



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 😊).



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)

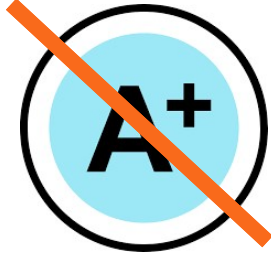
IS YOUR RESUME ONE OF THE MOST IMPORTANT DOCUMENTS OF YOUR LIFE?



- **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?

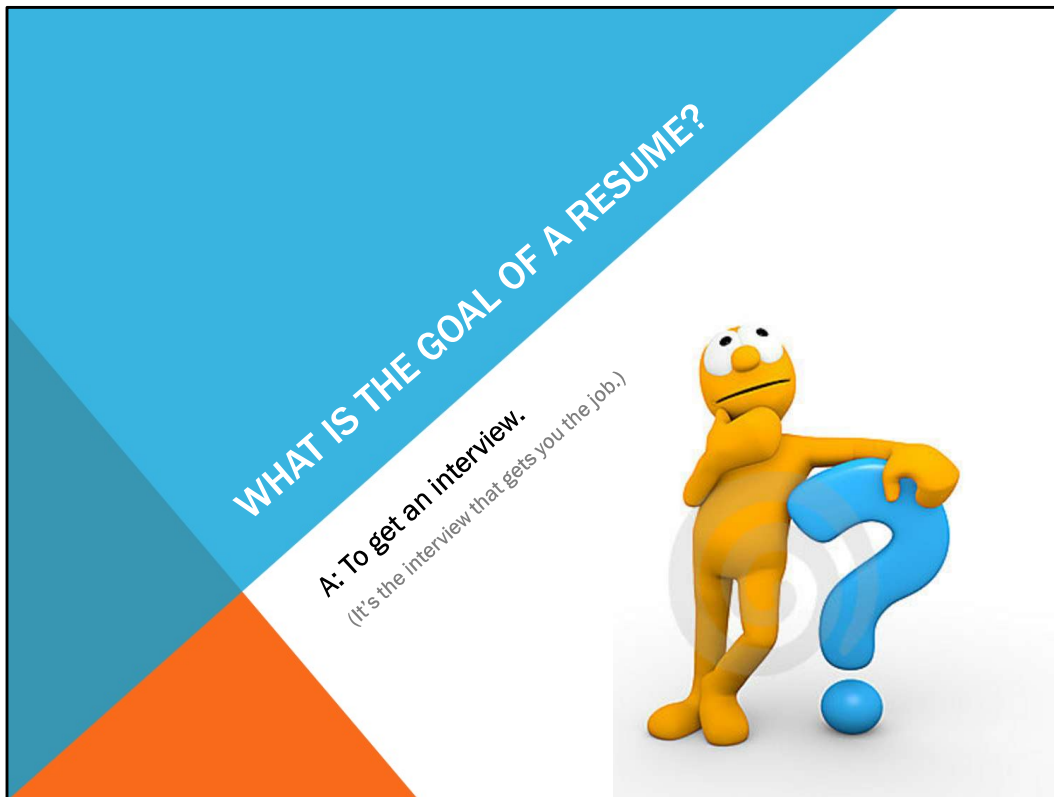
Employers figure you are going to do your very best, most detail-oriented work on your resume, because it's your passport to your career. If there are errors in it, then what does that say about the job you will do on documents that are less important to you?

EMPLOYERS DON'T CARE ABOUT YOUR GRADES



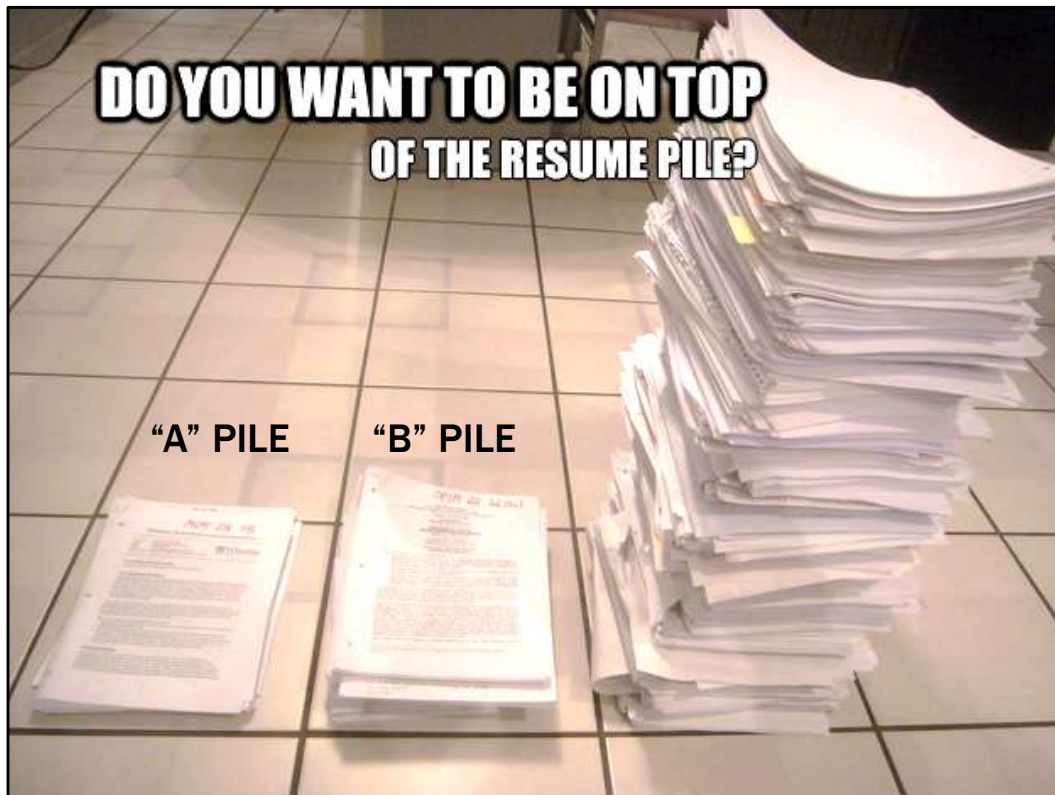
Employers will not look at your grades—
they just want to know if you have the skills
to complete the work they need to have done today.

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

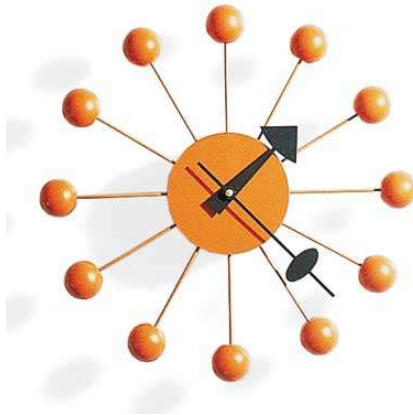
The goal of the resume is to get you an interview.



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) <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) <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.



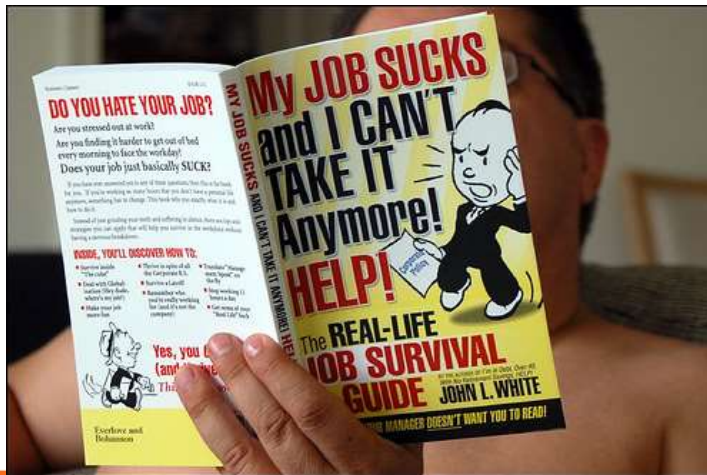
First, some perspective: Many people spend a lifetime dreaming about every detail of their wedding day—just one day (even though you could easily go down to the court house and get married).

