

**FREEMAN COLLEGE OF MANAGEMENT**

# **CAREER GUIDE**

## **IN 90 DAYS**

# WHY START ON DAY 1?

**Welcome to the Freeman College of Management!** Your business journey begins on Day 1. Whether you are exploring:

- **Accounting**
- **Analytics & Operations Management**
- **Finance**
- **Management & Organizations**
- **Markets, Innovation & Design**

This 90-day interactive booklet is designed to help you build a professional foundation, connect with corporate partners, and take active steps toward your career goals.

## STEP ONE: YOUR RESUME

Your resume is your way to showcase your potential. It reflects your professional brand and your drive. It must be clean, error-free, and reflect your interests. As a first-year student, you should highlight leadership from high school, part-time jobs, and your current Bucknell involvement (this includes clubs, relevant coursework, and case competitions).

### What Is Your Goal?

Your goal is to showcase what you've accomplished, rather than a list of duties you've completed. Paint a picture of the value you have created through strategic data points, concise wording, and relevant experience.

### How Do You Begin?

Download the Freeman College of Management resume template. Use active verbs like analyzed, managed, led, or developed.

**RESUME TEMPLATE**



Look at your current resume. If a recruiter only looked at it for 6 seconds, what are the three words they would use to describe you?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Have a friend look at your current resume for 6 seconds, and ask them what are the three words they would use to describe you?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How do these two lists differ?

Make updates to your resume to highlight the strengths you wish to showcase and repeat this exercise with your friends until you perfect your wording.

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# EXAMPLE RESUME

**First Last**

[Home City, State] | Primary Email Address | 123.456.7890 | <https://www.linkedin.com/in/CUSTOM URL>

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**EDUCATION & HONORS**

**Bucknell University Freeman College of Management** Expected [Grad Month, Year]  
 Bachelor of Science in Business Administration; Finance Major, Philosophy Minor  
 Cumulative GPA: 3.XX/4.00  
 Honors: Alpha Lambda Delta Honor Society, Community Engagement Scholarship  
 Relevant Coursework: Applied Math, Econometrics, Accounting

**[High School Name] [City], [State]** June 2026  
 Cumulative GPA: 3.XX/4.00  
 Honors: Distinguished Honor Roll, National Honor Society, National Spanish Honor Society  
 Awards: FBLA State Finalist (Top 15 Public Speaking, 1st Regionals), Dream, Learn, Pitch State 3rd Place

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**EXPERIENCE**

**Bucknell University Teaching and Learning Center | Lewisburg, PA** Fall 2026  
 Study Group Assistant Facilitator, Accounting I  
 • Support student academic success by organizing learning opportunities and improving learning outcomes

**[Company Name] [City], [State]** Summer 2026  
 [Position Title], [Team/Group Name if applicable]  
 • Organized and managed client data, submitting the information into the firm's proprietary database

**Childcare Provider [City], [State/Country]** August 2023-August 2026  
 • Provided tailored care for infants and children aged 0-9, including individuals with developmental challenges and special needs

**[Company Name] [City], [State]** Summer 2025  
 • Served 300+ customers a day in fast paced beachfront ice cream shop with accuracy and speed during peak hours  
 • Partnered with a team of 6-8 seasonal crew members to coordinate line management

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**LEADERSHIP AND EXTRACURRICULAR**

**[Student Organization Bucknell]** August 2026 – Present  
 Member  
 • Expand knowledge and network in financial services through participation in 2 weekly interactive meetings focused on relevant financial and macroeconomic topics

**[High School Student Club Name]** August 2022-June 2026  
 Vice President and Treasurer  
 • Built a sense of community among 500 high-achieving students, providing a variety of events to attend, a platform to develop leadership skills, and multiple financial support offerings through scholarships  
 • Managed Chapter's funds and constructed a budget for funding events and programs

**[Organization Name] [City], [State]** August 2024-January 2026  
 Webmaster and Editor  
 • Organize, promote, and participate in volunteer projects in the community, accumulating 35+ hours of community service each year

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**SKILLS AND INTERESTS**

**Skills:** Microsoft Office (Excel financial modeling), R, Python  
**Certifications & Training:** Bloomberg Market Concepts  
**Interests:** Baseball, Golf, Civic Engagement (food insecurity)

# STEP TWO: FINDING YOUR INDUSTRY

To be successful, you will need to speak the language of the specific path you want to follow. This means gearing your classes and experiences towards your future career goals in order to prepare yourself.

