Your resume is the passport to your career. This presentation is geared specifically to people in visual media, because your resumes need to demonstrate particular principles in typography and design that demonstrate at least basic knowledge of your field. So, if you're in graphic design, web design, advertising, public relations, or publishing, for example, you really can't get away with a typical resume, because most of those templates fail to demonstrate basic professional design principles (as we'll see in a minute). You need to make a professional impression to people in your field.

Important Note

Some slides contain important notes at the bottom.
(Remember to read these, too ☺).

1

RESUME: PURPOSE & FUNCTION

First, let's look at resume purpose and function.

WHAT IS A RESUME?

- Your resume is an advertisement of you.
- It is not a job history or personal story.
- It's you in your best light.
- But it must be truthful.
  (even CEO's have been fired when a lie is found on the resume years later)

IS YOUR RESUME ONE OF THE MOST IMPORTANT DOCUMENTS OF YOUR LIFE?

- **It must be error-free.** *Employers think:* If you're not detail-oriented with the most important document of your life, how would you treat employers' documents?

- **It must be professionally and cleanly laid out.** *Employers think:* If you are unable to professionally lay out the most important document of your life, how will you be able to create documents for employers?

Employers figure you are going to do your very best, most detail-oriented work on your resume, because it's your passport to your career.
If there are errors in it, then what does that say about the job you will do on documents that are less important to you?

EMPLOYERS DON'T CARE ABOUT YOUR GRADES
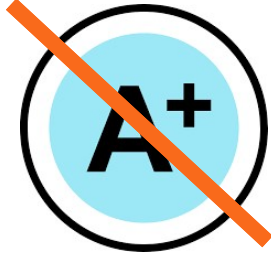
Employers will not look at your grades—
they just want to know if you have the skills
to complete the work they need to have done today.

Graduate schools will look at the grades
in the area for which you are applying
(that "C" in Calculus will be overlooked)
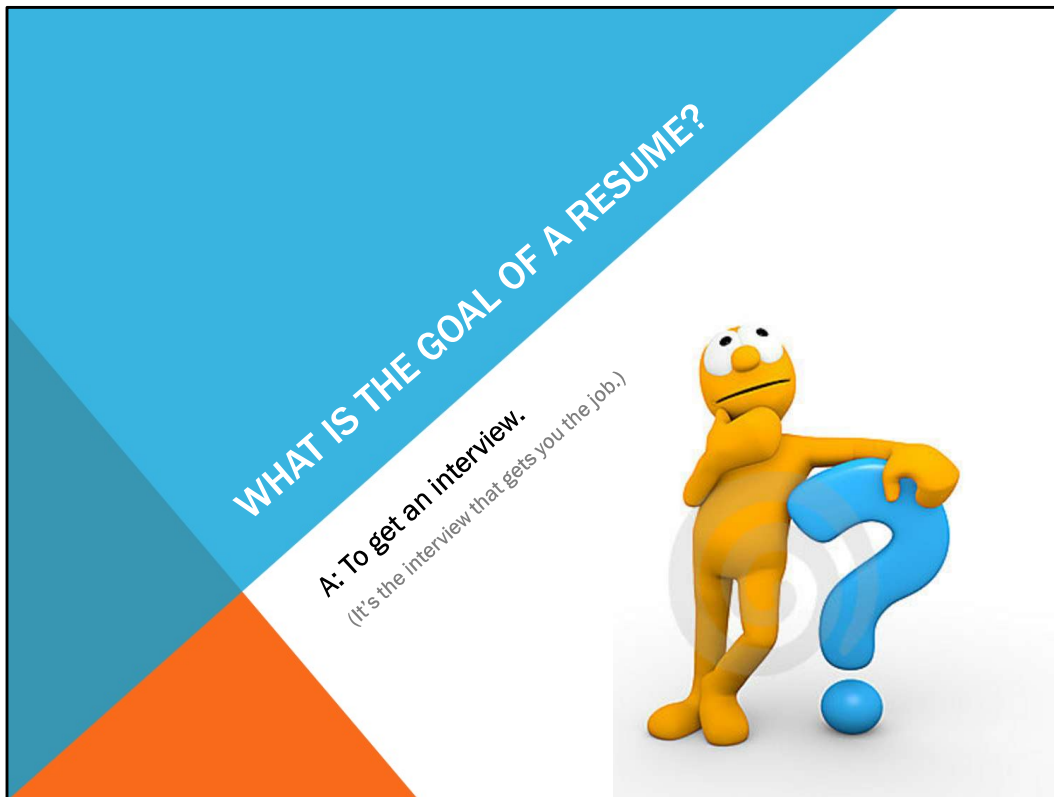
Goal of the Resume
The goal of the resume is to get you an interview.

DO YOU WANT TO BE ON TOP OF THE RESUME PILE?

"A" PILE   "B" PILE
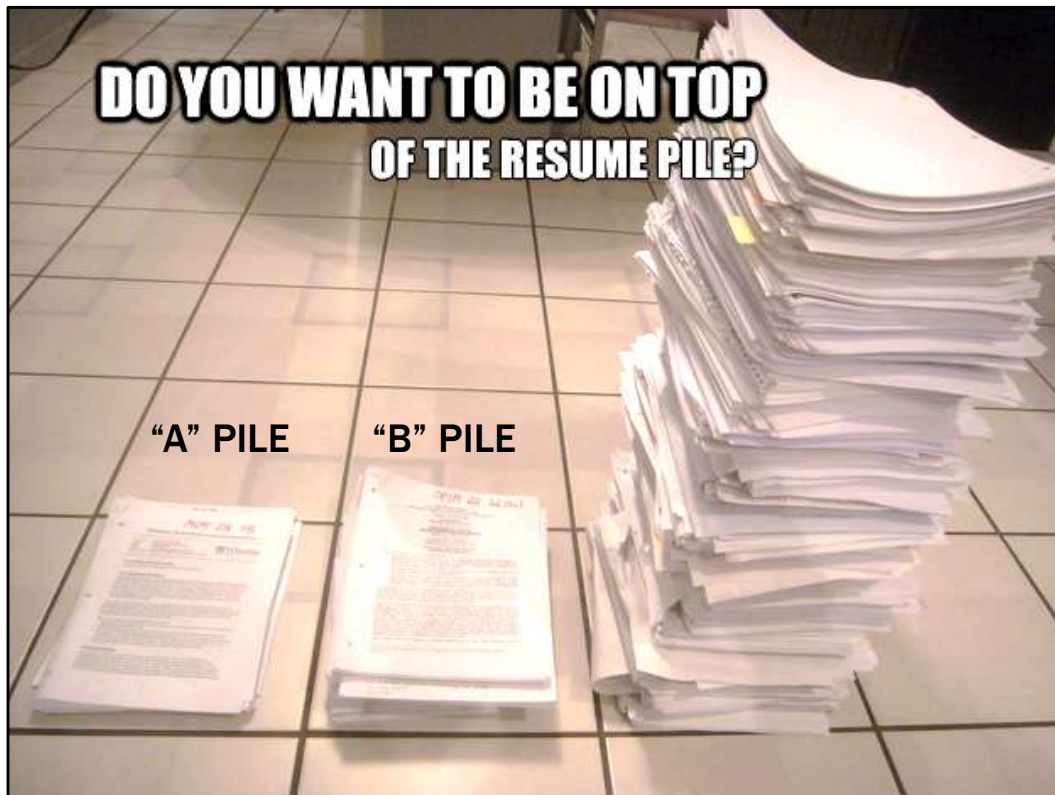
Your resume needs to rise to the top of the pile among many other competitors. Typically, employers create an "A" pile, a "B" pile, and the rest (most) go in the circular file.
Our goal is to get you in the "A" pile.