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

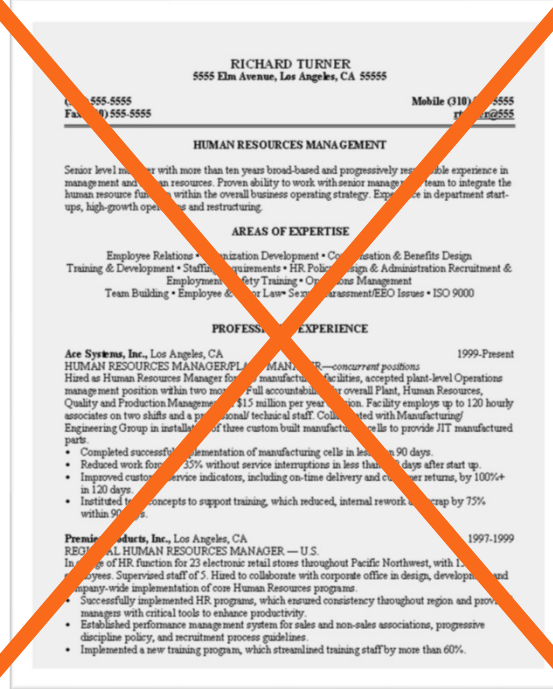
An experiment we conducted in the ADPR program with employers in the advertising and public relations fields indicated that design and layout of resumes:

- 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

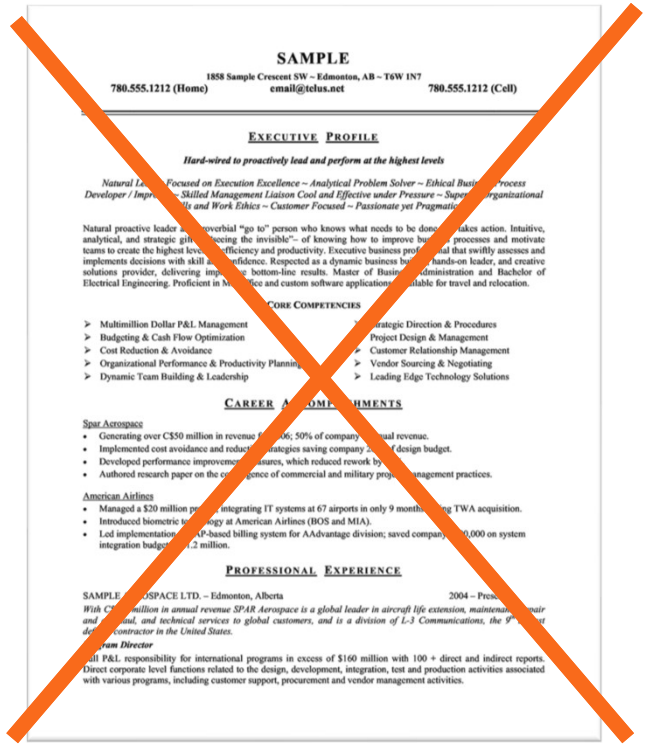
does not adhere to
professional design principles
and can immediately disqualify
a candidate in ADPR.



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 corner, 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



ALEXANDRA SINCLAIRE

SKILLS > DIGITAL

- Google Analytics, Hochschule
- Search Engine Optimization
- Image Editing (Photoshop)
- Mock-Ups (InVision)
- Page Layout (InDesign)
- Video Editing & Production (Premiere/DSLR)
- Vector Illustration (Illustrator)
- A.P. Style

EDUCATION

The University of Tampa, Tampa, FL
B.A. Advertising & Public Relations, 2023
 Creative Advertising Concentration

HubSpot Social Media Academy
 Certification (online), 2023

LEADERSHIP

President (2018-2020)
 Student Advertising Club (UT)

The University National Student
 Leadership Conference,
 Fordham University, Summer 2015
 2-week intensive summit
 in Public Relations.

CONTACT

123.456.7890
 ASinclair@gmail.com
 Tampa, Florida
 www.ASinclair.com

ADVERTISING & CONTENT CREATION

Bilingual content creator (fluent English/Spanish), skilled in content marketing for social media, print, web, broadcast.

ACHIEVEMENTS

- Developed campaign for Burch Gardens' fHwal O-Scream in collaboration with U.S. campaign team
- Built brand awareness through social media and web design/content that targeted specific audiences.
- Designed print work including ads, brochures, newsletters, letterheads and business cards.
- Produced SWOT analyses and market research for creative problem-solving proposals.
- Developed personas, empathy maps, and journey maps to create optimal user experience and usability.
- Used Google Analytics and social media insights to track and improve key performance indicators.
- Created/maintained websites using WordPress.
- Orally presented campaign proposals to clients.

RELATED EXPERIENCE

Frederick Advertising & Social Media Tampa, FL (2020-2023)

Created print and online media to meet marketing goals targeting specific audiences. Managed social media accounts and web/mobile content for clients in real estate agency, daycare, beach retail, and more. Created and curated content, improved search engine optimization, engaged followers to increase brand awareness and improve KPIs; generated monthly reports and wrote marketing proposals for new business.

Media Production Intern The Franklin Agency, Tampa, FL (5/20-8/21)

Created strategically tested media for print and online formats to build brand awareness and increase direct sales. Scheduled and posted content to social media accounts to engage followers.

Server, Sunset Beach Café, Saint Pete Beach, FL (Summers 2020-2023)

Served customers, prepared food, and performed cleaning and maintenance duties in beachside café.

ALEXANDRA SINCLAIRE

813.123.4567 | ASinclair@gmail.com
 Tampa, Florida | www.ASinclair.com
 www.hubspot.com/certifications/creative

PUBLIC RELATIONS PROFILE

Bilingual strategic communications professional (fluent English/Spanish) with skills in social media content production and creation, 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 MEDIA	SOFTWARE	MEDIA PRODUCTION	PRODUCTIVITY
A.P. Style	Google Analytics	Photoshop	Video Production	MS Office
SEO	Page Insights	Premiere	Web Design (HTML)	Adobe Creative Cloud
Media Writing	Analytics	Illustrator	Image Editing	Zoom/Google Meet
Blogging	Feedly	Blender	Page Layout	Zoom
WordPress	Buffer, Feedly	Canva	Logo Design	Google

EDUCATION

The University of Tampa, Tampa, FL
B.A. Advertising & Public Relations, anticipated May 2020
 Public Relations Concentration | GPA: 3.8
 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: Burch Gardens / PR Campaign Class

Developed and pitched PR campaign for Burch Gardens' fHwal 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 focus on Public Relations.

RELATED EXPERIENCE

Frederick 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 KPIs.
- 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 interview scripts. 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.



■ PR Writing
 ■ Social Media
 ■ Graphics
 ■ Administration

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



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



Leah Zukowsky
leahz802@yahoo.com
518179612903
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

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

RELATED EXPERIENCE

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

- o Assist in the production and distribution of concert promotion materials
- o 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

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

- o Worked on layout of the product catalog in conjunction with the head creative director
- o Assisted with design of the company website
- o 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

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

PROFESSIONAL DESIGN



813.810.0712
khornton@partans.ut.edu
www.khornton2.wia.com/portfolio
@KayTeThor_

OBJECTIVE Seeking a position in the Advertising or Public Relations industry that utilizes writing skills and invigorates creativity.

