

RESUMES *for the* 21ST 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

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MOBILE NUMBER

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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



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.