

# Sample Application Guide

## TECHNOLOGY INFORMATION SYSTEMS AND ANALYTICS



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS  
Career Services

## Your Guide to Crafting a Competitive Application

This packet will help you confidently create documents to apply for internships, part-time/full-time jobs, or other professional opportunities. Customize the content to create your own strong, tailored application packet. A strong application packet will include a cover letter, resume, and reference page showcasing your skills, experience, and potential for a specific job posting.

### What's Inside

- ▶ **Sample Cover Letter**  
A sample letter that introduces you to employers and highlights why you're a great match for the role.
- ▶ **Sample Internship Resume**  
For students seeking internships. Highlights academics, coursework, and early experience.
- ▶ **Sample Entry-Level Resume**  
Ideal for students or recent grads entering the workforce. Emphasizes transferable skills and accomplishments.
- ▶ **Sample Graduate School Resume**  
For students applying to grad school. Balances academic and professional experience for a strong application.
- ▶ **Sample Reference Page**  
A clean, professional sample format for listing references. Always ask permission first before listing someone.

### Why a Cover Letter Matters

A cover letter gives you the chance to tell your story, something a resume alone can't do. It shows employers why you're interested in their opportunity, how you fit, and what you bring beyond the bullet points on your resume.

#### Top Cover Letter Tips:

- **Personalize it.** Address the hiring manager by name if possible.
- **Show your fit.** Connect your experience directly to the job and company.
- **Keep it focused.** Stick to one page—three strong paragraphs are enough.
- **Be genuine.** Let your enthusiasm and professionalism come through.
- **Proofread.** Spelling or grammar errors can cost you the interview.

### Why Your Resume Matters

Your resume is often your first impression with an employer. It should clearly communicate your qualifications, align with the role, and make you stand out.

#### Top Resume Tips:

- **Tailor it.** Customize your resume to match the job description.
- **Lead with action.** Use strong action verbs and highlight your results.
- **Quantify achievements.** Numbers make an impact (e.g., "Increased sales by 20%").
- **Keep it clean.** Use clear formatting (margins all the same, between .5" and 1"), consistent fonts (Arial, Aptos, Calibri, and no smaller than 10 pts), and avoid errors. Use the **tab** key to move dates to the right (already preset).
- **Be concise.** Limit to one page if you're early in your career. No more than two pages.

### Why References Matter?

References are essential when completing online applications and when employers request them. References provide employers with trusted insights about your skills, work ethic, and character from people who've seen you in action.

*Pro Tip*

Personalize the following document to reflect your unique strengths, experiences, and goals.

**Need help? Contact Ilitch School Career Services—we're here to help you succeed—[ilitchcareers@wayne.edu](mailto:ilitchcareers@wayne.edu).**

# COVER LETTER GUIDE



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

Career Services

## FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

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Date

Employer's Name  
Employer's Address  
City, State Zip Code

Dear Recruiting Team,

I am writing to express my interest in the Associate position within the Corporate Strategy group at DTE Energy, as advertised. With an MBA from Wayne State University, Mike Ilitch School of Business and 5+ years of experience in management consulting, I am confident in my ability to contribute to DTE's strategic initiatives and help shape the future of the energy industry.

At [Previous Company], I gained substantial experience working on complex strategic projects, including assessing industry trends, evaluating major capital investments, and supporting Merger and Acquisition (M&A) activities. I have developed strong analytical skills, particularly in financial modeling and scenario analysis, and I thrive in fast-paced environments where problem-solving and attention to detail are critical. I also have a deep interest in the energy sector and am excited about DTE's commitment to sustainability and innovation.

I am particularly drawn to this position due to the opportunity to work with senior leadership and influence corporate strategy at a high level. I believe my background in management consulting, combined with my passion for the energy industry and DTE's mission, makes me an excellent fit for this role. Furthermore, I am excited by the potential to contribute to DTE's transformation and to drive efforts that will shape the future of energy in Michigan and beyond.

Thank you for considering my application. I would welcome the opportunity to discuss how my background and interests align with DTE's mission of driving sustainable growth in the energy sector. I would appreciate the chance to interview at your convenience and share how I can contribute to your team. I look forward to hearing from you soon.