EDUCATION **University of Tampa, FL**
B.A. in Advertising & Public Relations
Dean's List Scholarship 2009-2013
Worked 20+ hours/week while in school

SKILLS

Copy writing	InDesign	Critical thinker
Media writing	Illustrator	Communication skills
Page layout	Photoshop	Reliable team member
Social Media	Facebook	Time management
AP writing style	Twitter	Flexibility/adaptability

EXPERIENCE **Marketing Intern-PDQ (People Dedicated to Quality) Fast Casual Dining**
February 2013 to present
Created press releases, media kits and researched target markets
Ideated engaging social media tactics

Sales Associate/Cashier-DSW Shoes
June 2012 to present
Collaborated with team members on projects and assignments
Implemented exceptional customer service
Trained new employees

Server/Hostess/Busser-Red 'O' Brady's Sports Restaurant
June 2009 to February 2010
Developed customer service skills
Facilitated multi-tasking techniques while working in a fast-paced environment

RELEVANT COURSES/ACTIVITIES **Advertising Campaigns**
Copy Writer/Editor responsible for all editorial content; making sure that all writing materials were properly edited and presented for a comprehensive advertising campaign for a local non-profit, Frameworks of Tampa Bay. Conducted organized research; developed goals and objectives; established advertising creative and messaging strategies; and prepared media strategies.

Ad 2 Tampa Bay
2012- Present

Before & After

Alexandra Sinclair
ASinclair@uttmu.edu Tampa, FL 33602 (813) 000-0000
<https://www.linkedin.com/in/alexandra-sinclair0000/>

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

ALEXANDRA SINCLAIRE
813.123.4567 | AlexandraSinclair@gmail.com
Tampa, Florida | www.alexandrasinclair.com
www.linkedin.com/in/alexandra-sinclair

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 A.P. Style SEO Media Writing Blogging WordPress	SOCIAL Google Analytics Page Insights Hootsuite TweetDeck Buzzsumo, Feedly	SOFTWARE Photoshop Premiere InDesign Illustrator Canva	MEDIA PRODUCTION Video Production Web Design (CMS) Image Editing Page Layout Logo-Design	PRODUCTIVITY MS Office Asana, Google ScrumSheet Trello Google
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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 analysis, market research, personas, journey maps, and client proposal.

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, backgrounds, 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 Interns 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 Cafe, Saint Pete Beach, FL (Summers 2016-2019)
Served customers, prepared food, and performed cleaning and maintenance duties in beachside cafe.

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



connie
WHITENER

727/455/0125
WHITENERCONNIE@GMAIL.COM
8801 LA CRESADA DRIVE, AUSTIN TX 78749

Objective:

Innovative professional with advertising and marketing experience seeking to enhance a business' success. Extensive background with creative problem solving, media writing, working with a team and individually. Eager to learn new concepts and ideas.

Related Skills

Adobe Creative Suite
Copywriting
Analysis
Final Cut Pro
Research
Photography
Excel
Social Networking
Apple iWork

Work Experience

Education Marketing Intern, Straz Center

JAN2012 - present

Community Marketing
Built relationships with 250 local businesses; attended shows and community events to expand reach to new targeted audiences

Administrative
Consolidated folders on universal hard drive, created spreadsheets to improve organization and increase productivity, printed programs for in-house student performances

Internal Communication
Created window displays, arranged notice boards and gathered collateral to promote special events

Photography
Took portraits and candid photos for press purposes. Photos were published in local newspapers and used in company brochures

Education

The University of Tampa
Bachelor of Arts and Letters
Advertising & Public Relations
Communication minor

Florida Gulf Coast University
Psychology
Communication minor

Relevant Coursework

Advertising + Public Relations Student, The University of Tampa
AUG2010 - GRADUATING MAY2013

Recognitions

Best Creative, NSAC
2013
Dean's List Award
2013

Advertising Campaigns
Collaborated for a Glidden paint at Walmart campaign for the National Student Advertising Competition

Writing for Advertising
Wrote copy for print ads and analyzed advertisements from current and past cultures

National Leadership
Honor Society,
Omicron Delta Kappa
2012-2013

Digital Arts for Professional Communications
Created digital art pieces using the Adobe Creative Suite

Independent Study
Analyzed diversity in modern print advertising

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.

out me
ME
t me

RESUME
all about me



PERSONAL INFO
Name: Fahmy Avajudin
Current address: 69-76, Jalan M. Yasin Padi Mahuar 1,
Pangpaya Lintang, Seneca Baru 11,
27200 Kuala Selangor
017-739 5627
1993/01/05
168 cm
65 kg
Malay/Ind
Melayu & Inggeris
malay@fahmyavajudin.com

OBJECTIVE
To obtain an internship in broadcasting production industry.

QUALIFICATION DATA
Secondary School: SMK Sultan Beli UDA
1993-2005
High Education: Institut Teknologi MARA (UiTM)
2005-2009
Major: Multimedia Management
Specialization: Advertising & Graphic Design Technology

AWARDS
Diploma in Multimedia Design Competition in Graphic Design Technology

ACCOLADES
Sijil Pengiktirafan MAMPU

WORKING EXPERIENCE
April - December 2008: Gaster & Consultant (Department of Angara Bawal)

SKILLS & TECHNICAL
Computer: Adobe Photoshop, Adobe Illustrator, CorelDraw, Microsoft Paint, Microsoft Word, Microsoft Excel, Microsoft Office
Manual: 3D Modeling, Photoshop, Microsoft Office, Microsoft Office

OTHER SKILLS
Cable Ties, Judo Judo, Taekwondo

HOBBY
Reading, Graphic Design, Message Service, Karaoke, Writing, Traveling

IZHAAR ROSLEY
Muhammad Izhaar Rosley

45300 Shah Alam
Selangor

03-5542 012-924

izhaar.rosley@gmail.com
izhaar.rosley@yahoo.com

EDUCATION
Universiti Teknologi Mara Malaysia
Diploma in Communication & Media
CGPA: 3.37
Bachelor of Mass Comm. (Hons) (Broadcasting)
Current CGPA: 3.54

HONORS & AWARDS
Dean's list
- 2nd and 3rd semester (Diploma)
- 3rd and 4th semester (Degree)

RELEVANT EXPERIENCES
Intern
ASTRO Production Sdn. Bhd.,
All-Asia Broadcast Center (TPM, Bukit Jali)
December 2007 - May 2008
- Creative Researcher & Scriptwriter for
Bintang@Ria
- Involved in pre-production, production and
post-production for Bintang@Ria
- Assisted Corporate Comm. Department as
Scriptwriter for ASTRO Fest 2008

Freelancer
ASTRO Production Sdn. Bhd.,
All-Asia Broadcast Center (TPM, Bukit Jali)
May 2008 - July 2008
- Creative Researcher & Scriptwriter for Gegar
UI (Season 2)

REFERENCES
Nurul Azrin
Producer, Bintang@Ria
017-
Sulit Shahrin
Producer, Gegar UI Season 2
012-

OBJECTIVE
To obtain an internship in broadcasting production industry.

PROFICIENCIES
Fluent in both Bahasa Melayu and English Language.

Microsoft Word, Microsoft PowerPoint, Adobe Photoshop CS3, Adobe InDesign CS3, Adobe Flash CS3, Apple iMovie HD, WavePad, Internet, Windows and Mac OS.