HOW MUCH TIME WILL AN EMPLOYER SPEND?
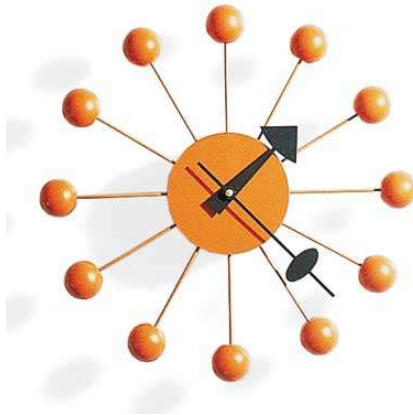
6 seconds, according to a Ladder research study

Employers will spend an average of only 6 seconds looking at your resume, according to a famous Ladder research study. So the eye must be able to scan over it quickly and easily to pick up the important information without actually reading it all. https://www.inc.com/jt-odonnell/if-your-resume-isnt-6-second-worthy-studies-reveal-recruiters-will-toss-it.html

Employers have specific habits they use for scanning. They assume that the most important info about your qualifications will be at the top.

They assume that the order of your points underneath each heading will start at most important and move to least important, so if the first line is not impressive, they won't continue (example, if a "Qualifications" sections starts with soft skills, they're done).

Read more: How to Make Your Resume Last Longer Than 6 Seconds | TIME.com http://business.time.com/2012/04/13/how-to-make-your-resume-last-longer-than-6-seconds/#ixzz2lCsqGLqw

Read more: http://www.huffingtonpost.com/2012/03/23/resume-tips-for-post-50s_n_1372705.html

IMMEDIATE DISQUALIFIERS

- **Your Email Address:**
  - Hotmail, AOL, and Yahoo email addresses cause immediate disqualification (they show you're way behind the times and resistant to change).
  - Use a Gmail or Outlook email address instead (the top 2 email platforms).

- **Photo on Your Resume**
  - Research suggests it distracts employers and causes rejections.

- **Spelling Errors of Any Kind**
  (enough said)

- **Location different from the Place You're Applying**
  - Immediately indicate you will be relocating if this is the case.

- **Number of Jobs**
  - If your resume suggests that you job-hop, consult options here.

- **Typography**
  - Centering text (amateur layout--hard to read a "rag" on both sides)
  - Leaving widows and orphans, and creating unbalanced line breaks
  - Using hyphens for bullets or using "busy" icons.
  - Using a hyphen when you need a dash.
  - Failing to kern your name at the top of the page (graphic designers, beware)
    NOTE: To kern in MS Word, highlight the letters and go to the top menu
    Font > Character & Spacing > select "Kerning." You can also choose "Spacing."

- **Layout**
  - Layouts that do not adhere to professional design principles for clean layout, alignment,
    are typically disqualified in ADPR. Other fields can get away with bad layout.

When employers start looking at resumes, the main goal is to DISQUALIFY as many resumes as possible, to whittle the pile down. Here are items that tend to immediately disqualify resumes.

INSIGHTS

"I believe there are three things you don't want to do on your own. Don't do your own taxes, don't write your own will, and don't do your own resume."

--Will Evans (*TheLadders'* head of user experience, who conducted the research showing employers spend only 6 seconds viewing a resume).

"You may want to write the first draft, but consider taking it to a professional for the final touches." (BusinessTime.com)

MY NOTE: You will be your own professional for this class, but in the future, if you consider hiring a professional, make sure the professional is reputable and specializes in media arts resumes (not a random online resume service).

Read more: How to Make Your Resume Last Longer Than 6 Seconds | TIME.com http://business.time.com/2012/04/13/how-to-make-your-resume-last-longer-than-6-seconds/#ixzz2lCsqGLqw

Read more: http://www.huffingtonpost.com/2012/03/23/resume-tips-for-post-50s_n_1372705.html

THE BLIND DATE

Job searching is like courtship. Imagine you're on a blind date. You have never seen and know nothing about the person you are about to meet. Isn't your "radar" super-sensitive? Are you trying to pick up on the smallest things as if they might mean something more about the person? Let's say the person talks too much, has dirt under the fingernails, maybe has too much to drink. If you knew this person well, these signals might mean nothing, but you don't, so you're probably trying to make meaning out of the smallest details. The same goes for employers hiring someone. They read into every detail.

First, some perspective: Many people spend a lifetime dreaming about every detail of their wedding day—just one day (even though you could easily go down to the court house and get married).

Your job search will take more than just one day, and your career could be one of the most important aspects of your life.

If you were going to get married, how much lead time would you give yourself for planning? How much lead time are you giving yourself to develop your self-marketing for the first job in your field?

Marketing yourself takes a lot of work and attention to detail, so many people work much harder and obsess much more on every detail of their self-promotional materials, from the logo, resume, and business card to the portfolio and web site.

70% OF AMERICANS "HATE" THEIR JOBS
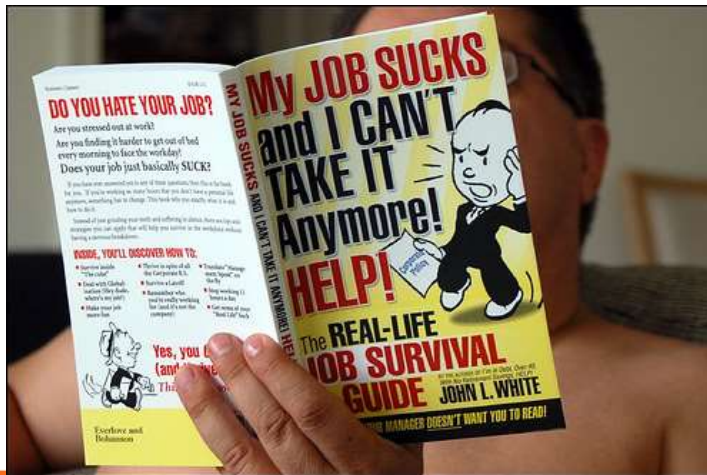
2013 Gallup Poll.

Good self-marketing can help you land a career you love.

Resume designs for media arts range from conservative to highly creative, depending on the job you seek. The one thing they all have in common is that they observe fundamental design principles, whereas typical resumes do not.

RESEARCH ON EMPLOYERS' REACTIONS TO RESUME DESIGNS

An experiment we conducted in the ADPR program with employers in the advertising and public relations fields indicated that design and layout of resumes:

- mattered significantly in the evaluation of candidates

who had limited experience in the field.

- did not matter as significantly in the evaluation of candidates

with well-established histories working in the field

**TYPICAL
RESUME DESIGN**

does not adhere to
professional design principles
and can immediately disqualify
a candidate in ADPR.
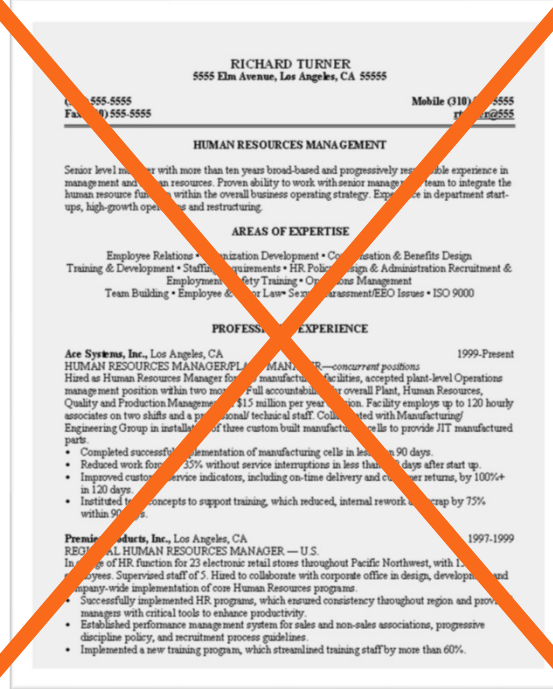
The typical resume can look something like this, with your name and address centered (which we know is an egregious sin in our field—we don't usually center text). Etc. It will show that you know nothing about typography principles or page layout principles, because it will violate those principles. You can see here that we have content in the left cornier, middle, and right corner (typical amateur design). The content might be quite strong, but it won't get read because the layout will signal employers that you don't know your field.

