was your most significant leadership experience? What five qualities do you feel define great leadership? Tell me about your most significant leadership experience. Describe one experience when you had to lead a team.
- How do you keep each member of the team involved and motivated while keeping morale high? Describe the steps you take to achieve this. In what situations do you prefer to use your leadership skills? Can you give me examples?

## Creativity

- How often do you discuss and work with colleagues to think up new systems and styles of working?
- Imagine you could trade places with anyone for just a week. The person could be famous or not famous, living or from history, real or fictional. With whom would you trade places?
- If someone wrote a biography about you, what do you think the title should be?
- If you had to be shipwrecked on a deserted island, but all your human needs - such as food and water - were taken care of, what two items would you want to have with you?
- If you could have dinner with anyone from history, who would it be and why?

## Communication skills

- How would your co-workers describe your communication style? Give me an example of a time when you had to sell an idea.
- Tell me about a time when your opinion was challenged. How did you manage it?
- Describe a time when you had to convince a person or group to re-evaluate their decision. Describe your presentation skills and experience.
- Describe five things about the communication within an organization that must be present for you to work most effectively.
- When you have entered a new workplace in the past, describe how you have gone about meeting and developing relationships with your new coworkers, supervisors, and reporting staff.

## Technical Interviews

At this point, you have started to generate stories from your prior experience that address the various competency/skill areas that are most widely sought by graduate hiring companies. As you progress through an interview process with a company you should be prepared for the interviews to get more challenging—with far greater emphasis placed on assessing your technical skills and functional expertise. The “technical interview,” as it is often referenced, seeks to understand if you have the technical capacity to operate at an elevated level within a specific career path. This can include questions to assess overall knowledge of a function, as well as questions designed to dig deeper into your problem solving, critical and creative thinking skills, and your passion for the field.

## Sample Questions – Technical Interviewing

### Finance

- Why might a company choose debt over equity financing, or vice versa?
- How will a decrease in financial leverage affect a company’s cost of equity capital, if at all? How will it affect a company’s equity beta?
- What are the different ways to value a company?
- What is the difference between a DCF and comps?
- What is the difference between enterprise value and equity value?
- Which of the three financial reporting statements (balance sheet, income statement, statement of cash flows) is most important and why do you believe this is so?
- How does depreciation affect each of the three financial statements?
- What is your best investment idea right now?
- If I gave you a million dollars, how would you invest the proceeds?
- What is your investment style?

- What sources of information would you use to analyze a company?
- What is the difference between IRR, NPV, and Payback?
- What is the difference between I-banking and Private Equity?

### **Strategy**

- How would you describe the term 'strategic thinking'?
- Outline in broad terms how you would create a strategy for instance, a public campaign. As part of this strategic campaign, why should you conduct a SWOT analysis?
- How should you go about identifying partners as part of any good business or organization strategy plan?
- As you develop a strategic vision for your organization, what are the five key criteria on which you should focus?
- Discuss the importance of establishing an appropriate basis for comparison in assessing strategic capability.
- What are the three most common reasons why change in management fails in most organizations?

### **Operations and supply chain**

- What factors would you consider in determining the location of a distribution center?
- How would you improve the utilization of a process?
- You must process 50 units and have two options. In the first, you can start two lines with 1% defect rate and a capacity of seven units an hour. In the second option, you can start three lines with fewer people but a higher defect rate and a higher capacity. Looking at overall picture, which process is more efficient and why?
- It costs \$200 to train a new person, and a training session has an overhead cost of \$2000. You have 220 people to process in the coming months. Given the normal attrition rate, you expect to lose 40 of the trained employees. Does it make sense to call for overtime or add new folks?
- You have a fixed budget, and heat in the building is causing increased attrition. Also, as your productivity targets are revised upwards each year, you want to buy a couple of machines, which would dramatically improve productivity. In particular, the machines would improve the productivity of the best associates by at least 20%, but these are the same folks who are threatening to walk out if something is not done about temperature. What would you do?