SMOG *Illustrator & Video Editor*

Education
 ESAD, Caldas do Rainha (BA) Sound and Image 2008 - 2011
 Duran Castalbert Fine Art School Torres Vedras, Portugal Technical Drawing & Painting 2002 - 2007

Technical Skills
 Fine Art Drawing & Painting Portrait
 Illustration / Digital Illustration
 Video Editing
 Photography
 Storyboard

Pencil & Paper ★★★★★
 Adobe Photoshop CS5 ★★★★★
 Adobe Illustrator CS5 ★★★★★
 Final Cut Pro ★★★★★
 Adobe Premiere ★★★★★
 After Effects ★★★★★
 Logic Pro ★★★★★
 Adobe SoundBooth ★★★★★

Work Experience
 HOW - Multimedia Full-Time Video Editor Torres Vedras, Portugal Mar 2011 - Aug 2011
 Coran d'Ache (Scriptur) Freelancer Promotor & Product Demonstrator Jan. 2007 - Dec. 2010
 Duran Castalbert Fine Art School Fine Art & Illustration Tutor Part Time & Full-Time Sep. 2005 - Jan. 2008

Contacts
 Phone 0753 1672 321
 Email smog@gmail.com
 Web http://cargocollective.com/smog
 http://vimeo.com/monicagomes

Mónica Gomes

I'm a portuguese illustrator highly motivated and passionate about art in general. I have a fine art background that took me into illustration, which later on, with the use of technology also took me to work with Digital Illustration. Later on I decided to join the University doing a BA in Sound & Image, working side by side with artists from different areas. I also have as interests books, art & fashion magazines and Photography.

Currently I am living in Central London and looking forward to start working with people that share my love for illustration & Video. Thank you for reading my resume, hope to hear from you soon.



Alexandra K. PETTINATO

CREATE GRAPHIC DESIGN WEBSITE DESIGN ILLUSTRATION & PHOTOGRAPHY

EXPERIENCE
 A. K. PETTINATO DESIGNS Freelance Designer Designer 2011 - Present
 LISA MARK PHOTOGRAPHY Photographer & Assistant 2011 - Present
 INVESTMENTS FASHION LTD. 12 Avenue St. George's Designer 2010 - Present
 GARDENERS ART SUPPLIES Part Time Sales Assistant 2011 - Present
 H&M CANADA (TORONTO) Part Time Sales Assistant 2010 - 2011

EDUCATION
 HUNTER COLLEGE 2001 - 2003 Graphic Design for Print & Web, Certificate Program, Concentration in Web & Animation
 YORK UNIVERSITY 2007-2010 Bachelor of Fine Arts Degree in Visual Art (Web), Concentration in Photography

SKILLS
 • Photoshop & Digital Photography Printing
 • Photoshop & Graphic Printing Production
 • Strong Interest in Contemporary Art
 • Management in Visual Design Art
 • Web Programming Development
 • HTML
 • CSS
 • Adobe Creative Suite 9.0
 • Illustrator
 • InDesign
 • Final Cut Pro
 • After Effects
 • Microsoft Office
 • Mac OS X
 • Windows
 • Networking
 • Marketing
 • Writing
 • Mac OS

ACHIEVEMENTS
 ESAD Fine Art Honours Portfolio - Best Student 2011
 Hybrid Skills Competition of Visual - Best Photography 2007

ASSOCIATIONS
 Canadian Italian Association Ontario Member/Executive Director Designer 2011
 DINKY Artist Collective Co-Founder, Member 2011

References on Request

www.akpettinato.com (905) 808-3419 info@akpettinato.com

Thanks!
 LET'S KEEP IN TOUCH





MARY RUTH GREINDER
Lead Graphic Designer

phone: +1 2345 555 | email: contact@maryruthgreinder.com
cell: +1 234 555 555 | website: maryruthgreinder.com

ABOUT ME

Proficient at designing web sites using HTML, CSS and Photoshop, as well as creating and customizing templates for smaller content management systems such as Wordpress and Joomla. Also become extremely engaged in my writing digital books.

Most of my web Photoshop work has been for small business clients. Quick learner, team oriented, and a hard worker.

SKILLS & AREA OF EXPERTISE

- Graphic Design: ●●●●●
- Web Design: ●●●●●
- Goal Oriented: ●●●●●
- Creative Collaborative: ●●●●●
- Enjoy Producing Art: ●●●●●
- Team Player: ●●●●●
- Self Starter: ●●●●●
- Creativity: ●●●●●

WORK EXPERIENCE

Lead Graphic Designer, Chirk Studios (2008 - Present)
Designed a variety of marketing materials for businesses across the United States including but not limited to logos, newsletter templates, email templates, landing pages, and various other web graphics.

Freelance Designer, Self Employed (2006 - 2008)
Worked with various clients in the San Jose area, designing business cards, logos, signs, and promotional materials. Completed work at a high pressure deadline more with tight deadlines.

Graphics Designer, Studio99 (2004 - 2006)
Created flash websites and presentations for area businesses and online shops. Also worked with a senior designer to create print advertisements for several well known national companies. Learned how to use various image and graphic editing software programs including Photoshop.

EDUCATION

- University of California (2002):**
Bachelor of Arts in Studio Art with emphasis on 2-D Studies
- San Francisco State University (2002):**
Web Design Internship Certificate
- San Francisco High School of Art (2001):**
Graphic Design & Artwork

Robbie Bautista
www.robbiedesign.com • www.thecreativeork.com
robbie.bautista@yahoo.com
408 926 882 1234
Number 4 Privet Drive, Little whinging, Surrey



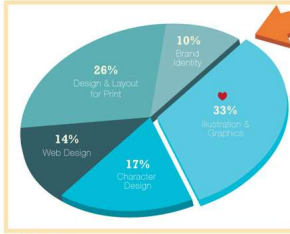
EDUCATION

I graduated on October 2008 from De La Salle-College of Saint Benilde with a degree in Multimedia Arts

WORK EXPERIENCE

I started working even before I graduated from college.

- Since then I've worked for 6 companies and actively participated in 1 student organization
- Designblue Manila, Bella Luce Publications, Redd Inc., Boracay Communications, K2 Design
- While doing freelance work on the side



WHAT I DO

CLIENTELE

I have worked for the following companies and organizations

- Manila Ocean Park, De La Salle Philippines, Mariposa Philippines, Docoo Apps - Igoon Pineson, Digital Philippines Philippines, Juan Avelosona Doo, Spill Objects, Devotion Philippines Corporation, Inee Maroon, Sonic Shape Records, Call Park, Junior Magazine, Southeast JVC Logistics, I Leon Hindi, Urban Landscapes, Redd Inc., Bella Luce Publications, C2 Collections, World Wars, Freelance UK, and more.



BLOG: Facebook | Twitter | Tumblr

- Blowing Boxes (December 2008)
- Thumbnail (February 2009)
- Spotify (April 2009)
- Sustikake (February 2010)

EXHIBITIONS

- Blowing Boxes (December 2008)
- Thumbnail (February 2009)
- Spotify (April 2009)
- Sustikake (February 2010)

SEMINARS

- Graphika Manila 2010
- 2nd Young Multimedia & Graphic Designers Summit 2008
- Luxation Schools Press Conference 08
- The Challenge for Illustrators
- Graphika Manila 2006

SKILLZ

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD/Design
- Adobe Dreamweaver
- Adobe Flash
- HTML
- CSS
- Creativeflow
- Spotify

STATUS

Feeling awesome



JASON MARTIN

Graphics & UI Designer

CALL
02 765 3258 965

EMAIL
info@jasonmartin.com

WEBSITE
www.jasonmartin.com

EXPERIENCE

HKC CREATIVE STUDIO
January 2015
I led a team of 10 creatives and managed the design process from concept to final delivery. I was responsible for all creative output and ensuring the highest quality of work.

STUDY INFOSIS
April 2014
I worked as a creative intern at Studynet, where I assisted in the design and development of various digital marketing campaigns.

SH TELECOM
February 2008
I worked as a creative intern at SH Telecom, where I assisted in the design and development of various digital marketing campaigns.

EDUCATION

MASTER OF COMPUTER APPLICATION
Singapore University, Singapore
November 2007

CERTIFICATE IN JAVA COURSE
Machelli University, Amsterdam
November 2006

BACHELOR OF SCIENCE
Machelli University, Amsterdam
November 2005

PROFILE

I am a creative and innovative individual with a strong background in design and user experience. I have a proven track record of leading teams and delivering high-quality work on time and within budget.