TYPICAL
RESUME DESIGN

does not adhere to

professional design principles

Professional-looking Design Examples

Professional-looking design adheres to principles of typography and layout.
Your page layout can be one column, two columns, or three columns. There are
endless layout possibilities.

PROFESSIONAL DESIGN

CM
Christen Miller

727.916.XXXX
christen.miller@spartans.ut.edu
www.christenmiller.com

OBJECTIVE To apply my skills as a creative intern within the public relations and advertising industry.

EDUCATION
The University of Tampa, Tampa, FL
Bachelor of Arts (2014)
Major: Advertising and Public Relations Minor: Communication
GPA: 4.0 | Honors: Omicron Delta Kappa Leadership Society,
Delta Epsilon Iota Academic Honor Society, Honors Program, Dean's List

Mid-Plains Community College, North Platte, NE
Associates of Arts
GPA: 3.87 | Honors: Phi Theta Kappa Honor Society, President's list, Dean's List

SKILLS

Media writing	Adobe InDesign	WordPress	Critical thinking
AP writing Style	Photoshop	Facebook	Communication skills
Copywriting	Illustrator	Pinterest	Time Management
Web writing	Premiere Pro	Twitter	Collaborative
Page Layout	Final Cut Pro	Foursquare	Leadership
Web Design	Excel	Instagram	Self-disciplined
Graphic Design	Word	Vine	Organized
Image-editing	PowerPoint	LinkedIn	Deadline-oriented

RELEVANT COURSE EXPERIENCE
Writing for Advertising, The University of Tampa
Wrote copy for print ads and analyzed advertisement from current and past cultures.
Constructed a new and unique advertising campaign.

Media Writing, The University of Tampa
Produced media kit for a nonprofit organization.
Constructed press releases and composed articles.

Digital Arts and Professional Communication, The University of Tampa
Produced a magazine cover and layout.
Created a company logo.
Constructed personal branding.

ADDITIONAL EXPERIENCE
Kids Klub, North Platte, NE (2011-2012)
Supervisor
Learned communication skills when interacting with students and parents. Worked as a team member with co-workers. Planned lessons and activities.

Cold Stone Creamery, Yucaipa, CA (2008-2009)
Cake Decorator
Developed decision-making ability when designing. Created an organized assembly line for decorating. Generated a conscientiousness mentality.

PROFESSIONAL DESIGN

LZ

Leah Zukowsky
leahz802@yahoo.com
518|796|3903
7930 Bay Pointe Drive
Tampa, FL 33616

OBJECTIVE
To obtain a full-time position as a public relations specialist.

EDUCATION
The University of Tampa | Tampa, FL
B.A. Advertising and Public Relations, Fall 2014
GPA 3.92 | Dean's List

QUALIFICATIONS
- Experience in graphic design, media writing, A.P. style, social media
- Strong skills in page layout, logo design, image-editing
- Conversational in Spanish
- Software Skills: Adobe Photoshop, Illustrator, InDesign; Apple Final Cut Express; MS Office
- Personal Skills: detail-oriented, team player, critical thinker, problem solver, determined

RELATED EXPERIENCE
Autonomy Music | St. Petersburg, FL | October 2013-present
Concert Promoter

- Assist in the production and distribution of concert promotion materials
- Utilize social media to promote upcoming concerts of represented artists and bands

Pediatric Cancer Foundation | Tampa, FL | January 2013-May 2013
Special Events Management Intern

- Oversaw the organization's Facebook and Twitter accounts and monitored activity for public awareness data
- Aided in the planning of several fundraising events, each raising over $200,000
- Assisted in the financial aspects of fundraising events with budgets exceeding $100,000
- Created promotional material to be distributed at Tampa Bay's professional sports teams' games
- Helped to produce programs for fundraising events
- Used critical thinking and problem solving skills to deal with planning and budget obstacles

Heritage Creations U.S.A. | Hudson Falls, NY | April 2008- August 2010
Assistant Creative Director

- Worked on layout of the product catalog in conjuction with the head creative director
- Assisted with design of the company website
- Came up with several award designs for prestigious golf courses, tournaments, and other events

OTHER EMPLOYMENT
Cooper's Cave Ale Company | Glens Falls, NY | January 2011-August 2013
Server/Bartender

- Oversaw the company Facebook page
- Ran promotions and facilitated contests within the restaurant
- Developed excellent teamwork skills by working and pooling tips with 12 other staff members

PROFESSIONAL DESIGN

Before & After

ALEXANDRA SINCLAIRE
813.123.4567 | AlexandraSinclaire@gmail.com
Tampa, Florida | www.AlexandraSinclaire.com
www.linkedin.com/in/alexandra-sinclaire

PUBLIC RELATIONS PROFILE

Bilingual strategic communications professional (fluent English/Spanish) with skills in social media content production and curation, media writing for print and online formats, campaign development and corporate branding, web and video production, oral and written client presentation. Goal-oriented problem-solver; self-motivated, collaborative.

SKILLS

PR WRITING	SOCIAL	SOFTWARE	MEDIA PRODUCTION	PRODUCTIVITY
A.P. Style	Google Analytics	Photoshop	Video Production	MS Office
SEO	Page Insights	Premiere	Web Design (CMS's)	Asana, Google
Media Writing	HootSuite	InDesign	Image Editing	SmartSheet
Blogging	TweetDeck	Illustrator	Page Layout	ToDoIt
WordPress	Buzzsumo, Feedly	Canva	Logo Design	Google

- PR Writing
- Social Media
- Graphics
- Administration

EDUCATION

The University of Tampa, Tampa, FL
B.A. Advertising & Public Relations, anticipated May 2020
Public Relations Concentration | GPA 3.6
Additional Coursework: Marketing Research, Buyer Behavior, Microeconomics

Certificate: Hubspot Social Media Academy; training in Google Analytics, 2019
National College of Collegiate Scholars (2017-2019)

Campaign: Busch Gardens / PR Campaigns Class
Developed and pitched PR campaign for Busch Gardens' *Howl-O-Scream*, in collaboration with campaign team. Produced SWOT analyses, market research, personas, journey maps, and client proposals.

LEADERSHIP

President, Public Relations Student Society of America (PRSSA-UT) 2018-2020
Planned events and scheduled speakers and PR workshops.

The University National Student Leadership Conference, Fordham University, Summer 2015
2 weeks of intensive activities to improve leadership skills with a focus on Public Relations.

RELATED EXPERIENCE

Freelance Public Relations, Tampa, FL (2020-2023)
- Managed social media accounts and web/mobile content for clients in real estate agency, daycare, beach retail, and more.
- Improved search engine optimization and engaged followers to increase brand awareness and improve KPI's;
- Generated monthly reports on social media metrics for clients. Wrote marketing proposals for new business.
- Created/maintained websites using content management systems such as WordPress, Blogger, and Wix.
- Wrote newsletters, press releases, backgrounders, feature stories, and interviews using A.P. Style.
- Produced graphics, video, page layout, and online content using Adobe Creative Cloud and DSLR cameras.

Public Relations Intern, WordWorks, Tampa, FL (5/18-8/19)
- Produced and curated engaging original social content to build brand awareness on multiple platforms.
- Used Google Analytics and social media insights to track and improve key performance indicators.

Server, Sunset Beach Café, Saint Pete Beach, FL (Summers 2016-2019)
Served customers, prepared food, and performed cleaning and maintenance duties in beachside café.

