

GUIDE TO RESUME WRITING

A resume is a **tailored marketing document** designed to showcase your relevant education, experience, and skills

LENGTH: 1-page unless can fill 2-pages with relevant information

FORMAT: Use ALL CAPS, **bolding** and *italics* for section titles, employer names, and your titles for emphasis

CONSISTENCY IS IMPORTANT:

- Keep your use of font size, capitalization, bolding, and italics the same throughout each section
- List the city and state for a position for each position
- Make sure all dates are formatted the same way and line up
- If you use periods at the end of bullet points, be consistent throughout

BULLETS: Describe your experiences using detailed accomplishments. Consider using the following bullet point formula:

Action Verb + What you did, or Who you served + Results/Outcome/How/Why

ORGANIZATION OF INFO: Within each section, list information in reverse chronological order (most recent experience or education first)

Anita Career

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OBJECTIVE: To obtain the Social Media Internship with Facebook, utilizing my communication and design skills

EDUCATION:

The University of North Carolina at Charlotte, Charlotte, NC May 2019
Bachelor of Arts in Communication Studies
Concentration: Mass Media
Minor: Film Studies
GPA: 3.56/4.0
Relevant coursework: Communication and Mass Media, Organizational Communication, Communication and Research Methods, Globalization and Digital Media, Mass Media and Society, New Media for Communications

RELEVANT EXPERIENCE:

Creative Group, Charlotte, NC May 2017 – August 2017
Marketing Intern

- Assisted the Marketing Director with social media marketing for Instagram, Facebook, and Twitter
- Increased Instagram following 300% in four months by doing targeted campaigns
- Collaborated with the Marketing Director to create a marketing plan, which increased sales by \$20,000 in two months
- Developed two advertising campaigns for a new product the organization was introducing to their customers
- Built a contact database for 1000 customer contacts using Excel

Target, Charlotte, NC August 2016 – May 2017
Retail Sales Associate (part-time)

- Managed merchandise rotation, floor changes, and provided an enhanced visual presentation of merchandise
- Responded to an customer questions and concerns with efficiency
- Trained two new staff on working the cash register, ringing up items, returns, and tagging merchandise
- Won employee of the month by increasing sales in my department by 30%

VOLUNTEER EXPERIENCE:

Habitat for Humanity, Charlotte, NC Summer 2017
Social Media Campaign Manager

- Managed organization's Facebook account and marketed summer events through graphics and video

Dimagi, Inc. (Via CatchAFire.com), Online August 2016 – October 2016
Social Media Strategist

- Assisted in the strategy of Instagram and Twitter accounts to reach a wider demographic

CAMPUS INVOLVEMENT:

Lambda Pi Eta (National Communication Honor Society), *Member* January 2017 - Present
Communication Studies Student Association (CSSA), *Treasurer* August 2016 – Present

- Oversee a yearly budget of \$2000 for the organization to use for various events

DON'T INCLUDE:

- Clipart, images, watermarks, or headshots
- Full sentences or words like "I," "me," or "my"
- Hobbies or interests unrelated to the position
- General statements (i.e. "Strong work ethic," "People person," or "Good communicator")
- References (Your Reference page should be separate)
- Personal information (age, gender, marital status, etc.)