

NEMANJA VICOVIC

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GRADUATE ~ FINANCE, MANAGEMENT, ECONOMICS

INVESTMENT, CORPORATE, CAPITAL MARKETS

Integrity, persistence, and a competitive spirit have underscored employment and academic successes where meeting deadlines, achieving goals, and using measured judgment have been crucial to delivering results. A commitment to learning, a willingness to seek information, and independent work habits have served to produce well-defined research, create superior reports, and hone communications to a high professional level. Reputation as a “quiet achiever” reflects capacity to pursue business objectives, maintain focus, and partner with others to meet a common goal. Possess spirited optimism, self-discipline, and a work ethic that transcends the nine-to-five boundaries.

ADVANCED TRAINING IN

- Contract and Financial Law
- NVP Calculations
- Internal Rate of Returns
- Macro economics
- Cultural Change
- Fiscal & Monetary Policy
- Banking and Lending Practices
- Share Valuations
- Business Statistics
- Marketing Segmentation
- Consumer Behavior
- SWOT Analysis
- Loan Evaluations
- Accounts Reporting
- Information Systems
- Strategic Planning
- Staff Recruitment
- Team Leadership & Training

Technology snapshot: Access, Microsoft Works, PowerPoint, Word, Lotus 1-2-3, Excel, Publisher, and Acrobat

ACADEMIC SHOWCASE

Marketing: Key contributor to team of five researching the local café market and assessing how major players dominate with products, services, and brand names. Project explored the challenges new entrants to the market faced when pitted against these market “goliaths” including Starbucks. Competing time demands on team members prompted a resolution to produce each individual component two weeks prior to deadline allowing time to fine tune the presentation prior to tutor’s review. Personally developed SWOT analysis on four major cafés in Australia. Result: 87% one of the highest across the entire marketing level.

Economics—Markets: Produced report exploring the issues surrounding Europe’s anti-trust case against Microsoft USA, and drew connections with the impact of monopoly power on the markets and consumers. Sourcing unbiased information proved a challenge and disseminating complex information into graphs necessitated meticulous planning. Praised for report’s easy-to-understand format that balanced the economic aspects of a monopoly with the anti-trust case. Score: 95%.

Information Systems: Challenged to conceive a music start-up company, establish a website, produce an complementary PowerPoint presentation, and devise a report outlining the strategy behind the integrated solution that could be assessed online by the lecturer. Despite no previous experience in website development and tested by an extremely tight deadline, mastered the basics and devoted 24-hours consecutively to delivering a good result. Fulfilled all project requirements, and achieved a score of 97%.

Management: Composed 3000-word report on the key components of being an effective manager. Scanned volumes of information to mine appropriate data, while simultaneously juggling a demanding schedule of competing project deadlines. Scoured internet resources and traveled to several libraries statewide to secure up-to-date reference material. Defined the functions and attributes of a manager, and explored the challenges faced. The project received a score of 93%—a significant success in light of the lecturer’s high-expectations and stringent scoring methods.

EDUCATION | TRAINING

Bachelor of Commerce

University of California (*anticipated end 2006*)

Diploma of Banking and Finance

Rocklin Community College (*2003*)

EMPLOYMENT SUMMARY

MARCONI'S PIZZA

2004–Present

Delivery Driver/Customer Service

Juggle the demands of 150 orders on peak nights generating up to \$6500 daily for this popular pizza takeaway and restaurant. Acknowledged as a top-performing driver, consistently surpass peer efforts by strategizing best routes for quicker return—with more deliveries yielding greater bonus commissions.