Alexandra Sinclaire
ASinclaire@spartans.ut.edu   Tampa, FL 33602   (813) 000-0000
https://www.linkedin.com/in/alexandra-sinclaire0000/

EDUCATION
Bachelor of Arts in Public Relations and Advertising   May 2020
The University of Tampa (UT)   Tampa, FL
GPA: 3.6
High school Diploma   August 2012-June 2016
Bahrain DOD International School   Manama, Bahrain
GPA: 3.5

EXPERIENCE & LEADERSHIP
Public Relations Student Society of America (UT)   March 2018 - Present
National Student Leadership Conference – *Fordham University*   July 2015
- 2 weeks of intensive activities to improve leadership skills with a focus in the entertainment and sports management field
- Introduced to real-life scenarios of a PR firm through mock evaluations, while competing with other PR firms.

AFFILIATIONS
Public Relations Student Society of America – *UT*   March 2018- Present

SKILLS
Computer: Microsoft Certified in Word, PowerPoint, and Excel
Languages: Fluent in English and Spanish

What differences do you see between the first resume and the second one? Which "Alexandra" would you call for an interview?

BEFORE

No skills or qualifications are listed.
The layout is scattered and hard to read.
It's unclear what job the candidate wants
or is qualified to undertake.
The content focuses on student life.
The main message: Unqualified student.

AFTER

Advertising skills/qualifications are listed.
The layout is organized and easier to scan.
"Public Relations" is identified (bold).
The content focuses on professional life.
Main message: Qualified Professional.

PROFESSIONAL DESIGN

CREATIVE DESIGN

(GOOGLE KEY WORDS: CREATIVE RESUME.
THESE ARE FOR CREATIVE ADVERTISING)

Some people going into highly creative positions go for highly creative layouts and strong branding. Only attempt this if you believe you have the skills to pull it off professionally. Info graphics can be an effective approach.

3 YOUR PROFESSIONAL LOGO

You will need a professional logo for your personal branding. This logo will be used on all the materials you create, including resume, business card, web site.

LOGO

- Logos include first and last name in the font(s) you choose.
- Logos can be type only OR type plus other graphic element.
- A logo should be simple and clean, utilize the colors of your branding, and follow the SLAMR formula.
- If you use your initials prominently, make sure the "puzzle pieces" fit together (so they are not randomly joined). Different letter forms create different positive and negative space designs in combination (not all work together).

- Avoid type that is too feminine, colorful, cute, or dated.
- Avoid fonts such as comic sans, papyrus, brush script, and other outdated or amateur fonts. Be careful about using any script font (feminine).

If you are looking for a creative career in a field relating to visual media, you will likely need a logo for yourself. To learn more about logo design, see my videos on that topic. The logo should follow my SLAMR formula and be simple, legible (even if shrunk to ¼ inch), appropriate (for your image/branding), memorable (meaning distinctive), and reproducible in black and white (so you won't have gradients or lots of colors—only spot color).

First and Last Name
Your resume and business card logo must include your first and last name. It can be just your name in a distinctive font, or it can be your name plus a graphic, but if you do have a graphic, then your name must be visually unified with it.

Professional
Your logo should be professional looking—and fairly conservative, since that is the expectation for a resume. Graphic designers can get on the wild side if they can pull that off and still look professional, but public relations professionals, account executives, and other more business-oriented professionals need to stay more on the conservative side, with a little visual flair. Clean graphics and organization are the trendy style right now in graphic design as well. You'll want to stay away from colors and styles that are too feminine, cute, wild, or dated.

DESIGNING YOUR LOGO

- If you use your initials, see how the letter forms can come together as a piece of abstract art (the "puzzle pieces") rather than randomly placing them together.
- Brainstorm many sketches. Try your name in all upper case, all lower case, upper and lower. Try extending ascenders or descenders. Notice possible interplays.
- Use the proper program (design in vector).

Options

Many students use their initials as their logo, and that's fine, but you have to see how the letter forms can come together as a piece of abstract art. We don't just slap two letters together and call it a logo. We look to see how the letter forms come together as shapes with a balance of positive and negative space. Like puzzle pieces.

Brainstorm

Make many sketches. Try your name in all upper case, all lower case, upper and lower. Try extending ascenders or descenders. Notice how the type can possibly interplay, where there is white space, etc. If you have trouble coming up with a graphic, then just use your name as your logo, using a distinctive font.

Use the Proper Program

Then, you will create your logo in a vector-based program—and then bring the logo in as a .tif to a file created in either a vector or page layout program—or a Word document. Never use Photoshop or other paint program for creating a resume because your type will appear fuzzy.

INTRO TO ASSIGNMENT
(and analysis of student resume)

NOTE: Please do not merely copy one of the logos and resume layouts you have seen in this PowerPoint. That would be plagiarism, and it would be hard to grade you for a design someone else created.

Let's take a look at layout and type principles for resumes in media arts.

LAYOUT

- Resume is one of the most difficult layout problems (lots of text).
- Use one-, two-, or three-column layouts (or any professional alternatives).
- One page long (unless you've had 10 years' experience or more).
- Point size: 9-11 points (average). Typical amateur error: Type too big.
- Utilize typography principles: Type hierarchy and good leading, kerning, tracking.
- Simple bullets (not too much space between bullet and text).
- Strong left alignment (not centered).
- Proximity: group similar items together (e.g., contact info) Use consistent spacing between resume sections (e.g., double).
- White space (instead of cluttered or crowded space)
- Strategic line breaks (no widows or orphans)
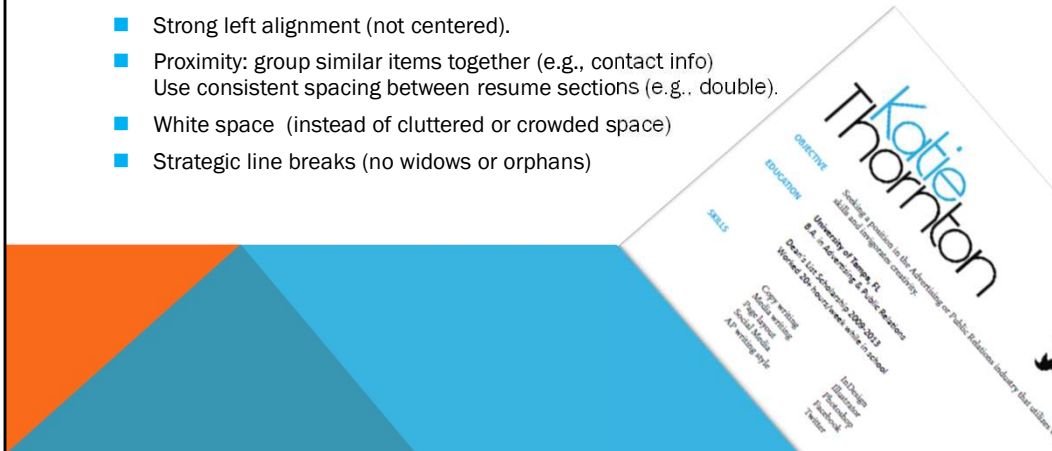
A resume is one of the most difficult design layout projects you'll ever undertake, because there's a lot of text to fit on the page, and you want to do it in a clean, organized way, so that a prospective employer can give it a quick visual scan and glean the important information.

A resume is one-page long and can have 1-3 columns, typically.

Point size: 9-11 points (average).

You need a strong type hierarchy that will allow the eye to brush down the page and pick up the important words.

TYPOGRAPHY

Always use typography principles you have learned in class—for example, lessons in type hierarchy, leading, and kerning.

Kerning
Type that is large (for example, your name in a logo) needs to be hand-kerned so that spaces between letters are consistent. Tight kerning is usually considered more professional than loose kerning. However, you can opt to use distinctly loose tracking for graphic effect.

Leading
Leading is the space between baselines of type. Use a little extra leading if your boy copy is sans serif. You will have double-spacings between different sections. Group together type that is related and separate type that's unrelated.