### **Continuous improvement leadership**

- Have you ever had to balance multiple priorities? How did you manage this?
- If you were placed in a situation where you had to lead a team in an area that you were very unfamiliar, how would you approach solving their problem?
- If you are working on a project where leadership is not engaged, what would you do to make sure the project was successful?
- Please describe to me the DMAIC process and the tools used at each step.
- How would you determine what samples should be used in a Gage R&R study, and how do you interpret the results?
- Can you describe when you have taught classes with leadership and the difficulties you encountered?
- If you were working on a transactional project with little data, how would you determine the root causes of the problem?

- Can you describe your past experiences with leading process improvement teams?
- Could you describe your most successful project? Why do you define this as your most successful?
- Tell me about a time when you had a coworker come to you with a problem that you thought was trivial. What did you do?
- What are acceptable reasons for missing a deadline?
- Describe your experience in solving a particularly difficult problem. Why was it difficult?
- Have you ever deviated from expected policy or procedure? If so, what happened?
- Give me an example of when you found a way to make your job easier or more rewarding.
- Tell me what each S stands for in 5S and how you have addressed each one.
- What tools/software do you feel comfortable working with daily? i.e., MS Office, MS Project, Minitab, etc.

### Consulting

- What are the three most common reasons why change in management fails in most organizations?
- What background do you have that would be helpful in consulting?
- Why consulting?
- How do you think the consulting industry is structured?
- What are the differences among the consulting firms that are important to you?
- What were the sales of your last employer? What was its profitability?
- Are you a generalist or specialist? Where do you see yourself specializing?
- Are you competitive?
- How are you going to make your decision if you get more than one offer?

## Programming Interviews

**Programming interviews** are sometimes used in the field of business analytics and data processing. Programming and programming interviews are always evolving and changing as the world becomes more technologically integrated. Programming interviews help companies assess candidates in a neutral skill-based manner and alleviates the financial pressure that comes with attempting to recruit candidates.

### What to expect in a programming interview

Programming questions may involve selecting data from a source, writing a program, calculating, and sorting data, or providing statistics. Programs you should be familiar with, depending on job requirements, may include SQL, R, Python, Stata, SPSS, Tableau, PowerBI, and/or Excel. You should know ahead of time based on the job description which tools and languages you will need to know to succeed.

# Case Interviews

## Case interviewing technique: assessing your critical thinking skills

Case interviewing can be more broadly defined as problem solving. This technique is used to assess your skills in fields requiring strong analytical and quantitative skills, the ability to demonstrate structured problem solving skills, as well as other less obvious but equally important competencies such as active listening, interpersonal and communication skills, business acumen, performance under pressure, creativity, ability to navigate change, address problems in a logical way, synthesize the findings, and articulate these results in a concise manner to the interviewers. Case interviewing has historically been reserved for large consulting firms, but in recent years, other companies have started to adopt this style of questioning to gain a deeper understanding of a candidate's ability to assess a problem (typically a specific issue facing a particular company), analyze the situation, identify key issues, and articulate how you would address the problem. The case may not be related to the job you're applying for, or even to the industry the role is in; in this type of interview, matching your answers to the job description matters less than showing your ability to think critically, ask good questions, and analyze newly presented information.

### Your Goal:

- Identify a problem
- Recommend a solution
- Not necessarily a "right" answer

### Company is Assessing:

- Ability to determine what information is needed (needs assessment)
- Ability to problem solve within defined timeframe
- Quantitative skills
- Thought process
- Ability to function under pressure
- Self confidence
- Creativity
- Fit for the company
- Interest in problem solving
- Ability to navigate ambiguous situations
- Strong communication

### Structure:

- Sent in advance (written case)
- On the spot (verbal case)

**Recommendations:**

- Practice (see CaseCoach subsection below!)
- Take it seriously
- Restate
- Ask questions
- Take your time
- Think out loud
- Determine assumptions
- Check calculations
- Consider alternatives
- Take a deep breath and relax

