

# RESUMES *for the* 21<sup>ST</sup> CENTURY

Your resume doesn't HAVE to be one 8.5 x 11 in. piece of paper with black and white 12 point font. **If you're the creative type, think outside the box.** Just remember one important rule: Ease of readability is the most important feature.

**Spell check will not save you.** Technology is great and we advocate using it to your advantage. However, spell check does not pick up on lousy sentence structure, misused commas, inadvertently used words and many basic grammar mistakes. Have an editorially-inclined friend, professor, etc. take a look over it for another set of eyes.

**Consider using a bulleted list format** if your resume includes large chunks of text. These days, most people will read your resume on the computer, where walls of print are harder to digest.

## JOHN SMITH MARKETING ANALYST

### EDUCATION

- Spring 2017 M.S. in Communication  
Drexel University's online program
- Spring 2010 B.A. Communication  
Drexel University  
College of Arts and Sciences

### EXPERIENCE

- Vault Communications Philadelphia, PA 2013 - present  
Communications Director  
Developed all communications initiatives, including print and digital campaigns. Established external relationships and managed a team of seven employees.
- Ogilvy Public Relations New York, NY 2011 - 2013  
Public Affairs Associate  
Created marketing and public relations campaigns for a variety of clients, focusing on consumer products and non-profits.
- Jones Agency Philadelphia, PA Summer 2010  
Marketing Intern  
Managed social media accounts for several of the agency's clients.

### TECHNICAL SKILLS

Social Media Master	Software Skills
FACEBOOK ●●●●●	PHOTOSHOP ●●●●●
TWITTER ●●●●●	ILLUSTRATOR ●●●●●
LINKEDIN ●●●●●	INDESIGN ●●●●●

### SCHOLARSHIPS, CERTIFICATES & AWARDS

- Robert C. Byrd Honors Scholarship
- Graduate Certificate in Project Management, Drexel University
- NFPW Excellence in Communications Award for Social Media

### WEBSITE

www.johnsmith.com

### MOBILE NUMBER

215-000-0000

### EMAIL

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### PERSONAL STATEMENT

Strategic Communications Trailblazer with a passion for analyzing and using complex data to optimize brand assets. As a creative soul, self-directed learner, and resourceful problem-solver, I have cultivated a distinctive knack for thinking on my feet and out of the box, to develop high-performance campaigns for small startups, growing empires, and global enterprise solutions.

### LANGUAGE

English  
Mother Language

Spanish  
Advanced Level

French  
Basic Level



Visit my online portfolio:

[WWW.JOHNSMITH.COM](http://WWW.JOHNSMITH.COM)



Things move more quickly these days, and in this competitive job market you have to catch a resume reader's attention quickly. **Create a succinct, yet powerful, personal brand statement.**

**Pay attention to visual elements.** Your resume is a complete package, including its aesthetic appeal and its content. It may be worth it to hire a graphic designer or buy a resume template to add some flair. A professional looking resume communicates excellence.

**Include hyperlinks on your resume**—to your LinkedIn page, your website, online portfolio, etc. Always double check to make sure all links work before sending off your resume.

Begin to **use social media to your advantage.** For example, use your Twitter account to interact with major players in your industry, share and tweet industry news, etc. It might make sense to include your Twitter handle on your resume—especially if you're entering a public-facing field.