PROJECTS

MAXTHON JAVA PROJECT
January 2015
I led a team of 10 creatives and managed the design process from concept to final delivery. I was responsible for all creative output and ensuring the highest quality of work.

TASTY ONLINE RESTAURANT SYSTEM
Singapore
November 2007

OBJECTIVE

I am seeking a challenging role where I can utilize my skills and experience to contribute to the success of the organization. I am a team player and a fast learner.

SKILLS & INTERSET

PHOTOSHOP ★★★★★	ILLUSTRATOR ★★★★★	HTML5 ★★★★★	JAVA SCRIPT ★★★★★
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your name

CONTACT

Address:
123 Main Street, Singapore 123456

Phone:
+65 9123 4567

Email:
info@yourname.com

Website:
www.yourname.com

EDUCATION

Master of Computer Application
Singapore University, Singapore
November 2007

Certificate in Java Course
Machelli University, Amsterdam
November 2006

Bachelor of Science
Machelli University, Amsterdam
November 2005

EXPERIENCE

HKC Creative Studio
January 2015
I led a team of 10 creatives and managed the design process from concept to final delivery. I was responsible for all creative output and ensuring the highest quality of work.

STUDY INFOSIS
April 2014
I worked as a creative intern at Studynet, where I assisted in the design and development of various digital marketing campaigns.

SH TELECOM
February 2008
I worked as a creative intern at SH Telecom, where I assisted in the design and development of various digital marketing campaigns.

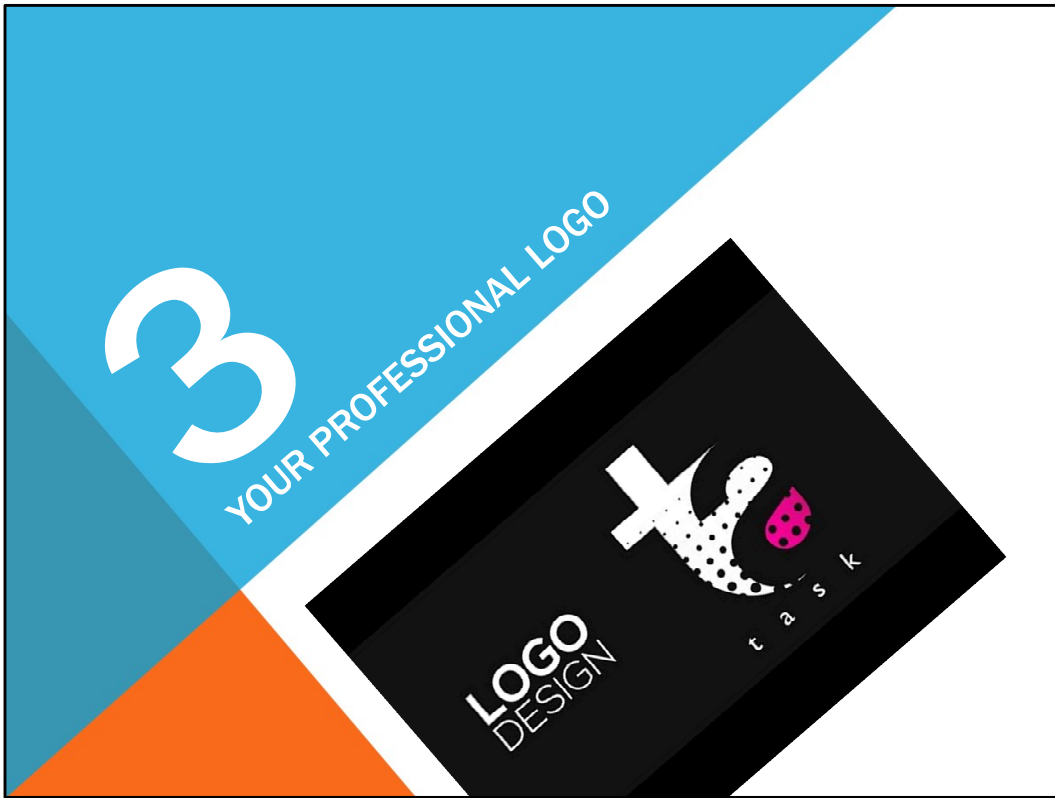
PROJECTS

MAXTHON JAVA PROJECT
January 2015
I led a team of 10 creatives and managed the design process from concept to final delivery. I was responsible for all creative output and ensuring the highest quality of work.

TASTY ONLINE RESTAURANT SYSTEM
Singapore
November 2007

SKILLS & INTERSET

PHOTOSHOP ★★★★★	ILLUSTRATOR ★★★★★	HTML5 ★★★★★	JAVA SCRIPT ★★★★★
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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 $\frac{1}{4}$ 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.

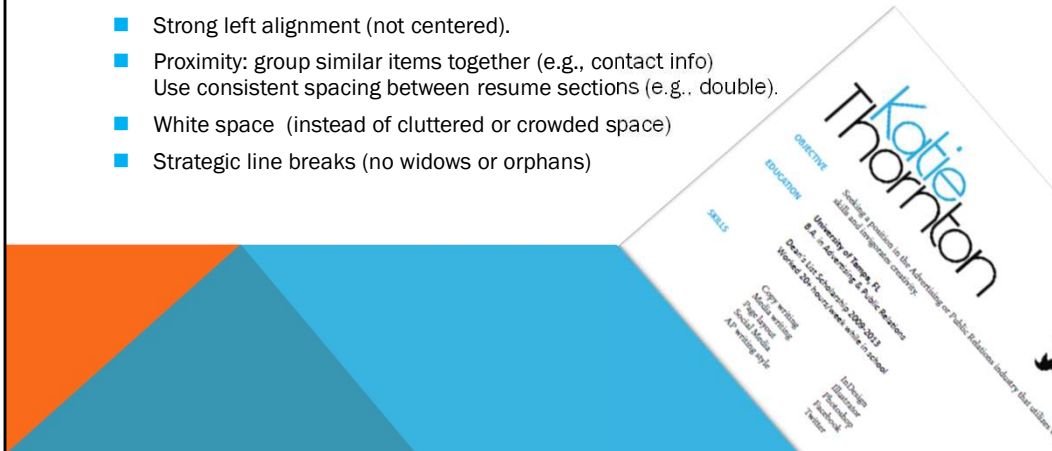




Let's take a look at layout and type principles for resumes in media arts.

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 body 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.

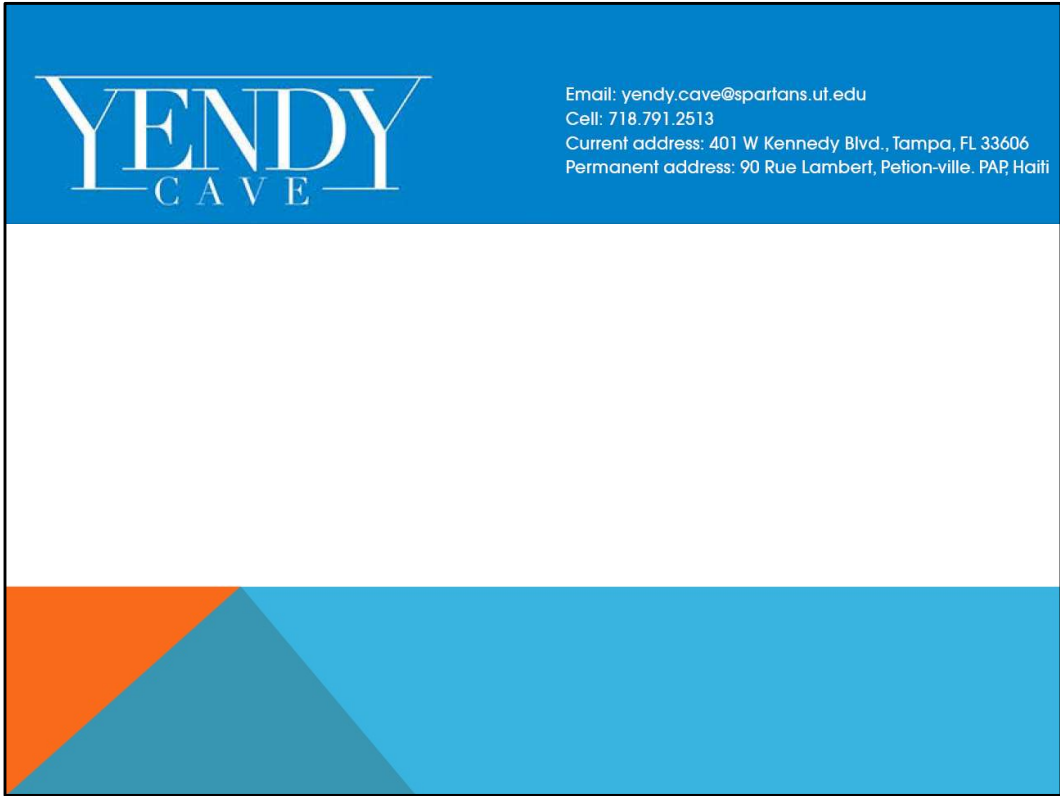
Do remember to customize the content to show your strengths.