Simple bullets.

White space (instead of cluttered or crowded space)

Strategic line breaks (no widows or orphans)

CAN I USE CANVA OR THE LIKE?

If you don't need to demonstrate originality or creativity, you can use Canva.

Just keep in mind, your resume is going to look like a lot of other people's who use the same templates.

Do remember to customize the content to show your strengths.

LOGO AND CONTACT INFO PLACEMENT OPTIONS

Here's an example of a logo that is simply type.
Contact info is accompanied by icons.
Make sure you make the icons small (a typical mistake is to make them huge).
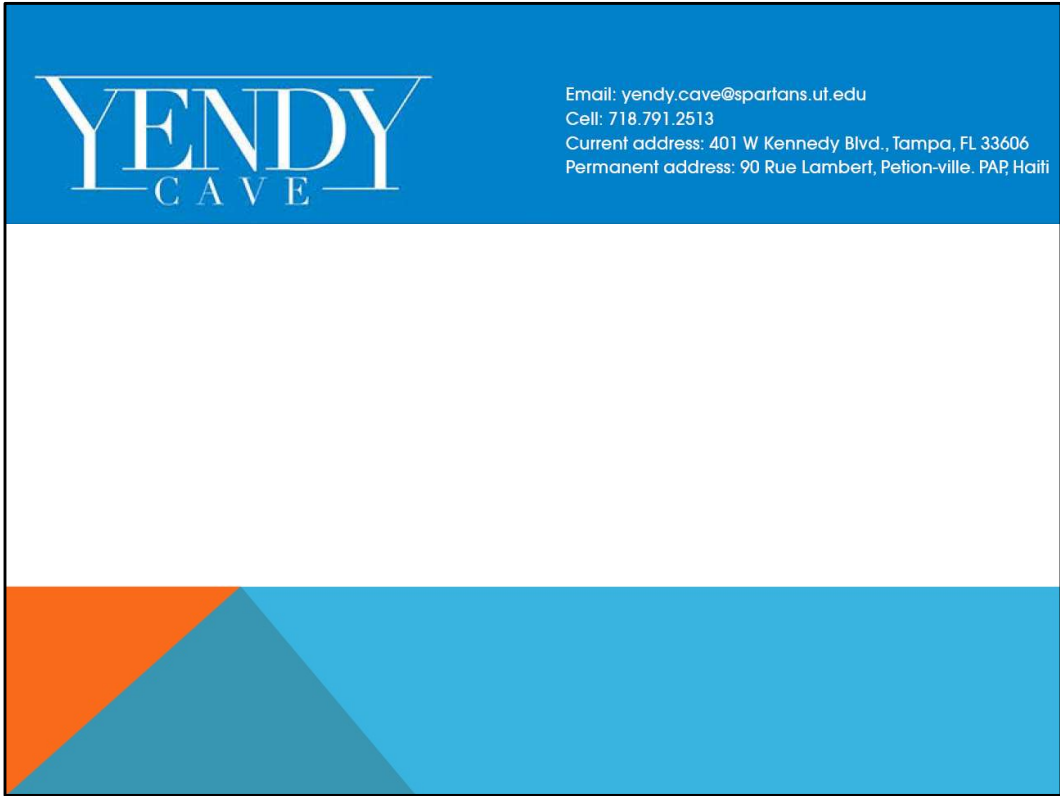
YENDY
C A V E

Email: yendy.cave@spartans.ut.edu
Cell: 718.791.2513
Current address: 401 W Kennedy Blvd., Tampa, FL 33606
Permanent address: 90 Rue Lambert, Petion-ville. PAP, Haiti

Here is contact info upper right, aligned left

Here is contact info upper right, aligned right.
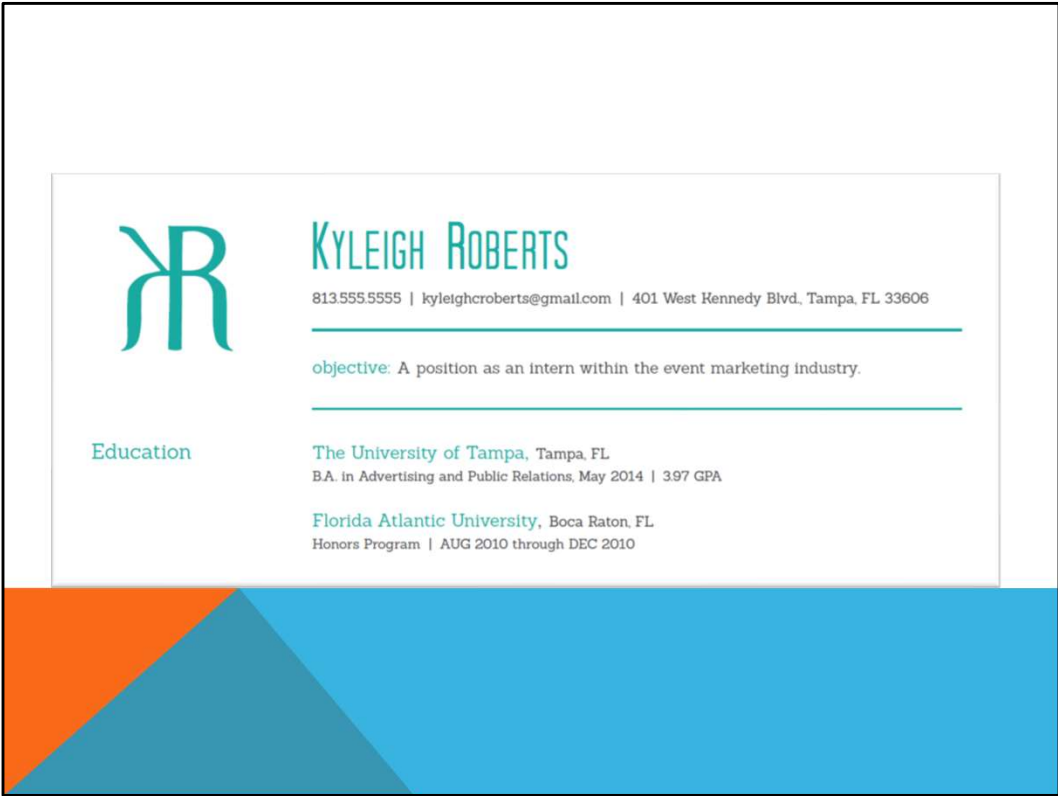
Here is contact info run across the top under the name.
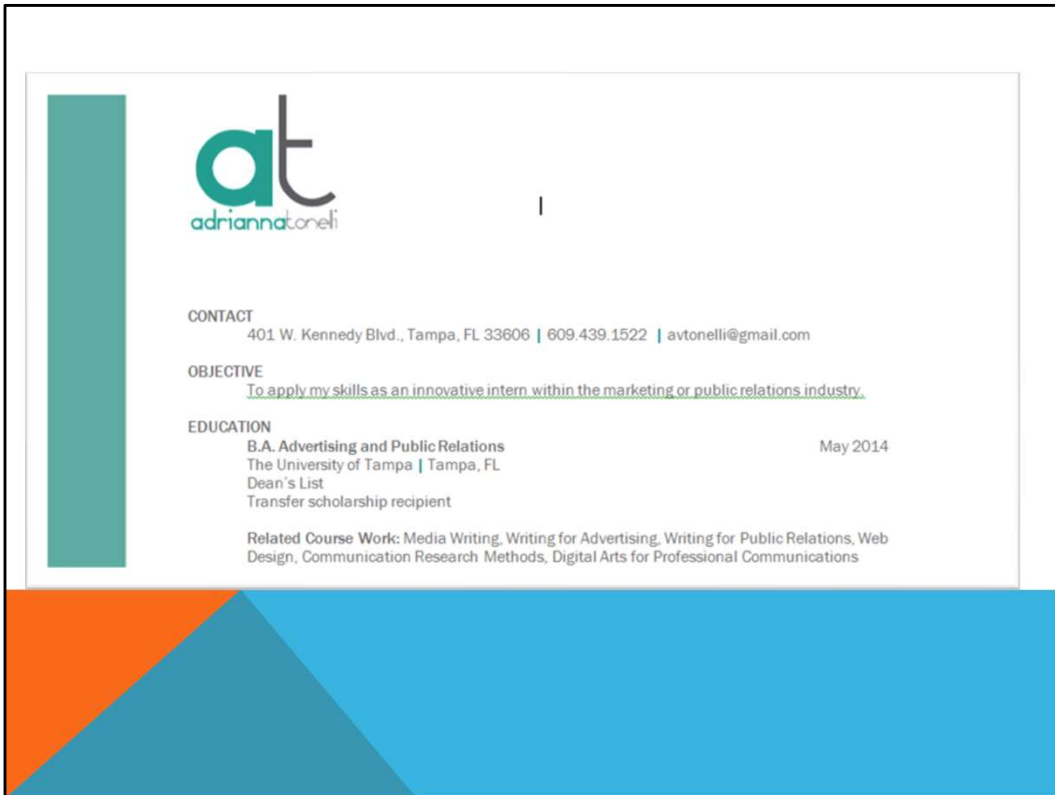
Some people create a category called "Contact."