Sincerely,

Your First and Last Name

# INTERNSHIP RESUME GUIDE



## FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

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## EDUCATION

**Wayne State University, Mike Ilitch School of Business - Detroit, MI**

*Bachelor of Science in Business Administration*

May 20XX

**Dual Major:** Technology, Information Systems and Analytics | Finance

GPA: 3.74/4.0

**Coursework:** Microeconomics, Financial Accounting, Business Statistics, Economics, Operations Management

**Awards:** 1<sup>st</sup> Place, Ilitch School Startup Technology Pitch Competition

20XX

## SKILLS & COMPETENCIES

**Analytical & Financial Modeling:** Proficient in Excel for financial modeling, including DCF, sensitivity analysis, and market projections.

**Problem-Solving & Critical Thinking:** Strong ability to analyze complex business problems and develop actionable strategies.

**Energy Industry Knowledge:** Understanding of energy markets, renewable energy trends, and the regulatory landscape.

**Communication:** Excellent written and verbal communication skills; able to present complex data clearly.

**Teamwork & Collaboration:** Comfortable working both independently and as part of a team.

**Software:** Microsoft Excel, PowerPoint, Bloomberg Terminal, Tableau.

## EXPERIENCE

**Financial Analyst Intern**

Month Year – Month Year

**Energy Firm/Investment Firm Name, City, State**

- Supported the finance team by building and maintaining financial models for renewable energy investments.
- Conducted detailed market analysis, helping the team evaluate the risks and opportunities of potential investments in energy infrastructure.
- Assisted in preparing reports for senior executives to guide decision-making regarding capital allocation and market expansion strategies.
- Participated in due diligence activities for potential mergers and acquisitions, providing financial analysis to assess the value of target companies.

**Business Development Intern**

Month Year – Month Year

**Company's Name, City, State**

- Conducted research on emerging trends in the clean energy sector and developed market entry strategies for a startup focused on solar energy solutions.
- Assisted in the development of competitive benchmarking reports and helped refine the company's long-term strategic growth plan.
- Supported senior leadership in drafting proposals for partnerships and investments in energy technologies, contributing to the company's fundraising efforts.

## ACTIVITIES

**Member, Warrior Consulting Group**

September 20XX – Present

**Wayne State University, Mike Ilitch School of Business, Detroit, MI**

Participate in consulting workshops and case competitions, learning strategic thinking and financial modeling.

# ENTRY-LEVEL RESUME GUIDE



## FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

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## PROFESSIONAL SUMMARY

Highly motivated and results-driven recent graduate with hands-on experience in consulting, financial analysis, and strategy development. Eager to apply my analytical, problem-solving, and leadership skills to drive strategic initiatives and contribute to the growth of DTE Energy. Passionate about the energy sector and committed to advancing sustainability and innovation in the industry.

## EDUCATION

**Wayne State University, Mike Ilitch School of Business - Detroit, MI**

*Bachelor of Science in Business Administration*

May 20XX

**Dual Major:** Technology, Information Systems and Analytics | Finance

GPA: 3.5/4.0

**Relevant Coursework:** Microeconomics, Financial Accounting, Business Statistics, Economics, Operations Management

**Awards:** 1<sup>st</sup> Place, Ilitch School Startup Technology Pitch Competition, 20XX | Dean's List: 20XX, 20XX

## SKILLS & COMPETENCIES

**Financial Analysis & Modeling:** Proficient in Excel, building discounted cash flow models, sensitivity analysis, and financial projections

**Strategic Thinking & Problem Solving:** Strong ability to identify business challenges and create actionable strategies to drive growth and efficiency

**Communication:** Excellent written and verbal communication skills; experienced in preparing executive-level presentations and reports

**Programming Languages:** C++, Python & SQL

## EXPERIENCE

**Consultant**

Month Year – Month Year

**Consulting Firm Name, City, State**

- Contributed to strategic analysis and project management for clients in the energy and utilities sectors.
- Conducted research on emerging industry trends, such as distributed energy resources, and assessed their implications for clients' business models.
- Assisted in the development of client presentations, synthesizing complex data and proposing actionable recommendations for improving operational performance and market expansion.
- Analyzed the financial viability of various business strategies and provided support for senior consultants in delivering comprehensive strategic plans.

**Analytics Intern**

Month Year – Month Year

**Name of Company, City, State**

- Conducted competitive benchmarking and market analysis to support business development efforts for clean energy products and solutions.
- Developed and maintained financial models to evaluate new business opportunities, including partnerships and investments in renewable energy technologies.
- Supported the creation of long-term strategic plans, analyzing financial and operational data to guide decision-making on company growth and market expansion.
- Collaborated with senior leadership to refine the company's growth strategy and improve business development processes.