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).



Here is contact info upper right, aligned left

Lp luke pacer

708.663.1496
luke.pacer@gmail.com
824 South Scoville Ave. Oak Park, IL 60304

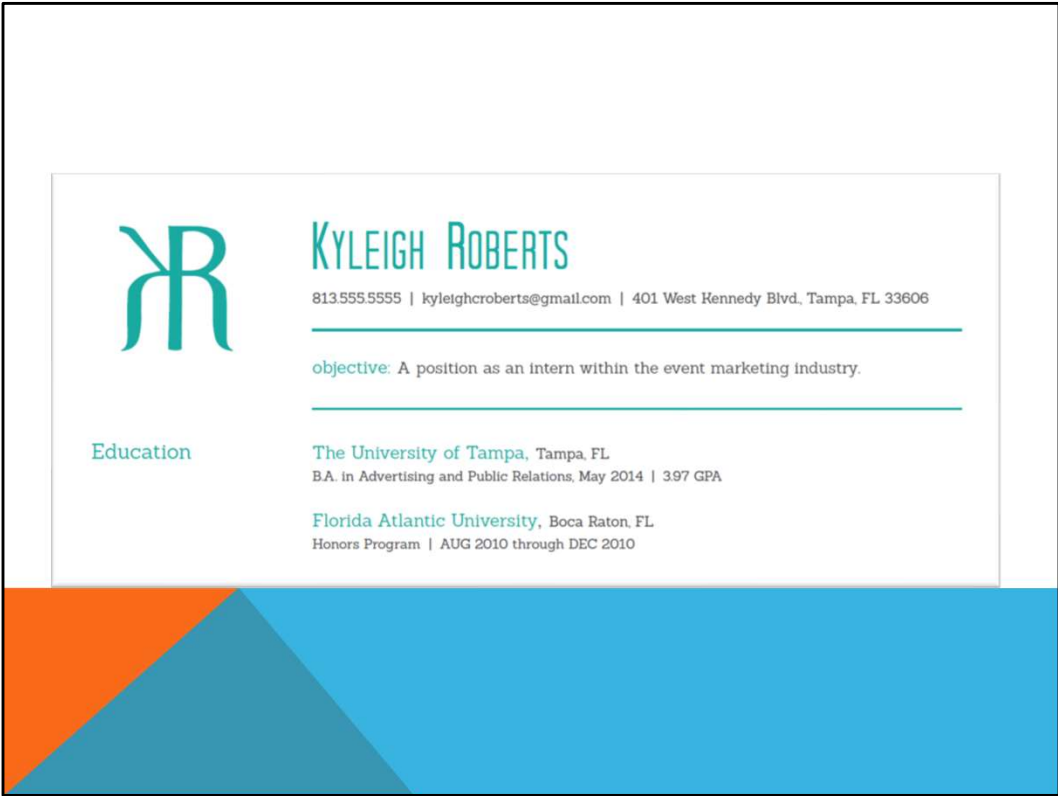
OBJECTIVE

Seeking a position in Advertising and Marketing that utilizes creativity and promotes problem-solving.

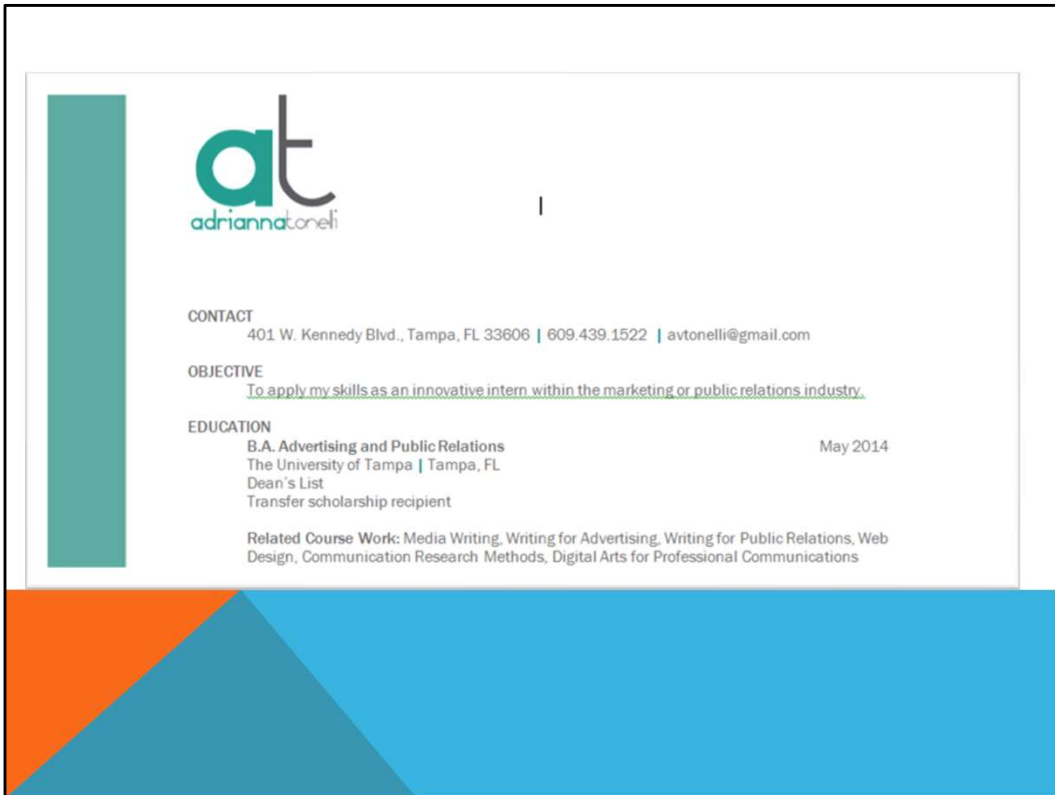
EDUCATION

The University of Tampa, Tampa, FL -May 2014
Bachelor of Arts in Advertising and Public Relations
Spanish Minor
GPA: 3.77/4.0
National Society of Leadership and Success
Studied abroad in Costa Rica -Spring 2012