RELATED EMPLOYMENT

ABC Advertising & Marketing | Tampa, FL | 8.13 – 5.13
Advertising Intern.

- Created graphics for consideration in advertising campaigns for clients;
- Blogged and tweeted for social media campaigns;
- Assisted with production of television commercials.
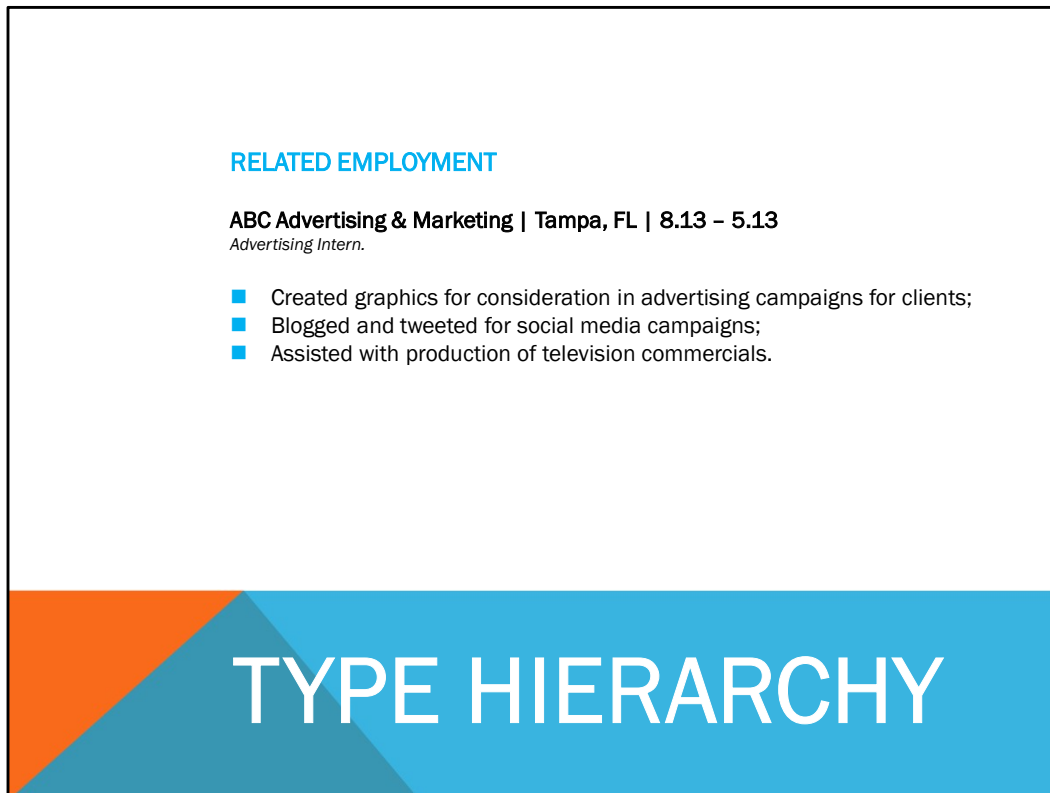
TYPE HIERARCHY

Here is an example of type hierarchy for a resume. Note that resume writing is not narrative. You will not use pronouns such as "I" or "you." Instead, you'll provide lists and sentence fragments.

Subheadings
You will likely need bold subheadings. Some people also feature these in all caps, which is fine if they are short, but if they are lengthy subheadings, all caps will be too hard to read.

Subheadings 2
You will also have a second rung of subheadings under each, and those need to be smaller and less prominent—for example, if your main subheading is "Experience," you will list each position in a smaller type, but it must be more prominent than the even lesser type underneath it. So, you might use italics, for example, for this second rung of subheadings. Or, if your main subheadings were all caps and bold, your second rung can be upper and lower case bold. Then, your body copy underneath should be smallest and not bold or italics.

Lists
Whenever possible, use bullets for lists, but make sure the bullets are not too ornate because they can be more confusing than helpful. They should be a simple, bold shape, such as a circle, square, or triangle. Make sure there's not too much space

between your bullet and your type. And make sure you only use bullets when there's more than one item in a series. Otherwise, for one item, no bullet is used.

Dates

Your dates are the least important element on your page, so they should be the least prominent. There's no need to spell out dates—abbreviations are fine. And some people who have had sketchy job histories or gaps of unemployment might purposefully want to tuck these dates in like this rather than making them prominent. Don't cap them, bold them, italicize them, or otherwise draw attention to them that will detract from your main content. Also, don't stick them way out in the right-hand column to draw attention unless this choice makes a stronger design layout.

You can easily tuck them in behind the city and state of each listing. It's easy to separate city and state from the date, for example, with a vertical slash between them. This is a key on your keyboard that some people don't realize exists—just hold down Shift key and hit the backward slash button.

AVOID TOO MUCH "STAIR-STEPPING"

Now it's time to look at the resume content. The best way to develop your content is to follow each of these slides, step by step, and then take your resume to Career Services for feedback.

"SHOULD I GO TO CAREER SERVICES?"

Career Services will help you create a resume with strong content,
but they don't specialize in page layout or graphic design.

Seek guidance from Career Services for strong content development.
Then, it's your job to lay out the resume like a media professional,
with a professional logo, strong alignment principles, type hierarchy, clean layout, etc.

Customize Your Resume Content for Each Job

- Many ADPR grads qualify for a variety of jobs.
- Customize the content of each resume to meet the qualifications of specific jobs.

RESUME: ONE PAGE LONG

- Contact Info
- Objective
- Qualifications
- Skills
- Education
- Experience
- NOTE: You may have other sections such as: Leadership, Related Course Work, Accomplishments, etc. Customize your categories to showcase your strengths.
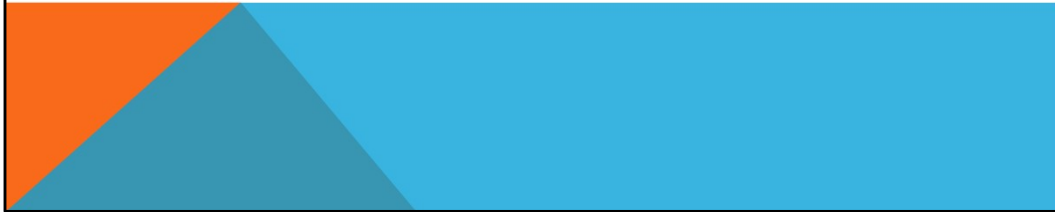
Your resume will be one page long, unless you have had 10 or more years of experience in your industry.