## ACTIVITIES

**Advancing Career Experience Mentor Program**

September 20XX – Present

**Wayne State University, Detroit, MI**

# GRAD SCHOOL RESUME GUIDE



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

Career Services

## FIRST AND LAST NAME

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## PROFESSIONAL SUMMARY

Experienced financial analyst and report developer with over 5 years of expertise in business intelligence, data analytics, and reporting solutions, proficient in SQL, Python, R, and PowerBI. Eager to leverage my skills in data warehousing, SQL queries, and automation to deliver insightful, accurate reports that drive business decisions and operational improvements at [Company].

## CERTIFICATIONS

<b>Certified Business Intelligence Professional (CBIP)</b> , Coursera	July 20XX
<b>PowerBI Certification</b> , LinkedIn Learning	June 20XX
<b>Advanced SQL for Data Analysis</b> , LinkedIn Learning	April 20XX

## SKILLS & CORE COMPETENCIES

- **Reporting & Business Intelligence Tools:** PowerBI, SAP Business Objects, Oracle SQL Developer, SQL Server
- **Data Analytics & Visualization:** Data modeling, data transformation, dashboard design, report development
- **Project Management:** Agile methodology, project planning, requirement gathering, meeting deadlines
- **Competencies:** Problem-solving, cross-functional team collaboration, leadership, communication, Microsoft Excel (advanced), PowerPoint, data extraction, and merging

## EXPERIENCE

- |  |                      |
|--|----------------------|
| <b>Senior Business Intelligence Developer</b><br><i>XYZ Healthcare Solutions, City, State</i>  | June 2020 – Present  |
| <ul style="list-style-type: none"><li>• Develop and maintain custom reports and dashboards using Microsoft PowerBI and ACL Data Analytics, integrating data from multiple sources, including Epic EMR, Lawson ERP, and Workday HCM</li><li>• Design and execute complex SQL queries using Oracle SQL Developer to support data analysis and reporting for financial and operational metrics</li><li>• Lead the development of data extracts and transformation processes, ensuring accurate and timely reporting for business stakeholders</li><li>• Partner with leadership teams to define business requirements and develop reports to address those needs, improving decision-making and operational efficiency</li><li>• Perform regular testing and validation of analytics and reporting accuracy to ensure high-quality output</li></ul> |                      |
| <b>Business Intelligence Analyst</b><br><i>ABC Financial Services, City, State</i>   | July 2018 – May 2020 |
| <ul style="list-style-type: none"><li>• Created data models, visualizations, and custom reports in SAP Business Objects and PowerBI, providing business insights across various financial departments</li><li>• Wrote complex SQL queries for large-scale data extraction and transformation, improving reporting speed and accuracy by 25%</li><li>• Collected and analyzed business requirements to design and implement reporting solutions that met both technical and business needs</li><li>• Assisted in the design and deployment of new BI technologies, improving data analysis workflow for organization</li></ul>  |                      |

## AFFILIATIONS

<b>Member, Association of Data Scientists (ADaSCI)</b>	20XX – Present
<b>Member, Association for Information Systems (AIS)</b>	20XX – Present

## EDUCATION

<b>Wayne State University, Mike Ilitch School of Business, Detroit, MI</b>	
Master of Business Administration (MBA)	May 20XX
Bachelor of Business Administration, Technology Information Systems & Analytics	Dec 20XX

# REFERENCES GUIDE



WAYNE STATE UNIVERSITY  
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## REFERENCES

**First and Last Name**

**Job Title**

Name of Company or Organization

City, St

Phone Number

Email Address

Relationship:

**Mark Johnson**

**Department Manager**

XYZ Company

[mark.johnson@xyzlogistics.com](mailto:mark.johnson@xyzlogistics.com)

(248) 555-4567

Relationship: Internship Supervisor, Summer 20XX

**Dr. Janet Smith**

**Global Supply Chain Management Professor**

Wayne State University

[janet.smith@wayne.edu](mailto:janet.smith@wayne.edu)

(313) 555-1234

Relationship: Academic Advisor and Course Instructor

**Tina Patel**

**Supply Chain Analyst**

General Motors

[tina.patel@wayne.edu](mailto:tina.patel@wayne.edu)

(313) 555-7890

Relationship: Mentor through ACE Program