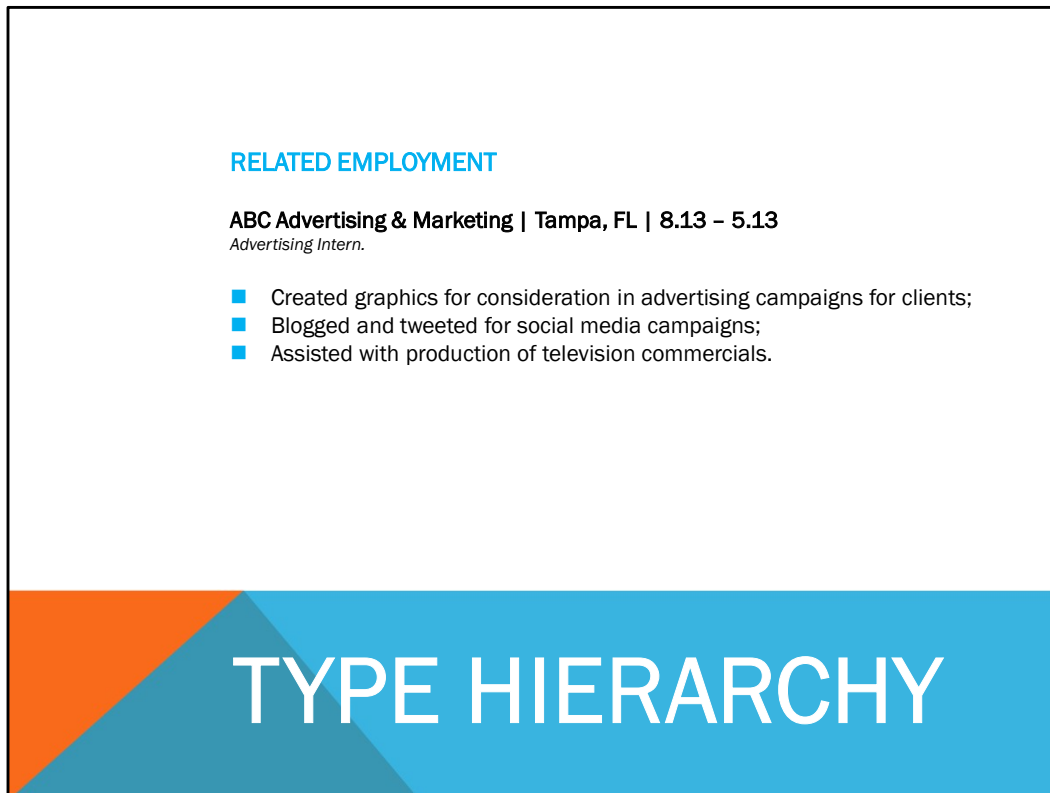
Here is contact info upper right, aligned right.



Here is contact info run across the top under the name.



Some people create a category called “Contact.”



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”

AVOID TOO MUCH STAIR-STEPPING (IT'S CHAOTIC)

RELATED EMPLOYMENT

ABC Advertising & Marketing | Tampa, FL | Fall '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.



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.



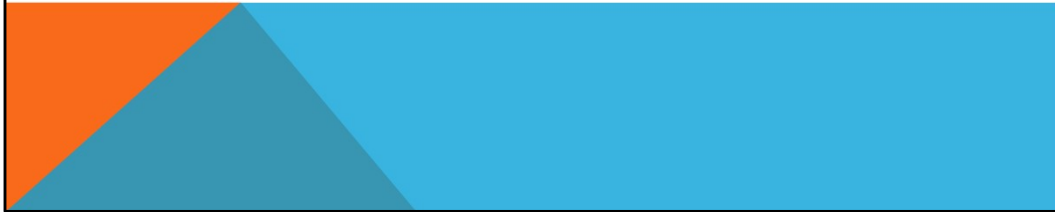
Customize Your Resume Content for Each Job



- 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 employment.
- 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

ab

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. Tailor 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)



ALEXANDRA SINCLAIRE

SKILLS > DIGITAL

- Google Analytics, Hootsuite
- Search Engine Optimization
- Image Editing (Photoshop)
- MailChimp (Email Marketing)
- Page Layout (InDesign)
- Video Editing & Production (Premiere/DSLR)
- Vector Illustration (Illustrator)
- A.P. Style

EDUCATION

The University of Tampa, Tampa, FL
B.A. Advertising & Public Relations, 2023
Creative Advertising Concentration

Husport Social Media Academy
Certification (online), 2023

LEADERSHIP

President (2018-2020)
Student Advertising Club (UT)

The University National Student Leadership Conference, Fordham University, Summer 2015
2-week intensive summit in Public Relations.

CONTACT

123.456.7890
ASinclaira@gmail.com
Tampa, Florida
www.ASinclaira.com

ADVERTISING & CONTENT CREATION

Bilingual content creator (fluent English/Spanish), skilled in content marketing for social media, print, web, broadcast.

ACHIEVEMENTS

- Developed campaign for Beach Gardens' 'Island O'Scream' in collaboration with U.T. campaign team
- Built brand awareness through social media and web design/content that targeted specific audiences.
- Designed print work including ads, brochures, newsletters, letterheads and business cards.
- Produced SWOT analyses and market research for creative problem solving proposals.
- Developed personas, empathy maps, and journey maps to create optimal user experience and usability.
- Used Google Analytics and social media insights to track and improve key performance indicators.
- Created/maintained websites using WordPress
- Orally presented campaign proposals to clients.

RELATED EXPERIENCE

Freelance Advertising & Social Media
Tampa, FL (2020-2023)
Created print and online media to meet marketing goals targeting specific audiences. Managed social media accounts and web/mobile content for clients in real estate agency, daycare, beach retail, and more. Created and curated content; improved search engine optimization; engaged followers to increase brand awareness and improve KPIs; generated monthly reports and wrote marketing proposals for new business.

Media Production Intern
The Pavilion Agency, Tampa, FL (5/20-8/21)
Created strategically based media for print and online formats to build brand awareness and increase direct sales. Scheduled and posted content to social media accounts to engage followers.

Server, Sunset Beach Cafe, Saint Pete Beach, FL (Summers 2020-2023)
Served customers, prepared food, and performed cleaning and maintenance duties in beachside cafe.

ALEXANDRA SINCLAIRE

813.123.2021 | alexandrasinclaira@gmail.com
Tampa, Florida | www.ASinclaira.com
www.Brandside.com/alexandra-sinclaira

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	MEGA PRODUCTION	PRODUCTIVITY
A.P. Style	Google Analytics	Photoshop	Video Production	MS Office
Page Insights	Page Insights	Premiere	Web Design (CMS)	Asana, Google
MailChimp	Hootsuite	InDesign	Image Editing	Facebook
Blogging	Twitter/Direct	Illustrator	Page Layout	Trello
WordPress	Business, Feedly	Canva	Logo Design	Google

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

Certification: Husport Social Media Academy training in Google Analytics, 2019
National College of Collegiate Scholars (2017-2019)

Campaign: Beach Gardens' / PR Campaign Class
Developed and pitched PR campaign for Beach Gardens' 'Island O'Scream' in collaboration with campaign team. Produced SWOT analyses, market research, personas, journey maps, and design proposals.

LEADERSHIP

President, Public Relations Students Society of America (PRSSA-UT) 2018-2020
Planned events and checked agendas and PR workflow.

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 KPIs.
- 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 other content using Adobe Creative Cloud and iStock camera.

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 Cafe, Saint Pete Beach, FL (Summers 2018-2019)
Served customers, prepared food, and performed cleaning and maintenance duties in beachside cafe.

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.

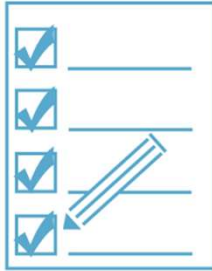
Is an Objective Really Necessary?

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**.