- **Customer Service:** Diffuse irate customers dissatisfied with later-than-expected deliveries by assuming an understanding, empathetic stance, and attempting to explain unanticipated orders prompting delays.
- **Accuracy:** Consistently cited for 100% accuracy rate in reconciling daily delivery receipts.
- **Leadership and Security:** Entrusted to transport up to \$900 per shift.
- **Initiative:** Implemented measures to ensure customers receive superior service. Step forward to service customers when team members are engaged elsewhere, ensure correct recording of customers' names to prevent order errors, and double-check change accuracy.
- **Quick Thinking:** Won praise for quick thinking when a customer experienced severe medical emergency in-store. Contacted paramedics and reassured customer while medical assistance arrived.
- **Tactical problem solving:** Resolved logistical problems such as incorrect address recording. Mindful of other orders, made quick decisions to call customers, source maps, and initiate store contact.
- **Revenue Growth:** Successfully marketed products through up-selling and offering value-added products that increased the bottom line.
- **Training:** Oriented six staff that progressed to become solid performers with a strong customer service ethic. Provided initial training to new recruits in policy, telephone answering, and shift reconciliations.

PIZZA SHACK

2001–2003

Delivery Driver

Met tight schedules for customer deliveries, allocating the most rapid routes for a coordinated on-time delivery. Observed customer service guidelines for problem solving when issues occurred, and accurately produced change.

CITY OF ROCKLIN

1999

Work Experience Student

Observed two computer technicians and provided assistance with basic installation of printers, memory chip installations, and documentation.

PERSONAL

Member, White Birds Soccer Club

Member, Rocklin Amateur Tennis Club Tournament

Languages: English and Serbian

Strategy for Nemanja Vicovic

Nemanja demonstrated a bright personality and a definite commitment to finding work as a new graduate following the soon-to-be completion of her degree studies in commerce.

Unfortunately Nemanja's original résumé failed to showcase her vital personality, strong commitment to her studies, and her willingness to work all available hours at a pizza delivery job to acquire much needed "real world" experience.

At first glance, there appeared to be very little to use with education and a couple of part-time jobs being the core components of her résumé and repertoire.

However with astute questioning, I was able to bring out information that demonstrated examples of Nemanja's knowledge and character traits that would serve as proof-of-performance capabilities rather than just making bold statements such as "interpersonal and communication skills" seen on so many graduate's resumes.

I started by staking Nemanja's claim—showing the reader instantly by the banner at the top exactly what sort of jobs Nemanja was seeking: a finance and economics graduate seeking employment in corporate, investment, and capital markets.

Following the banner, I devised a power statement that was a combination of personal traits and a sprinkle of professional skills such as expertise in research and reporting. To set the scene for information later in the résumé, I indicated that she was a person who worked hard by saying she was willing to transcend the "nine to five" boundaries.

I opted to use a key word summary, however instead of using a summary that demonstrated her skills to that moment which would have only been in retail and therefore, divorced from her future vision, I chose instead to use subjects she had studied as key words, and place a heading above that indicated "Advanced Training In." By doing this I was not indicating that she was an expert in these things, but was positioning Nemanja for the type of jobs she sought by indicating that she had strong understanding of the principles of these areas via her college training.

Next came the focal point of the résumé—the Academic Showcase area. This area used the remaining half of page one and has been given such prominence to underscore and reinforce Nemanja's suitability for a role in her desired industry. Showing how she overcame challenges, performed complex work tasks to meet the brief given to her, took appropriate actions, found solutions, and achieved high results during specific projects completed as part of her degree studies would set Nemanja apart from the "average" graduate.

The résumé no longer focused on three part-time jobs in a pizza shop but instead positioned Nemanja as a graduate that was fully prepared through her work studies, projects, and training to achieve her desired goal.

Naturally "Education" is a critical part of a student graduate's résumé, and is normally on page one. However in this case, because our first page was so strong and because the second page was going to focus on an area that deviated from her goal, I decided to place education at the very top of page two so that again, the momentum of where she was heading would not be lost.

Focusing on personal attributes and true-to-life examples of Nemanja's part-time job, the employment area following education was transformed from a dull list of three-word "duties" on her original résumé to a job she was proud to list.

As employers seeking graduate in the economics, finance and commerce area are known (through Nemanja's personal research) for liking personal (extracurricular) information that shows a graduate's well-rounded education and personality, I included her participation in soccer and tennis. Her bi-lingual abilities completed the résumé as a value-added skill for the employer.