FUNCTIONAL VS. CHRONOLOGICAL

Functional or "Combination" resumes

- States an objective
- Focuses on qualifications and skills.
- "Experience" includes internships, leadership roles, and extracurricular roles, as well as employmet.
- Appropriate for college students and transitional careers

Chronological

- May state an objective
- Focuses on "Employment" history
- Details job responsibilities
- Highlights job accomplishments
- Appropriate for established careers

Students fresh out of college usually don't have a lot of job history that makes them look like an expert, so if you were to list your whole job history and everything you did at McDonald's, you would be wasting your resume space that could be devoted to skills you have for the job you want. So, instead of creating a strictly "chronological" resume, you are going to create one that is partially "Functional" and partially "Chronological" (called a "Combination" resume.

"Combination" resumes identify the qualifications you have for the job—whether you learned them in class or in internships or elsewhere—and then you can list your unrelated jobs last at the bottom. By the way, employers love to see that you've had those smaller unrelated jobs because they show work ethic and socialization in the workplace—employers respect anyone who is disciplined enough to hold down a McDonald's job for any length of time (those are tough jobs). They just don't qualify you for the job you want. So, you need to list your other skills more prominently.

See more information here: https://www.adprprogram.org/resumes-for-adpr

FORMATTING AND FORM

- No use of first person pronouns ("I" "me" "my")
- Describe experience with sentence fragments
  starting with past-tense action verbs (no complete sentences).
- Dates can be abbreviated (3.2018 – 8.2022)
- No "Hobbies" section (especially if they're dangerous)
- Nothing that indicates religious or political affiliations
  unless you've held leadership positions.

You Don't Need . . .
You do not need a hobbies section—and in fact, it can hurt you if your hobbies are perceived as dangerous (e.g., motorcycle racing) or controversial (e.g., political or religious). Also, avoid any content (such as clubs or organizations) that reveal your political or religious background, UNLESS these were significant work experiences that demonstrate skill related to your field (e.g., Republican National Convention).

CONTACT INFO

- Phone number, email address, and web site URL (street address optional)
- Don't use the words "phone, email, address, web," etc., if they take up needed space.
- Email address: Have a short, professional one at Gmail or Outlook (not partywithme@aol.com).
- Street address: Do not abbreviate Drive, Street, Circle, or other short terms.
- Use the appropriate postal abbreviation for your state (FL, not Fla.)
- Your web site URL: Make sure it's short and easy to remember. Choices:
  1) Buy your own domain name (JaneDoe.com) at a registrar like GoDaddy
  2) Go to tinyurl.com and create a short URL if yours is too long.

Alexa Blackburn
813.466.4993 | alexa.blackburn@gmail.com | www.alexablackburn.com

OBJECTIVE OR PROFESSIONAL SUMMARY

Your objective or professional summary is your ad headline. It tells employers what job you seek and what you can do for an employer. EXAMPLES:
- Position in public relations
- Position in public relations utilizing skills in media writing, social media, analytics, web communications, and graphics *production*.

AVOID:
Avoid: Fulfilling position where I can grow and learn. . . .
(They're not working for you.)
Avoid: Position in a public relations firm.
(You won't work for an in-house department?)
Avoid: Position with a growing company . . .
(What if the company is stable and not growing?)
Avoid: Position in a challenging position . . .
(What if it's a cushy job? You won't take it?)

OBJECTIVE

The objective is the ONLY part of your resume that an employer will definitely read, so it's your shot at a sales message—what you can offer. Taylor the objective to each job you apply for.

Is an Objective Really Necessary?

Some people say objectives are not necessary, and I would agree if you have a long job history in a specific field, your intentions will be obvious in 6 seconds. However, college students with varied job experiences need the objective to focus their resume. Students often have a hard time figuring out what kinds of jobs they're looking for and how to write an objective, so you can imagine how hard it will be for an employer to figure it out in 6 seconds unless it's right at the top. But just because you're having trouble figuring out what you want doesn't mean you can avoid this step. Clearly communicate.

What to Avoid in an Objective

Do not create a self-centered objective stating what you want out of the job. This is about what you can do for THEM.

SKILLS (SEE EXAMPLES)

OBJECTIVE

The objective of your resume is like the headline in an ad. It tells employers what you want, what you're qualified to do, in a nutshell. The objective is the ONLY part of your resume that an employer will definitely read, so it's your shot at a sales message—what you can offer. Taylor the objective to each job you apply for.

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QUALIFICATIONS (most important)
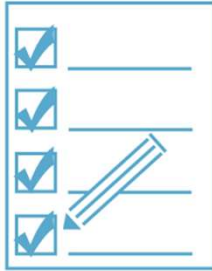
This info can appear:

- in a list called "Qualifications" (e.g., see below)
- OR under specific experiences you've had (even better)
- OR under a list of "Related Coursework" (showing experiences in each course)

EXAMPLES:

- Social Media: Managed social media accounts for three retail clients, scheduling posts and engaging with followers.
- Reviewed analytics and insights and wrote client reports on SM effectiveness
- Certified in HootSuite, TweetDeck, and A.P. style.
- Content Creation: Produced graphics, video, social media posts, and blog pages.
- Market Research: Conducted market research, including quantitative and qualitative data collection and analysis; conducted focus groups, surveys, and interviews; wrote and presented marketing reports.
- Page Layout: Designed/produced print collateral such as flyers, brochures, and print ads.
- Vector Drawing: Created logos, and vector illustration in undergraduate coursework.
- Photo Editing: Retouched, composited, edited, and optimized images for print and web.
- Web Design: Created web sites using content management systems such as WordPress and Wix.
- Personnel management and customer service experience.
- Organized, self-disciplined, enthusiastic, collaborative, deadline-oriented.

ORDER OF SKILLS & QUALIFICATIONS (MOST IMPORTANT FIRST)

Notice the order of the skills listed in the previous example:

1) Hard Skills: Always lead with the most important hard skills needed for the job you want. These include what you can do or make that will contribute to a business' profits.

2) Software Skills: After the hard skills, software skills can be listed.

DO NOT list MS Office first—it's common. List it last.

3) Soft Skills or "Personal" qualities are low priority, listed last (if at all).
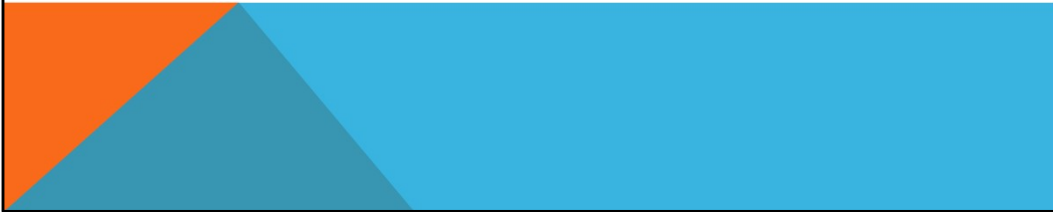
DEGREE

- Spell out the name of the school.

- Include city and state.

- State your correct degree. Examples:

B.A. Advertising and Public Relations
B.A. Communication
BFA Graphic Design
B.S. Marketing

- DO NOT SAY: Degree in Communication (What degree??)
- Identify any minor, concentration, or intensive coursework.

EDUCATION
The University of Tampa, Tampa, FL
B.A. in Advertising & Public Relations, May 2035
Concentration: Public Relations
Minor: Communication
Intensive Coursework: Marketing
Honors Program; *3.8 GPA.*

School-related Activities
List any honors, clubs, etc. here as well. Some people list relevant coursework. You can list your GPA if it is 3.5 or above.
If you worked full-time or part-time while going to school, that can be an impressive note.