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)

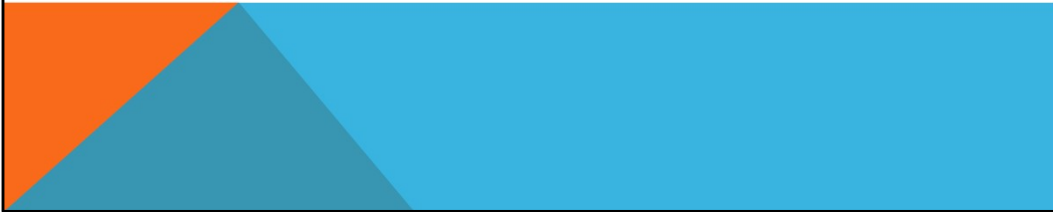
Notice the order of the skills listed in the previous example:

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

ABC Advertising & Marketing | Tampa, FL | Fall '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.

- Jobs
- Internships
- Freelance Work
- Community Projects
- Leadership Positions
- Etc.



“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

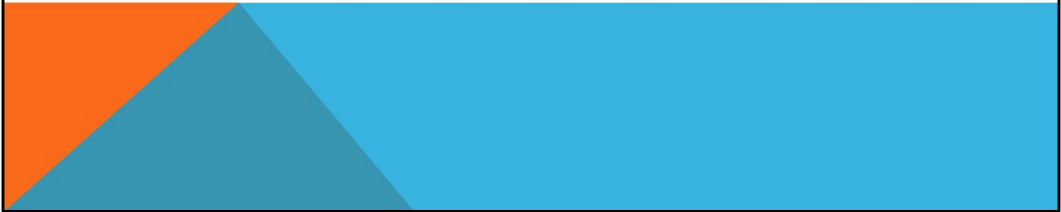
(Non-Designer's Design Book)

- 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.

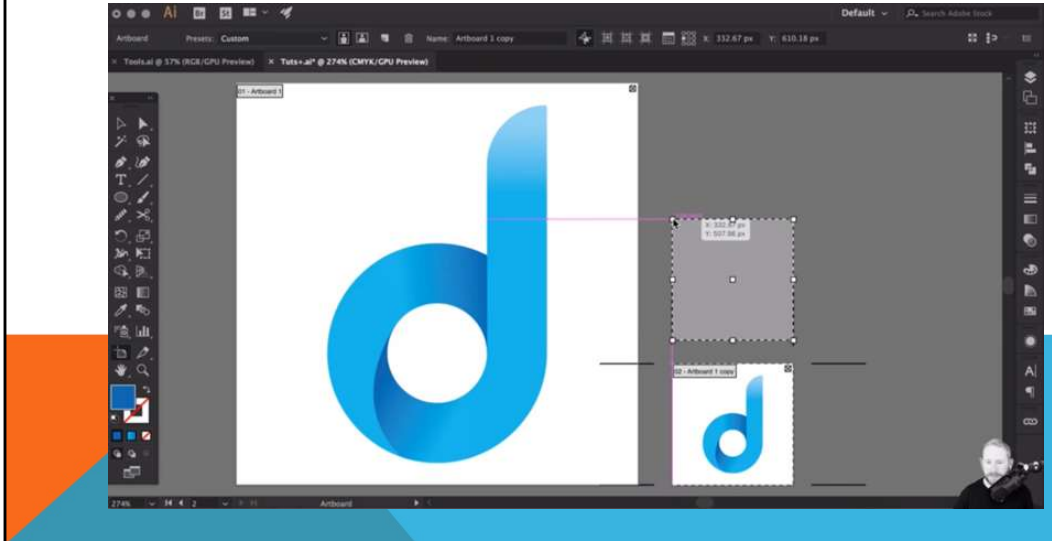




Google “creative business cards” for ideas.

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.



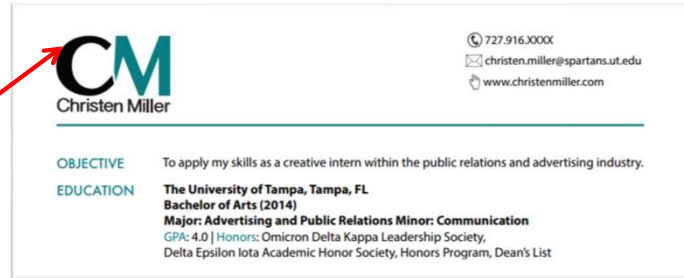
logo for print

.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

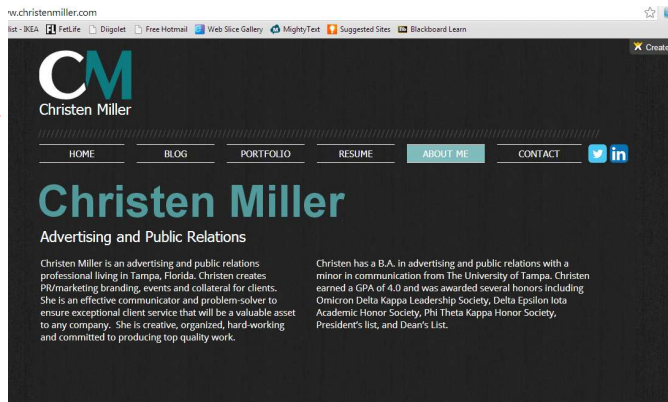


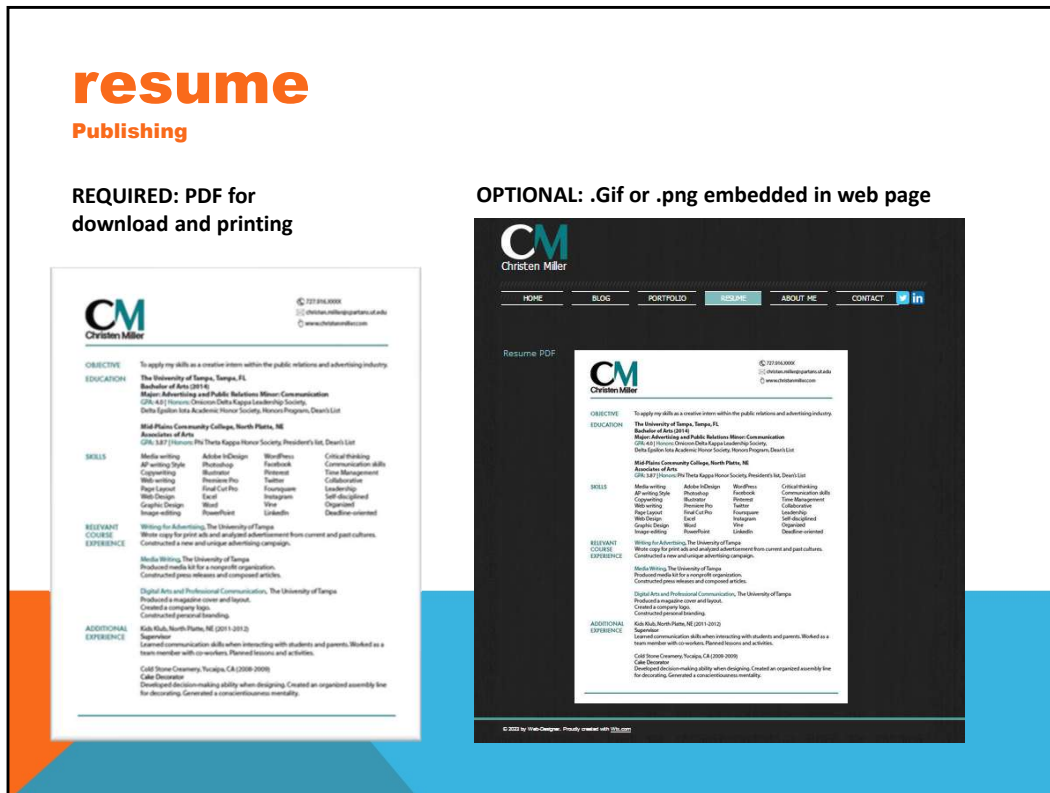
.ai
File > Save for Web >
.gif or .png 24



Illustrator

Web





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.