**CaseCoach**

Tippie Undergraduate Career Services offers free personalized case-interviewing prep through CaseCoach, an online tool that offers interactive coaching sessions and expert guidance. Access 27 interview videos featuring real candidates who went on to join Bain, BCG, and McKinsey and detailed commentary on their performance, as well as a library of 100+ exclusive case studies with solutions and practice drills. <https://casecoach.com/tippie/>

**Case interview kit from TCS**

TCS has a handy toolkit summarizing how to prepare for case interviews, with tons of recommended content for becoming a confident and well-presented interviewee. You can download this document at <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-01/TCS%20Case%20Interviewing%20Kit.pdf>

**Sample case questions**

Consulting firm websites give sample cases as well as practical advice on surviving their interview process. While CaseCoach and the Tippie case interview kit are the best places to start practicing, below is a sample case question to give an idea of what you might be asked in a case interview:

Your client is a company who makes specialist batteries for mobile homes in the United States. The battery is powerful, long-lasting, and of high quality. New industry conditions are occurring, and motor home dealers are starting to use a cheaper battery as the 'factory standard' to lower the overall price of motor homes. Your client's product is now only offered as an added feature for which the customer must pay an extra \$500 to get. How should your client go about maintaining profits given these new market conditions?

# Virtual Interviews

## Preparing for a Virtual Interview

- Identify and download the necessary interview platform (Zoom, WebEx, etc) ahead of time.
- Use a webcam that is easy to use and offers good picture quality. Clean the camera lens before joining the interview.
- Test your audio prior and be sure that your microphone is working.
- Ensure your background is professional and neutral. Tippie offers a selection of appropriate [virtual backgrounds](#) that you can download for personal use (reading the physical guide? Backgrounds are linked on the General Career Resources page, available on our website under Undergraduate Career Resources).
- Ensure your display and profile picture are correct, professional, and up to date.
- Be sure that the clothes you have picked fit appropriately and are clean and in good condition. This also applies to hair, makeup, and jewelry.
- Verify the time zone of the interview ahead of time to ensure your timely log-on (it is appropriate to log onto the interview platform five minutes before the official start time).
- Practice your speaking and visual presentation by recording mock interviews using a tool like Big Interview, then viewing and critiquing the recording.
- Determine key talking points or language you want to use ahead of time. You can even have a list of topics, words, data points, or cues posted near the camera for prompts.

## Tips for During the Interview

- Be physically and mentally ready as soon as you enter the virtual room, even if the employer has yet to log on.
- Ask the interviewer if your volume is okay, and tell them if you cannot hear them.
- Look at the interviewer, not yourself, on your monitor.
- Have visible access to a clock (such as on your computer screen), but do not look down at your watch or phone.
- If you make a mistake or a serious gaffe, it is okay to acknowledge it or chuckle. Do not let that issue dictate your continuing performance in the interview.

## Panel Remote Interviews

Group video conference calls are a challenge. It is impossible to give everyone the same amount of attention, but there are aspects you can control:

- Make the most eye contact with whoever asked the question you're answering.
- Identify the top 2–3 people on the call in terms of influence and importance. They should get most of your attention (eye contact).
- Ask prior to the call who will be included. Research these individuals if time permits and use first names when possible. If you are not sure about names, avoid using them to prevent errors.

