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## FBLA-PBL FORMAT GUIDE

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### OVERVIEW

Today's successful businesses require a consistent message throughout the organization. A foundation of this strategy is the use of a format guide so that a corporation maintains a uniform image through all its communications. As the

premier student business organization, it is our responsibility to guide our students according to today's business practices. With this in mind, we have crafted a Format Guide by which our students and advisers can prepare for the Computer Applications and Word Processing skill events. Please review the Format Guide carefully in preparing for these events.



### GENERAL GUIDELINES

Font Size:	11 or 12
Font Style:	Times New Roman or Arial
Spacing:	1 or 2 spaces after punctuation ending a sentence (stay consistent within the document) 1 space after a semicolon 1 space after a comma 1 or 2 spaces after a colon (stay consistent within the document) 1 space between state abbreviation and zip code
Letters:	Block Style with Open Punctuation Top Margin: 2 inches Side and Bottom Margins: 1 inch
Bulleted Lists: (enumerated items)	Single space individual items; double space between items
Memorandums:	Standard Style Top Margin: 2 inches Side and Bottom Margins: 1 inch
Unbound Report:	Body double spaced Top Margin: 2 inches first page, 1 inch remaining pages Side and Bottom Margins: 1 inch Page number is placed 0.5 inches at right margin starting on page 2
Leftbound Report:	Body double spaced Top Margin: 2 inches first page, 1 inch remaining pages Side Margins: Left 1½ inches – Right 1 inch Bottom Margin: 1 inch Page number is placed 0.5 inches at right margin starting on page 2
Miscellaneous Documents:	Top Margin: 2 inches (Agenda, Itinerary, Minutes, News Release, Outline, Table of Contents) Side and Bottom Margins: 1 inch
Miscellaneous Notes:	Left justification of documents is to be used unless otherwise indicated. Main and subheadings should be keyed in boldface.
References:	All references must be placed in alphabetical order.

**Note: Documents in this style manual may not show the correct top margins because of the instruction box at the top of the page.**



## ADVANCED LETTER FEATURES

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Mailing Notation:	A mailing notation is keyed a double space below the date in ALL CAPS followed by a double space before the inside address.
Attention Line:	An attention line is keyed as the first line of the inside address. When an attention line is used, the salutation is "Ladies and Gentlemen."
Subject Line:	A subject line should be keyed a double space below the salutation in ALL CAPS. The subject line begins at the left margin. The word "subject" or "re" are not used when keying the subject line.
Second Page Heading:	If a letter contains more than one page, key a heading at the top of each subsequent page. Key the first line of the inside address, page number, and date at the left margin beginning one inch from the top of the paper. Double space below the date before continuing the body of the letter.  Ms. Terra Green Page 2 Current Date
Company Name:	Key the company name a double space below the complimentary close in ALL CAPS. Quadruple space to the writer's name.
Enclosure Notation:	Place an enclosure (or attachment) notation a double space below the reference initials. If multiple enclosures are referred to in the letter, follow the word "Enclosures" with a colon and list each enclosure.
Copy Notation:	Use a lowercase (c) by the name of the person(s) to receive a copy. Place the copy notation a double space below the last line of the enclosure notation or the reference line if there is no enclosure.
Postscript:	A postscript should be keyed as the last line in the letter. It should be preceded by a double space and begin at the left margin. The initials "P.S." should not be used.



## STANDARDS OF MAILABILITY

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Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents in Computer Applications (FBLA & PBL), Word Processing I & II (FBLA) and Word Processing (PBL).

Errors that will make copy mailable with slight corrections will result in a penalty of two (2) points.

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.

- Keying or spelling errors
- Inserted or omitted words that change the meaning of the sentence
- Formatting error
- Failure to follow direction