## Sample Finance Industry Overview:

- **Investment Banking:** High intensity, advising on M&A and IPOs.
- **Wealth Management:** Relationship-driven, managing private portfolios.
- **Corporate Finance:** Working "in-house" for companies
- **Private Equity/Hedge Funds:** The "buy-side"

## Sample Retail Industry Overview:

- **Merchandising:** Product-focused, inventory, and pricing
- **Supply Chain & Logistics:** Operational, distribution, and fulfillment
- **Marketing:** Brand-driven, customer engagement
- **Retail Analytics & Business Intelligence:** Data-focused, forecasting trends

## What is Forage? (<https://www.theforage.com/>)

Forage is an online career platform that provides free, open-access, and self-paced virtual job simulations designed directly by top global employers. Lets you "test-drive" real-world roles by working through tasks that replicate day-to-day workplace responsibilities.



## It Helps You "Speak the Language" of Your Chosen Path

- Explore different industries before committing heavily to a major or specific electives.
- Learn industry-specific terminology, tools, and methodologies that employers look for on resumes.
- Companies hosting simulations often use Forage to identify proactive candidates.

**REFLECTION POINT:** Do you feel more energized by fast-paced, rapidly changing environments or by steady, long-term client partnerships? What drives that preference for you?

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# STEP THREE: LINKEDIN

Bucknell has a robust alumni network, and LinkedIn is your public-facing billboard. You should use your polished resume as a guide to filling out your LinkedIn profile.

**How Do You Begin?** Update your LinkedIn headline to include Bucknell University, your degree (B.S.B.A.), graduation year, and intended industry or major.

## EXAMPLES

Markets, Innovation & Design Major at Bucknell University, Business Analytics Minor | Freeman College of Management | Division I Student Athlete

Class of 2029 Bucknell University Finance Major, B.S.B.A., Incoming Analyst at Deloitte

**REFLECTION POINT:** Find two recent Bucknell alums working at a company you are interested in. Write a 3-sentence draft below asking for 15 minutes of their time:

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Sample outreach note for [LinkedIn](#):

Hi [Professional's Name],

I'm currently studying [Your Major] at Freeman College of Management at Bucknell University and am really interested in pursuing a career in [Industry/Field]. I came across your profile while researching alumni and I was really inspired by your experience with [mention a specific project, post, or milestone on their profile].

If your schedule allows, I would appreciate it if we can connect for a quick 15-minute virtual coffee chat to hear about your career journey and any advice you might have for a student. Thanks so much for your time and consideration!

# STEP FOUR: JOIN CLUBS

Clubs are important for expanding the horizons of your interests and goals. With the proper commitment, your participation in a club will exemplify your career interests and help you grow the skills required by your field.

POPULAR IN FREEMAN: Bison Finance Society, Consulting Club, Women in Business, Data Analytics Club, The Bucknell Real Estate Club



JOIN HERE



# STEP FIVE: THE ART OF NETWORKING

Networking isn't about asking for an internship; it's about asking for market intelligence (the understanding of what a market is, including skills, trends, and opportunities). Your goal in the first 90 days is to have two 15-minute "coffee-chat" style conversations, wherein you connect while discussing the broader trends, people, and priorities associated with your person of interest and their field. Ask about their daily work routine, what industry-related news sources they read (WSJ, Bloomberg), and what they wish they knew as a Bucknell first-year.

**REFLECTION POINT:** Write a thank you note to the alums you spoke with and send it to them.

## Example:

Subject: Thank You - [Role Name] Interview - [Your Name]

Dear [Interviewer Name], Thank you for the opportunity to interview for the [Role] today. I particularly enjoyed our discussion regarding [Specific Topic, e.g., the shift toward sustainable supply chains].

Our conversation reaffirmed my excitement about [industry/area of study].

Sincerely, [Your Name] [Link to LinkedIn Profile]



# WHAT'S NEXT?

Ready to put your career work into action?

Micro-internships are a great way to gain real-world experience, and get paid on a flexible schedule. Don't wait for sophomore year to start building your career. Sign up today, apply for your first project, and stand out from day one!



**LEARN MORE**



You have officially begun the journey and taken your first steps into building a robust career. From here, the skills and knowledge you learn in class, internships, and from your peers will be invaluable as you take advantage of all that Bucknell has to offer.

Remember to utilize your network and look out for career opportunities. You worked hard to get here, and we can't wait to see how your continued hard work will shape your, and Bucknell's, future!