## Closing the Interview

*“So, what questions do you have for us?”*

An interviewer making this statement or something similar typically signifies that you are nearing the end of the interview. Although it's natural at this point to feel relieved, don't lose your momentum just yet! A strong closing is just as important as a good first impression and well-crafted interview stories. Before you jump from your seat and head to the door, be sure to address the following:

### Questions for the Interviewer(s)

- These should be thoughtful and demonstrate your interest and fit for the organization. Review your company research worksheet and identify questions that address current issues facing the business.
- Don't over think it. If you are considering working for this organization, what is it that you would like to learn about the company and role?
- Consider your audience. If you're meeting with HR, they are not as likely to know specifics about the role for which you are interviewing, but they would be well-positioned to answer questions about corporate culture and other “big picture” company issues. If you're meeting with the hiring manager, this is your opportunity to dive deeper into the specifics of the role, the team, how they measure success, for example.
- Utilize their responses as an opportunity to reiterate your passion and fit for the business. This is your last chance to make a positive impression!
- DO NOT use this time to ask questions about benefits, salary, or other HR-related questions. At this point you are still a prospect—these questions are appropriate once you have an offer in hand.
- Demonstrate passion. Without question, ending an interview with low energy, irrelevant questions or—the worst-case scenario—responding that you “have no questions at this time” can be deal breakers.

### Reiterate Your Personal Brand Statement

- It will feel natural after the Q&A portion of the interview to head for the door. Not just yet! Don't miss the opportunity to reiterate your personal brand statement (what makes you unique?), restate your passion for the role, and say why you are the right person for the job. People want to hire people they like AND people that share their passion for the company.
- Following up after the interview is also critical, so if you don't already have contact details for those you met, be sure to ask for business cards at this time.
- Don't underestimate the power of a smile. Thank the interviewer for their time, be genuine, and end with a confident handshake.
- The most impactful post-interview thank-you notes emphasize a specific talking point from the interview. Reiterate a topic from your conversation that will be a positive reminder of your time together.

## Offers and Compensation

**Receiving an offer is exciting—but it's also important to understand what kind of offer you're accepting.** Whether it's for an internship or a full-time role, each offer may come with different terms, formats, and timelines.

In these moments, it's important to remain professional:

- Be gracious—it's okay to express excitement if you feel it.
- Say thank you and avoid making an immediate decision on the spot.
- Ask clarifying questions, such as when you can expect the written offer, and how long you'll have to review and respond.

Understanding what to expect—and how to respond—will help you feel more confident as you navigate this important step in your career journey. Here is what you want to know:

Internship offers may include:

- Start/end dates: Usually 8–12 weeks in summer; may include part-time during the school year
- Compensation: Paid (hourly, stipend) or unpaid (less common)
- Housing support: Sometimes offered, especially if relocating
- Conversion potential: Many internships are evaluated for future full-time employment

### **Full-Time Employment Offers (FTE)**

Full-time offers are extended to graduates and signal long-term, salaried employment. These are typically more formal and comprehensive than internship offers.

FTE offers often include:

- Salary and benefits: Base pay, bonus eligibility, health insurance, retirement plans
- Start date: Usually after graduation, with flexibility
- Relocation assistance: May include moving costs or transition support
- Training or onboarding programs: Especially for early talent or new graduate roles
- Signing bonuses: Sometimes included to encourage acceptance

## Offer Formats & Conditions

Here's a breakdown of different offer types and what they mean:

Offer Type	What It Means
Verbal Offer	A phone call or conversation confirming interest (not binding)
Written Offer	A formal document outlining terms, compensation, and deadlines (binding)
Conditional Offer	Offer is contingent upon a requirement (e.g., background check, GPA, graduation)
Unconditional Offer	No additional conditions, offer stands as is
Contract/Temporary Offer	Short-term role or project-based (common in tech, consulting, and gig work); with contract of terms in place

### Tip: Get It in Writing

Even if you receive a verbal offer first, always ask for it in writing. This ensures you have the full details in hand including start date, pay, expectations, and deadlines to respond.

### Need Help Evaluating an Offer?

Tippie Career Services is here to help. We can:

- Review internship, co-op, or job offer details with you
- Help you compare multiple offers or navigate interview and offer timelines
- Talk through negotiation options, considerations, your professional goals and priorities

The better you understand the type of offer you received and the details that surround that offer—in terms of career growth, timing, compensation—the better. You will then be prepared to consider and negotiate the terms.