## FAIR USE GUIDELINES FOR EDUCATIONAL USE

Text for Use in Multimedia Projects	What You Can Do	According to	Fine Print
Same rights as "Printed Material" above	Students may incorporate text in multimedia projects up to 10% or 100 words, whichever is less. Teachers may incorporate into multimedia for teaching courses.	<i>Fair Use Guidelines for Educational Multimedia</i>	Teachers may use for two years, after that permission is required. Students may keep in portfolio for life.
<b>Video ("Motion Media") for Use in Multimedia Projects</b>			
Videotapes DVD Laser Discs QuickTime Movies Encyclopedias (CD ROM)	Students "may use portions of lawfully acquired copyrighted works in their academic multimedia", defined as 10% or three minutes (whichever is less) of "motion media".	<i>Fair Use Guidelines for Educational Multimedia</i>	"Proper attribution and credit must be noted for all copyrighted works included in multimedia, including those prepared under fair use." <i>Tina Ivany, UC San Diego 12/08/95.</i>
<b>Video for Integration into Video Projects</b>			
Videotapes DVD Laser Discs QuickTime Movies Encyclopedias (CD ROM)	Students "may use portions of lawfully acquired copyrighted working in their academic multimedia".	<i>Fair Use Guidelines for Educational Multimedia</i>	The material must be legitimately acquired (a legal copy, not bootleg or home recording).
<b>Illustrations and Photographs</b>			
Photograph Illustration Collections of photographs Collections of illustrations	Single works may be used in their entirety but not more than 5 images by an artist or photographer. From a collection, not more than 15 images or 10%, whichever is less.	<i>Fair Use Guidelines for Educational Multimedia</i>	Older illustrations may be in the public domain, but the collection may be copyrighted.
<b>Music for Integration into Multimedia / Video Projects</b>			
Music	Up to 10% or no more than 30 seconds of a copyrighted musical composition may be reproduced, performed, and displayed as part of a multimedia program produced by an educator or student for educational purposes.	<i>Fair Use Guidelines for Educational Multimedia</i>	Some authorities site a maximum length of 30 seconds. ( <a href="http://www.indiana.edu">www.indiana.edu</a> ), some do not mention a maximum ( <i>Tina Ivany, UCSD, 12/08/95</i> ).
<b>Internet</b>			
Internet connections World Wide Web	Images may be downloaded for student projects.  Sound files may be downloaded for use in projects ( <i>see portion restrictions above</i> ).	<i>Fair Use Guidelines for Educational Multimedia &amp; DMCA</i>	Images may not be reposted onto the Internet without permission.  Sound or music files may not be copied and posted on the Internet without permission.



## AGENDA SAMPLE

Top Margin: 2"  
Side Margins: 1"  
Second Page Top: 1"

### FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA

(DS)

#### Board of Directors Agenda

(DS)

Tuesday, March 20, 20—

(DS)

1. Call to Order—Jean Buckley, Chief Executive Officer  
(DS)
2. Roll Call—Mary Anvil, Secretary
3. Reading of the Minutes—Mary Anvil, Secretary
4. Treasurer's Report—Harvey Weinberg, Treasurer
5. Other Officer Reports
6. Committee Reports  
    Accounting—Mildred Wright  
    Social—Betty Einstein  
    Fund-raising—Bret Rushmore (SS)
7. Unfinished Business
8. New Business
9. Date of Next Meeting
10. Adjournment

*Note:*

Numbers may be left or right aligned.



## ITINERARY SAMPLE

Top Margin: 2"  
Side Margins: 1"  
Second Page Top: 1"

**ITINERARY**  
(DS)  
**M. J. Lawson**  
(DS)  
**October 10-13, 20—**  
(DS)

**Sunday, October 10**  
(DS)

9:30 a.m. Depart Memphis Municipal Airport, United Airlines, Flight 433,  
nonstop, lunch served

(DS)  
1:02 p.m. Arrive San Francisco International Airport

(DS)  
5:30 p.m. Depart hotel for Chinatown visit

**Monday, October 11**

9:00 a.m. Conference at Mark Hopkins Hotel

Reminder: Call Pat Martin to confirm dinner arrangements for tomorrow

**Tuesday, October 12**

9:00 a.m. Conference at Mark Hopkins Hotel

7:00 p.m. Dinner with Pat Martin

**Wednesday, October 13**

9:30 a.m. Depart hotel for airport

12:20 p.m. Depart San Francisco International Airport, United Airlines,  
Flight 700, one stop, lunch served

7:15 p.m. Arrive Memphis Municipal Airport



## LABEL/ENVELOPE FORMAT SAMPLE

MS JUNE R TIJERINA  
CLAIMS DEPARTMENT  
GOLDEN INSURANCE COMPANY  
1846 MARKET STREET  
SAN FRANCISCO CA 94102-1234

The Optical Character Recognition (OCR) style, including all recommended abbreviations, is to be used by the company for all labels and envelopes.



