



RESUME WRITING GUIDE

The WoW factor:

- Present your experience in a 1-page professional format
- Use the role description to inspire your layout and content
- Stay accurate, brief and clear
- Align your career story with opportunities you're seeking

YOUR FULL NAME HERE

CITY, STATE, ZIP | PHONE NUMBER | EMAIL | LINKEDIN URL

EDUCATION

The University of Texas at Austin

Expected Month, Year of Graduation

Degree, Moody College of Communication Austin, TX

High School (Optional)

Graduation Month, Year

HS Diploma

City, State

RELEVANT EXPERIENCE

Your Title

Start Date (MM/YY) - End Date (MM/YY)

Company or Organization Name City, State

- **Strong Verb (see list) + what you did (more detail) + reason, outcome, or measurable results**
- *Implemented + social media campaigns + to raise awareness about bullying and peer pressure*
- *Led + five person team in fundraising efforts + resulting in a \$1500 donation to local animal shelters*
- *Organized + welcome package campaign for 500 incoming freshman + to promote mental health awareness*
- *Recorded and distributed + weekly meeting proceedings + using Google Drive Suite*

60 STRONG VERBS

Delegate | Solve | Build | Oversee | Produce | Edit | Summarize | Create | Draft | Implement | Plan
 Advise | Coordinate | Direct | Apply | Monitor | Maximize | Guide | Investigate | Prepare | Adapt
 Interpret | Develop | Assess | Formulate | Manage | Budget | Distribute | Organize | Record |
 Engineer | Assign | Persuade | Research | Integrate | Operate | Calculate | Translate | Allocate |
 Influence | Motivate | Promote | Establish | Compile | Explain | Perform | Reduce | Analyze |
 Illustrated | Refer | Coach | Examine | Increase | Survey | Arrange | Instruct | Adapt | Facilitate |
 Improve | Process | Design | Supervise | Schedule | Evaluate | Publicize | Critique | Generate |
 Identify | Recruit

SKILLS

Software: Microsoft Word, Excel, PowerPoint, Access, Publisher, Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Premiere, Flash, After Effects, Final Cut Pro, Movie Magic Scheduling & Budgeting, HTML, AVID, Audacity, iMovie, DV Express, Zendesk, Slack, Salesforce, Canva, Trello

Film/Video: Script Coverage, Script Linking, Location Scouting, Casting, DV, Camera Operator, Boom Operator

Language: Proficient Spanish, Intermediate Japanese, Basic French, Basic American Sign Language

Writing: AP Style, Features, Copy-Editing, News Releases, Fact Sheets, Media Alerts, Print Style, briefs, PSAs, Client Profiles, Biographies

Research: Mintel, SRDS, SPSS, SAS, LexisNexis, Claritas, Media Map, Ed Cals

Media: Google Adwords, Google Analytics

Social Media: Twitter, Facebook, LinkedIn, Google+, Hootsuite, Wordpress, TikTok, Blogger, Pinterest, Instagram, Snapchat, Vimeo

Font size between 10-12, header between 12-18; use a clear font.

Repeat this format. Include any volunteer, leadership, paid and academic project experiences.

Each category in reverse chronological order.

Hard skills only! Soft skills go on cover letters.

Convert to PDF before sending: Include name in document title.



RESUME WRITING GUIDE

MATTHEW MCRESUME

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EDUCATION

The University of Texas at Austin

Expected May 20xx

Degree, Moody College of Communication Austin, TX

Generic High School

May 20xx

HS Diploma

City, State

RELEVANT EXPERIENCE

Social Media Intern

Start Date (MM/YY) - End Date (MM/YY)

Tiff's Treats — Austin, Texas

- **Strong Verb (see list) + what you did (more detail) + reason, outcome, or measurable results**
- Implemented + social media campaigns + to raise awareness about bullying and peer pressure
- Led five person team in fundraising efforts + resulting in a \$1500 donation to local animal shelters
- Organized + welcome package campaign for 500 incoming freshman + to promote mental health awareness
- Recorded and distributed + weekly meeting proceedings + using Google Drive Suite

Marketing Intern

Start Date (MM/YY) - End Date (MM/YY)

Austin Humane Society — Austin, Texas

- **Strong Verb (see list) + what you did (more detail) + reason, outcome, or measurable results**
- Analyzed + competitor marketing and messaging + to create strategic plan for newsletter promotions
- Utilized + creative strategies + to establish content for future marketing plans
- Independently managed + company social media accounts; + increased user engagement by 150% in March.
- Created and distributed + informational fliers and pamphlets + resulting in increased student turnout at Fall event

ACADEMIC PROJECTS

Integrated Communication Campaigns

Start Date (MM/YY) - End Date (MM/YY)

Bumble — Austin, Texas

- **Strong Verb (see list) + what you did (more detail) + reason, outcome, or measurable results**
- Collaborated + to create marketing plan for local business + to raise awareness about new sales initiative
- Created + 5 minute promotional video using iMovie + to increase web traffic and customer interest

SKILLS

Software: Microsoft Word, Excel, PowerPoint, Access, Publisher, Canva, Trello

Language: Proficient Spanish

Writing: AP Style, Features, Copy-Editing, Briefs, PSAs, Client Profiles

Research: Mintel, SRDS, SPSS, SAS, LexisNexis, Claritas, Media Map, Ed Cals

Media: Google Adwords, Google Analytics

Social Media: Twitter, Facebook, Hootsuite, Wordpress, TikTok, Pinterest, Instagram, Snapchat, Vimeo

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