## Negotiation & Compensation

Negotiating your salary is a perfectly normal part of the employment process. Offers include various compensation components, such as base salary, additional compensation, total compensation, benefits, and perks. Each component should be considered and valued when you're negotiating an offer.

### Base salary

Your starting salary can have a significant impact on your career earnings, because any raises you receive will be in relation to your starting salary. In most cases, your base salary is more important to negotiate than other types of compensation in terms of long-term importance and value; if in doubt, always negotiate for an increase in base salary more than anything else.

Keep in mind typical raise ranges when negotiating starting salary as well (more on this on the next page): it's usually reasonable to expect a 2-3% yearly cost-of-living raise, while merit raises may range from 3 to 5 percent, and promotions could increase your salary by as much as 10-20%. Market adjustment raises usually hover around 5%.

### Additional types of compensation

Beyond base salary, there are other variations of compensation that add value and can be negotiated as part of your offer. Some examples are listed below:

- One-time signing bonus
- Relocation bonus
- Guaranteed first-year bonus
- Bonus percentage(s)
- Tuition reimbursement
- Professional dues
- Stock options—ownership

### Negotiable non-compensatory offer conditions

You may also be able to negotiate non-monetary components of your offer, such as:

- Additional vacation time
- Flexible work schedule
- The ability to work from home
- Bonus structure/timeline
- Dates—acceptance or start

### Employee benefits

Benefits offered to employees are an important part of the offer. Benefits may include:

- Health insurance (may include vision and dental coverage)
- 401K/Retirement accounts and company match
- Disability/Life insurance
- Tuition reimbursement and professional dues
- Transportation reimbursement or discounts
- Stock options/ownership
- Pre-tax flexible spending accounts (daycare or medical costs)
- Flexible work arrangements or remote options

### Company perks

Employers may offer additional value to employees with services and discounts, often called perks. Perks may include:

- Dry cleaning service or discounts
- Wellness perks (Gym membership/on-site gym, personal coach/trainer, etc)
- On-site mail service
- Volunteer time off (paid)
- On-site childcare
- Company product discounts
- Relaxed dress code
- Complimentary food or beverages
- Professional development funding

Receiving an offer or multiple offers can be extremely exciting, but it can also be stressful. TCS career specialists are always happy to work with you as you evaluate internship and full-time offers. We can help you weigh a range of factors, determine how they align with your goals, and evaluate how they can set you up for professional success.

### Negotiation Tips From TCS

It can be helpful to think of salary modifications as percentages rather than dollar amounts. If your offer is for \$32,000 yearly, a 3% increase would change it to \$33,475, a 5% increase would change it to \$34,250, and a 7% increase would change it to \$34,775. These increases may seem relatively small, but they'll add up over time, as shown in the scenario below.

#### Scenario:

Employees 1 and 2 both receive a starting salary offer of \$50,000. Employee 1 takes the offer as-is, while employee 2 negotiates a 10% higher starting salary of \$55,000. Assuming a 3% yearly cost-of-living increase, with no raises or promotions, the two employees' salaries will look like this over time (rounded):

After...	Employee 1 earns...	Employee 2 earns...	For a difference of...
5 years	\$58,000/year	\$64,000/year	\$6,000/year
10 years	\$67,000/year	\$74,000/year	\$7,000/year
20 years	\$90,000/year	\$100,000/year	\$10,000/year
40 years	\$154,000/year	\$169,000/year	\$15,000/year
<b>CAREER EARNINGS</b>	<b>\$3.64 million</b>	<b>\$4 million</b>	<b>\$360,000</b>

# I Have a Job/Internship. Now What?

## Onboarding

### **Closing the Loop on Your Internship or Job Search**

Congratulations, you've accepted a role! Now it is time to tie up loose ends, update other company contacts, your network, and the Tippie Career Services team.

Be sure to connect with any recruiters you are currently working or engaged with—both actively as part of the hiring process or prior in terms of information gathering. Update your network via phone, email, mail (letter or thank you card), and LinkedIn.