## BUSINESS LETTER SAMPLE

Top Margin: 2"  
Side Margins: 1"

Current Date

(QS)

Ms. Terra Green  
1923 Deserama Circle  
Cottonwood, AZ 86326

(DS)  
Dear Ms. Green  
(DS)

This letter is keyed in block style with open punctuation. All lines, including the date, inside address, salutation, and closing begin at the left margin. A double space is left between all letter parts except before the inside address and the writer's name, where a quadruple space (4 returns) will be found.

(DS)  
This letter style is to be used for FBLA-PBL competition.  
(DS)

Sincerely

(QS)

Barbara Small  
Director of Education

(DS)  
xx



## PERSONAL LETTER SAMPLE

Top Margin: 2"  
Side Margins: 1"

1912 Association Drive  
Reston, VA 20191-1591  
Current Date

(QS)

Ms. Terra Green  
1923 Deserama Circle  
Cottonwood, AZ 86326

(DS)

Dear Ms. Green

(DS)

This letter represents an acceptable format for a personal business letter. As you can see, the format is identical to a business letter keyed in block style with open punctuation. Additionally, reference initials are not included.

(DS)

Sincerely

(QS)

Barbara Small



## LETTER WITH ADVANCED FEATURES SAMPLE

Top Margin:	2"
Side Margins:	1"

Current Date  
(DS)  
CONFIDENTIAL (If no mailing notation, QS after date.)  
(DS)  
Attention FBLA-PBL Competitors  
FBLA-PBL, Inc.  
1912 Association Drive  
Reston, VA 20191-1591  
(DS)  
Ladies and Gentlemen  
(DS)  
LETTER FORMAT WITH ADVANCED FEATURES  
(If no subject line, DS after salutation.)  
(DS)  
This letter illustrates the placement of all advanced letter parts as described on the enclosed sheet. It also illustrates the block style letter with open punctuation.  
(DS)  
Please refer to this letter when keying such a document to avoid making formatting errors.  
(DS)  
Sincerely  
(DS)  
FBLA-PBL, INC.  
  
(QS)  
  
Barbara Small  
Director of Education  
(DS)  
xx  
(DS)  
Enclosure  
(DS)  
c Ms. Jean Buckley, President/CEO  
(DS)  
Best of luck in your competition!



## LETTER & MEMO SECOND PAGE

Top Margin:	1"
Spacing of Materials:	SS
Spacing after Date to Body:	DS

Name of Addressee or Company  
Page 2 (SS)  
Date  
(DS)





## E-MAIL SAMPLE

To: communications@fbla.org  
From: education@fbla.org (since this field is automatically generated it may only show in the recipient's e-mail heading)  
Cc: marketing@fbla.org  
Bcc: ceo@fbla.org  
Date: Wed, April 10, 2013 at 8:47 PM (since this field is automatically generated it may only show in the recipient's e-mail heading)

Subject line: Netiquette Rules

Ms. Young

When sending a business e-mail use proper grammar, spelling, capitalization, and sentence structure. Use abbreviations and acronyms sparingly, and avoid using emoticons. Answer e-mail promptly, even if there's only time for a quick, one line response. Answering e-mail is a professional courtesy that tells the sender he or she is not being ignored.

An e-mail heading includes the To, From, Cc, Bcc, Date, and Subject fields. In this e-mail, the marketing director is copied and the executive director is blind copied. The director will receive this e-mail without the receiver (in this case, the communications manager) knowing it.

The subject line is used to summarize the e-mail's content and should be precise and brief. The body of the e-mail provides information and details regarding the subject. Word documents, PDFs, images, and other documents can be attached to an e-mail and sent electronically.

Remember, an e-mail is a written document that can easily be viewed by someone other than the intended recipient(s). Be careful what you type; do not include libelous, slanderous or defamatory remarks. If you're e-mailing information confidentially, you should include a confidential tag line below the signature.

Barbara Small  
Education Director  
FBLA-PBL  
1912 Association Drive  
Reston, VA 20191  
800-325-2946  
www.fbلا-pbl.org



## MEMORANDUM

Top Margin: 2"  
Side Margins: 1"

TO: FBLA-PBL Competitors  
(DS)  
FROM: Judging Committee  
(DS)  
DATE: Current  
(DS)  
SUBJECT: Formatting a Standard Memorandum  
(DS)

When formatting a standard memorandum, use a 2-inch top margin. Next, key the heading lines with a double space between each. Note that each heading is typed in ALL CAPS and informational lines are aligned on the left. The subject line should be keyed with initial caps and followed by a double space.