"EXPERIENCE" Section

Experiences related to your objective should be listed here, including both paid and unpaid experiences, such as freelance work, internships, and jobs in your field. But it can also include experiences that are peripherally related and show transferrable skills, such as work as a server, a customer service rep., a sales clerk, etc. These show professional skills. You can leave your babysitting jobs (etc.) off the resume.

Layout & Type

The question is usually whether to list the name of the company first or the position title first. Use whichever is most impressive first, but be consistent in the order you use throughout all your experiences. You will also need the dates of each experience.

AMATEUR MISTAKES

- Wild graphics
- Feminine graphics
- Cute graphics
- Amateur borders
- Center Alignment
- Huge name / logo
- Self-centered objective
- Lack of visible skills or hard skills
- MS Office skills listed first
- Unprofessional/overused bullets (tiny dots, stars)
- Single bullet item
- Use of first person ("I")
- "Stair-stepping" alignment
- Related content is divided (contact info)
- No bold headings (type runs together)
- Poor line breaks: widows, orphans
- Long thin lines of text

Now it's time to look at the resume content. The best way to develop your content is to follow each of these slides, step by step, and then take your resume to Career Services for feedback.

BUSINESS CARDS

(Non-Designer's Design Book)

- DO use Rule of Thirds.
- DON'T split a design down the middle.
- DO try vertical and horizontal layouts.
- DON'T pack too much info on the card.
- DO left or right align. DON'T center your text.
- DO use 7-9 point type for contact info, because the space is so small.
- DON'T worry if the small type is hard to read. DO make a graphic impression. The business card exists to make a visual impression; otherwise, you could just text your info to someone.
- DO have one focal point. DON'T commit the "Valentine's Day Massacre."

UNCONVENTIONAL MATERIALS

can leave a distinctive mark.

7

LOGO GRAPHICS & WORKFLOW
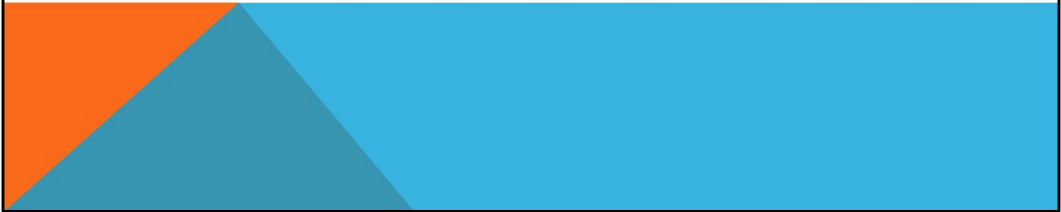
Google "creative business cards" for ideas.

IF YOU USE A GRAPHIC FOR YOUR LOGO . . .

1) you will create your logo as a vector graphic so it can be resized without pixelating.
2) resize your logo to size you will need it.
5) save it as a .png (24-bit) for the web or .tif for print.
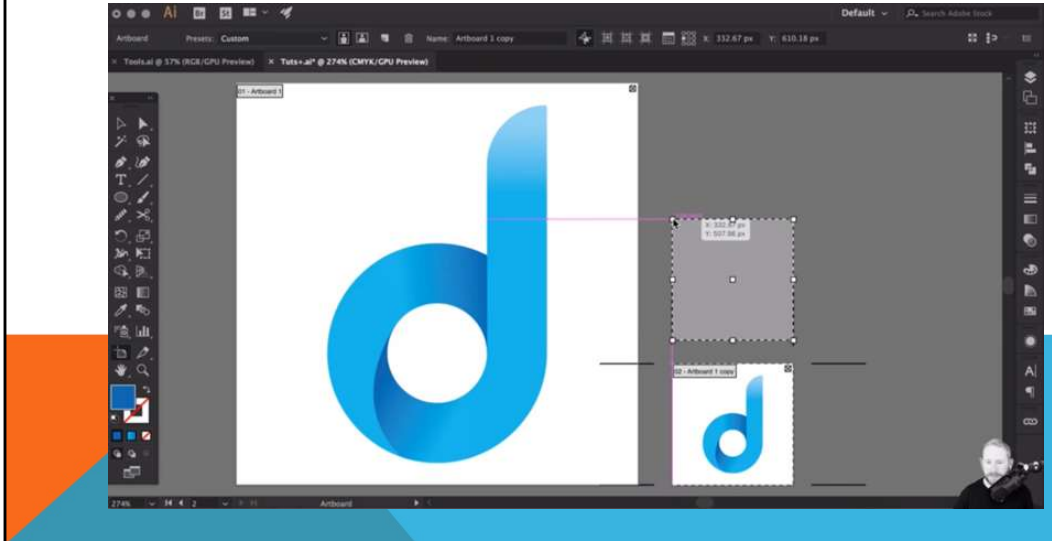
logo
for print

.tif or .ai

Illustrator

**Resume (create in MS Word, Illustrator, or InDesign)
and then saved as .pdf for dissemination**
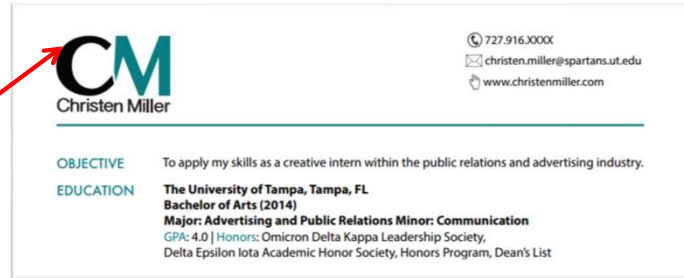
OPTIONS:

For Illustrator or InDesign Layout:
You can place the .ai authoring file for your logo inside an .ai
or .indd file of your resume, or you can copy and paste.

For MS Word or InDesign Layout:
In Adobe Illustrator, go to File > Export > .tif and save the file.
Then, open up MS Word or InDesign and insert the .tif.

logo

for web

.gif or .png 24

.ai
File > Save for Web >
.gif or .png 24

Illustrator

Web

w.christenmiller.com

list - IKEA | FetLife | Diigolet | Free Hotmail | Web Slice Gallery | MightyText | Suggested Sites | Blackboard Learn

Create a

HOME   BLOG   PORTFOLIO   RESUME   ABOUT ME   CONTACT

Christen Miller

Advertising and Public Relations

Christen Miller is an advertising and public relations professional living in Tampa, Florida. Christen creates PR/marketing branding, events and collateral for clients. She is an effective communicator and problem-solver to ensure exceptional client service that will be a valuable asset to any company. She is creative, organized, hard-working and committed to producing top quality work.

Christen has a B.A. in advertising and public relations with a minor in communication from The University of Tampa. Christen earned a GPA of 4.0 and was awarded several honors including Omicron Delta Kappa Leadership Society, Delta Epsilon Iota Academic Honor Society, Phi Theta Kappa Honor Society, President's list, and Dean's List.

resume
Publishing

REQUIRED: PDF for download and printing

OPTIONAL: .Gif or .png embedded in web page

The print version of your resume can be laid out in InDesign or even MS Word (for easiest editing down the road).
- First, you will insert a .tif into your document. Logos tend to be small in dimension, so the .tif won't be too huge.
- Then, you will save a .pdf version of the document for all dissemination (web, email, and print).
- If a .tif logo does make the .pdf too large, you can insert.png instead and then save the file as .pdf.

If you want to create an embedded graphic of your resume in a web page, you can save the resume as a .gif, .png, or .pdf and embed it.
- If your graphic is not of high enough quality this way (looks blurry, etc.), open the resume document and take a screen shot of it. Make sure it's zoomed in at a size that makes it large and crisp.
- Then, take it into Photoshop, crop it as needed, and save it as a .gif (File > Export > Save for Web) to embed in a web page.
- If you are working on a small screen, you may need to take two screen shots and combine them in Photoshop to make the document large enough.