### **Getting started at a new position**

The following are tips on how to support your professional growth at a new job or internship.

**Share a Bio**—there's no better way to introduce yourself to a new team or group than by sharing a snapshot of who you are. It can speak to your educational background, internships and passion projects, volunteer, and leadership, but also your hometown and other interesting facts about you. This can be easily shared with your future supervisor, team members, or project lead.

**Build a network**—Take note of the names of your peers and supervisors in meetings, then, use LinkedIn to connect with them once the meeting ends.

**As an intern**—think about projects, technical skills, networking, or company research that can be leveraged immediately, but also in your full-time search.

**In a full-time role**—think about goals for your first 90 days and first year.

**Explore opportunities**—find out what your employer offers in terms of professional groups, leadership opportunities, and development of additional skills you might need to hone.

**Socialize**—Invite peers to virtual and in person meet-ups, or set up group chats, hangouts, or lunch groups. These provide professional support in addition to laughs and new friends.

**Update your resume**—use the job description you applied to and highlight key points and responsibilities.

**Update LinkedIn**—Update the employment information section and post about your new role.

Completing your coursework and accepting a full-time role is an amazing milestone. Celebrate the win! The Tippie Career Services Team is proud of your dedication to learning, professional growth, and personal development. We wish you the absolute best on the next chapter. Congratulations! On Iowa! Go Hawks!

# Checklist for Workplace Professionalism and Communication: Onboarding

## Professional Communication Basics

- Craft professional emails (tone, clarity, and etiquette).
- Set up a professional email signature.
- Understand when and how to use “Reply All” and CC/BCC.
- Establish a voicemail greeting.

## Workplace Technology

- Navigate shared drives and folders (e.g., Google Drive, OneDrive, or SharePoint).
- Use Outlook or other email/calendar systems effectively.
- Set up and use out-of-office email responses.
- Understand norms related to personal cell phone use and bringing into meetings.

## Understanding Workplace Expectations

- Determine how to report changes to your schedule, calling in sick, or report an absence.
- Learn the company dress code (business professional vs. business casual).
- Understand workplace norms for greetings and introductions (in-person and virtual).
- Learn working hours—a typical work week is 40 hours, understand break times, and how to use timekeeping systems.
- Prepare for remote or hybrid work (tools, expectations, and etiquette).

## Initial Supervisor Engagement

- Schedule regular check-in meetings with your supervisor (determine frequency) and create your own agenda focusing on questions, clarification, needed support or guidance, and addressing unachieved results.
- Understand project expectations and team roles.
- Ask about performance evaluation processes.

Looking for support, advice, or resources to address these topics? Reach out to the Tippie Career Services Team! You can schedule an appointment in MyUI, email us at [tippie-careerservice@uiowa.edu](mailto:tippie-careerservice@uiowa.edu), or find us in W160 PBB.

# Checklist for Workplace Professionalism and Communication: Professionalism in Action

## Communication and Collaboration

- Schedule and manage meetings using Zoom, Teams, or similar tech platforms.
- Adhere to virtual meeting best practices by ensuring your screen and video are on, use appropriate backgrounds, minimize distractions (e.g., pets), and mute when not speaking.
- Provide regular updates on tasks or projects—both in person and in writing, specifically if there are barriers to completion or success.
- Write concise and professional status reports. Use business writing principles with bullet points and specific details to clearly communicate updates.

## Workplace Relationships

- Engage respectfully with coworkers in person and online.
- Navigate generational and cultural differences in communication.
- Provide and receive constructive feedback effectively.

## Time and Task Management

- Manage your calendar to balance meetings, deep work, and breaks. Use to your advantage.
- Keep a to-do list and prioritize tasks and track progress and meet deadlines.
- Request resources or assistance proactively.

## Technical Skills

- Familiarize yourself with common workplace tools (e.g., Excel, PowerPoint, Slack).
- Follow document formatting and sharing protocols (PDFs, version control, etc.).
- Use workplace IT systems (e.g., expense reporting, timesheets).