Paragraphs are aligned at the left margin and are single spaced with a double between each. The competitor should key his/her initials at the left margin a double space below the body of the last paragraph in lowercase letters. If an attachment or enclosure is included, the word "Attachment" or "Enclosure" should be keyed at the left margin a double space below the competitor's initials.

xx  
(DS)  
Enclosure



## NEWS RELEASE

Top Margin: 2"  
Side Margins: 1"  
Body: DS

NEWS RELEASE

(DS)

Contact: Patricia Wells, Adviser

XYZ Club

1801 E. National Avenue

Phoenix, AZ 85007-0032

602-555-1234

(DS)

Release May 1, 20—

(DS)

STUDENTS EARN TRIP TO FBLA NATIONAL CONFERENCE

(DS)

Fifteen XYZ Club members have been selected to represent Arizona at the National Leadership Conference.

These students have the opportunity to attend this conference with over 8,000 delegates representing each state.

To raise funds to attend this conference, members will hold a yard sale and silent auction May 23–24 from 8 a.m. to 2 p.m. at the school.

Any community members wishing to make a donation for the yard sale/silent auction may contact Patricia Wells at the above number.

(DS)

###



# MINUTES

Top Margin: 2"  
Side Margins: 1"

**XYZ CLUB  
(DS)  
Minutes of September 1, 20—**

(DS)

**Call to Order**

(DS)

The regular meeting of the XYZ Club was called to order on Monday, September 1, 20— at 3:30 p.m. President Steve Dockray called the meeting to order with Secretary Dale Williams recording minutes.

(DS)

**Attendance**

All members were in attendance.

**Minutes**

The minutes of the August 1, 20— meeting were read. Justin Vaughn moved to approve the minutes as read. They were seconded and approved.

**Treasurer's Report**

Treasurer Kelly Osborne reported a chapter balance as of September 1, 20— of \$347.16. The report was filed.

**Unfinished Business**

The date for the Winter Dance was announced. It will be held November 27 in the main gym. The price per person will be \$5 each or \$8 per couple.

**New Business**

None.

**Announcements**

Reminder for all members to begin collecting pledges for the March of Dimes March for Babies.

**Adjournment**

There being no further business, the meeting was adjourned at 4:10 p.m.

(QS)

Terra Green, Secretary



## OUTLINE

Top Margin: 2"  
Side Margins: 1"  
Spacing in Body: SS

### FORMATTING OUTLINES

(DS)

#### I. VERTICAL SPACING

(DS)

- A. Title of Outline
  - 1. Two-inch top margin
  - 2. Followed by a double space
- B. Major Headings
  - 1. All headings preceded by a double space
    - a. Organized thoughts
    - b. Easy to read
    - c. Professional appearance
      - (1) Extra credit
      - (2) Five points
  - 2. All major headings following by a double space
  - 3. All subheadings single spaced

(DS)

#### II. HORIZONTAL SPACING

(DS)

- A. Title of Outline Centered Over Line of Writing
- B. Major Headings and Subheadings
  - 1. Identifying lowercase roman numerals aligned at left margin or aligned on periods
  - 2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

(DS)

#### III. CAPITALIZATION

(DS)

- A. Title of Outline Keyed in ALL CAPS
- B. Major Headings Keyed in ALL CAPS
- C. First-order Subheadings Keyed with All Major Words Beginning with Initial Caps
- D. Second-order Subheadings Keyed with First Word Only Using Initial Cap



# REPORT

<b>Top Margin:</b>	<b>2"</b>
<b>Side Margins:</b>	<b>1"</b>
<b>Spacing in Body:</b>	<b>DS</b>

## REPORT FORMATTING (DS)

(DS)

### **Standard Margins**

With the exception of the left margin, all margin settings are the same for the unbound and leftbound reports. The right margin is one inch. A top margin of two inches and a bottom margin of one inch are used on the first page of reports. All remaining pages are keyed with one inch top and bottom margins.

### **Page Numbering**

The first page of a report is not numbered. On the second and subsequent pages, place the page number in the upper right side of the page header. Reference pages should also be numbered.

### **Long Quotes**

Quoted material of four or more lines should be single spaced, indented 0.5 inches from both the left and right margins, and double space above and below the quoted materials.

### **Enumerated or Bulleted Items**

Indent enumerated or bulleted items 0.5 inches from the left margin; block the lines at the beginning of the first word of the item. The right margin for enumerated and bulleted items remains at one inch. Single space individual items; double space between items as well as above and below a series of items.

### **Headings and Subheadings**

**Main heading.** Center the main heading in ALL CAPS and bold over the body.  
**Side headings.** Begin side headings at the left margin. Capitalize the first letter of the first word and all other main words in each heading. Bold side headings. Paragraph headings. Indent paragraph headings 0.5 inches from the left margin. Capitalize first letter of the first word only. Underline the heading and follow it with a period.<sup>1</sup>

### **Citations**

A parenthetical citation places relevant source information in parenthesis after a quote or paraphrase. A citation includes the last name of the author and a page number where the information can be found (Mays 4).



## REPORT CONTINUED

Top Margin: 1"  
Side Margins: 1"  
Spacing in Body: DS

2

### Endnotes

Endnotes are placed at the end of the report, and the endnote is cited by a superscript number. The endnotes page has the same top and side margins as the first page of the report and is numbered. Each endnote is single spaced with a double space between endnotes. The first line of each endnote is indented 0.5 inches from the left margin; all other lines begin at the left margin.<sup>2</sup>

### References/Works Cited

All references cited will be listed alphabetically under the heading REFERENCES or WORKS CITED. The page has the same top and side margins as the first page of the report and is numbered. Each reference is single spaced with a double space between references. The first line of each reference begins at the left margin; all other lines are indented 0.5 inches from the left margin.<sup>3</sup>

The *MLA Style Manual* will be used for References/Works Cited.



## ENDNOTE PAGE

Top Margin: 2"  
Side Margins: 1"  
Spacing in Body: SS

### ENDNOTES (DS)

<sup>1</sup>D. F. Dansereau, "Learning Strategy Research," *Thinking and Learning Skills*, Vol. 1, Hillsdale, NJ: Lawrence Erlbaum, 1999, p. 111.

(DS)  
<sup>2</sup>Rose Huber, "Teaching Students How to Study," *Eastside Weekend*, September 1-7, 1998, p. 18.

(DS)  
<sup>3</sup>Theodore Silver, *Study Smart*, New York: Villard Books, 2000, p. 99.



## CITATIONS

### In-text Citation Within the Report

#### CITATIONS (DS)

**Paraphrasing:**

He was ready to move forward with the plan and encouraged his friends to work quickly (Woodsworth 283).

**Quotation:**

Woodsworth stated, "It's time to get the ball rolling" (Woodsworth 283).

**Work with multiple authors:**

Woodsworth received a Nobel Prize for the work on this project (Jones, Smith, and Moore 79).

"What a success!" Stewart shouted (Jones et al. 99). \*use this format repeatedly once the citation that includes all author last names has been used

**Print sources with no author:**

The average surface temperature of earth has increased more than one degree Fahrenheit since 1900 ("Impact of Global Warming" 7).

**Internet:**

A gradual increase in the average temperature of earth's atmosphere is termed global warming (Allen, News on Global Warming, [www.globalwarming.abc](http://www.globalwarming.abc)).





## REFERENCE PAGE

Top Margin: 2"  
Side Margins: 1"  
Spacing in Body: SS

### REFERENCES MLA Style Manual (DS)

**Sample Book Reference:**

Bohlman, Herbert M., and Mary Jane Dundas. *The Legal, Ethical and International Environment of Business*. 5th ed. Cincinnati, OH: Penguin, 1987. Print.

**Sample Book Reference without Author:**

*The Economist*. Princeton Press: Princeton, 1997. Print.

**Sample Magazine Reference:**

Cohen, Stephen S., and J. Bradford DeLong. "Shaken and Stirred." *Atlantic Monthly* Jan.-Feb. 2005: 112. Print.

**Sample Magazine Reference without Author:**

"Coca-Cola Paid CEO \$32 Million U.S. in 2007." *Toronto Star* 4 Mar. 2008: B2.

**Sample Internet Reference:**

Thomason, Larisa. *HTML Tip: Why Valid Code Matters*. Webmaster Tips Newsletter. Dec. 2003. NetMechanic. 6 Jan. 2008 <[http://www.netmechanic.com/news/vol6/html\\_no20.htm](http://www.netmechanic.com/news/vol6/html_no20.htm)>.

**Sample Encyclopedia:**

Nazi Party. *New Encyclopedia Britannica*. New York: Somerset, 1997 ed.

**Sample Interview Reference:**

Chirac, Jacques. Interview by John Smith. *Time* 16 Feb. 2003. 10 Oct. 2005. <http://www.time.com/time/europe/magazine/2003/0224/cover/interview.html>>.