## Navigating Work Dynamics

- Observe and approach office politics diplomatically.
- Understand how to use social media to enhance your experience vs. venting or damaging your or the employer's brand.
- Communicate with supervisors regularly ("managing up").
- Know when and how to escalate an issue appropriately.

Looking for support, advice, or resources to address these topics? Reach out to the Tippie Career Services Team! You can schedule an appointment in MyUI, email us at [tippie-careerservice@uiowa.edu](mailto:tippie-careerservice@uiowa.edu), or find us in W160 PBB.

# Checklist for Workplace Professionalism and Communication: Offboarding

## Transition Planning

- Document processes, workflows, and key contacts.
- Prepare for knowledge transfer to a successor or team. What can you offer that would be helpful to future interns, improvements, process, and suggestions?
- Return company equipment and materials.

## Exit Communication

- Draft a professional resignation email. Clearly state your last day, outline any next steps, and confirm arrangements—even if the internship has a set end date or you plan to extend the opportunity.
- Schedule an exit interview and prepare constructive feedback.

## Relationship Maintenance

- Express gratitude to supervisors and coworkers.
- Connect with key individuals on LinkedIn before departure.
- Request references or recommendations for future roles, if appropriate.

## Personal Brand Preservation

- Update your resume and LinkedIn profile with accomplishments.
- Work with Career Services to determine how to best highlight and add your experiences to your resume and speak to it as part of future interviews.

Looking for support, advice, or resources to address these topics? Reach out to the Tippie Career Services Team! You can schedule an appointment in MyUI, email us at [tippie-careerservice@uiowa.edu](mailto:tippie-careerservice@uiowa.edu), or find us in W160 PBB.

## Dress Codes in the Workplace

Degree of Formality	Dress Attire & Naming	Purpose	Common Features
Least Formal	<b>Casual</b> Relaxed everyday wear	Suitable for less people-to-people interaction; appropriate for work-from-home settings; typically NOT common in actual workplace settings	Long-sleeve shirts, sweaters, jackets, jeans, sneakers
	<b>Smart Casual</b> Elevated everyday wear	More put-together than casual wear but still comfortable; suitable for a more laidback workplace, most common on Fridays	Button-down shirts, blazers, chinos, dark jeans, loafers, boots
	<b>Business Casual</b> Relaxed business wear	Traditional business attire, but with relaxed features; sweet spot in the middle for formality; appropriate for all office environments and settings	Button-up shirts, no tie, blouses, corduroy pants, slacks, skirts, dress shoes, flats, small heels
	<b>Business Professional</b> Standard businesswear	Polished and professional, suitable for important meetings with stakeholders; overall clean and maintained appearance	Dress shirts, suits or jackets with ties, dress pants/skirts, dress shoes, dark colors
	<b>Networking/Cocktail –</b> Elevated business wear	Sometimes, less is more for a simple yet elegant look; typically NOT common for everyday wear in the office; special occasions and events	Dark-colored suits and dresses, simple accessories, tailored fits and refined fabrics
Most Formal	<b>Formal/Black tie –</b> Sophisticated, refined formal wear	For special events that specify a formal (black-tie) dress code, such as galas, high-end fundraisers and benefits, and award ceremonies	Floor-length gowns, some shorter dresses in refined cuts/fabrics; tuxedos; dinner jackets

Read more about dress codes and find helpful tips and visual guides at <https://careers.uiowa.edu/dress-success>

## ...and one more thing before you go!

Do you have a job offer you're excited about? Still seeking, and looking for help? Whatever your post-grad plans, let us know by taking the Iowa Graduation Survey! Eligible participants are seniors who have registered to graduate in the current semester. This data helps us guide future grads in their job search and increase the future value of your degree!

Scan the code below to take the survey or visit <https://careersurvey.iowa.uiowa.edu/>