**Sample Booklet/Pamphlet Reference:**

*Diabetes Care: Blood Glucose Monitoring*. Burnaby, BC: LifeScan Canada, 1997.

**Sample DVD Reference:**

Encarta 2004 Reference Library. CD-ROM. Microsoft, 2003.

**Sample Radio/Television Reference:**

"New York Museum Celebrates Life of Einstein." By Martha Graybow. Reuters, New York. WBFO, Buffalo. 13 Nov. 2002.

**Sample Government Pubs Reference:**

United States. National Council on Disability. *Carrying on the Good Fight Summary Paper from Think Tank 2000- Advancing the Civil and Human Rights of People with Disabilities from Diverse Cultures*. Washington: GPO, 2000.



## TABLES

### Special Instructions

- Bold titles and column headings.
- Column headings may be centered over column or blocked at left of column.
- Tables using both one- and two-line column headings should be aligned at the bottom of the cell.
- For two-line column headings in tables without gridlines, underline the bottom word of the heading.
- Gridlines are optional unless otherwise stated.
- If gridlines are not used, underline column headings and DS after heading.
- Do not include \$ with dollar amounts in columns. Dollar signs may be placed in Total Row.
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double spaced.
- Tables within another document should be centered horizontally unless otherwise indicated.
- DS before and after the table.
- Gridlines should not be used in titles.

Center Vertically  
Center Horizontally

*Example Table with Gridlines*

SALARY CHART TABLES  
(DS)  
Administrative Support Department  
(QS)

Position	Current Salary	Percent Increase	Amount Increase	New Salary
Accountant	26,000.00	6.5	1,690.00	27,290.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Specialist	19,000.00	5.0	950.00	19,950.00
<b>Total</b>	<b>\$109,500.00</b>		<b>\$6,272.50</b>	<b>\$115,372.50</b>

*Example Table without Gridlines*

SALARY CHART  
(DS)  
Administrative Support Department  
(QS)

<u>Position</u>	<u>Current Salary</u>	<u>Percent Increase</u>	<u>Amount Increase</u>	<u>New Salary</u>
Accountant	26,000.00	6.5	1,690.00	27,290.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Specialist	<u>19,000.00</u>	5.0	<u>950.00</u>	<u>19,950.00</u>
<b>Total</b>	<b>\$109,500.00</b>		<b>\$6,272.50</b>	<b>\$115,372.50</b>



## ELECTRONIC RESUME SAMPLE

Top Margin: 1"  
Side Margins: 1"

JENNIFER SMITH  
1234 Jupiter Lane- Jupiter, Florida 33458  
777-888-9999 [jupitergirl@gmail.com](mailto:jupitergirl@gmail.com)

### CAREER OBJECTIVE

Marketing Manager with the ability to promote sales growth and exceed profit goals while utilizing exceptional organizational, time management, and interpersonal relationship skills

### MARKETING SKILLS

Research and assess potential market size for new products, identify problems and the need for changes in product design, develop detailed marketing plans based on team input, create catchy slogans and jingles to attract new customers

### TECHNICAL SKILLS

Proficient in Microsoft Word, Excel, Access, and PowerPoint, knowledgeable in HTML code, extensive Internet search capabilities utilizing key words and phrases, ability to type 75 words per minute with accuracy

EDUCATION (Note if education is recent include it here; if work experience is more recent, move education down after employment experience)

XYZ High School, Reston, VA, pending graduation 2014 or graduated 2014 (FBLA)

Bachelor of Science in Marketing with minor in Business Administration, 2013, Old Dominion University, Norfolk, Virginia, GPA: 3.97/4.0 (include GPA if greater than 3.0) (PBL)

### EMPLOYMENT EXPERIENCE

Sales Associate for Dip and Dots, Jupiter, Florida, May 2007 October 2007

Engaged customers and promoted ice cream; answered customer questions, and provided additional information as needed; processed cash, check and credit card transactions; cleaned store on a daily basis, and opened and closed store as needed

Jupiter Marketing Office, Jupiter, Florida, January 2013-June 2013 (internship)

Analyzed marketing objectives and developed a training manual for new employees; generated over 300 new customer leads; wrote, designed, and created annual fundraising brochures; collaborated with office staff and produced quality work; and completed 400+ internship hours

### REFERENCES

Available Upon Request



# TABLE OF CONTENTS

Top Margin: 2"  
Side Margins: 1"

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*Note:*

Page numbers should be right aligned with leader lines.