

# Resume Basics

Your resume is not a static document. It may be used to apply for jobs/internships, scholarships, graduate/professional programs, or for networking. The key is to tailor your document to highlight your relevant qualifications for each situation. The following sample is meant to present a single, possible style. Your resume should reflect your own interpretation, style, and experience. Consider the following when creating your resume:

## ORGANIZATION & LAYOUT

- Organize content according to what is required and relevant to the position or program
- Use margins (.5 to 1-inch), sections, or columns to balance and organize your content
- Balance the content of your resume using left and right justification, spacing, and tab settings to draw attention to relevant information – remember consistency is key

## FONTS & STYLE

- Use a font that is clear and easy to read at-a-glance
- Adjust the size (10-12 pts, typically) based on the font
- Incorporate style elements like **bold**, *italics*, CAPITALIZATION, and underline to draw attention to the most important parts of your resume
- Each style element should emphasize a single type of information

## SECTIONS & CONTENT

- Create section titles that market your experiences and align with what an employer or program is looking for
- Select what you choose to include (ex. education, certifications/licensure, experiences, knowledge, skills, community outreach, leadership, etc.) based on what is required and relevant within the job/program description
- List section information in reverse-chronological order with the most recent, relevant content first
- Format your content to make it easily accessible to the reader - it is much easier to skim bullet points for information than paragraphs
- Be concise but thorough – do not ramble or use irrelevant “filler” words

## SPECIAL CONSIDERATIONS

### LENGTH

- Marketing resumes are 1-2 pages, depending on experience
- References may be listed on a 2nd/3rd page with your full contact info
- Consider creating a concise 1-page Career Fair/conference/networking resume

### STYLE

- Feel free to include small elements of design and/or color on your resume, just make sure it doesn't distract from your content

### UNIQUE CONSIDERATIONS

- Be sure to include design software and media platforms your familiar with either within a Skills section or within your Experience section

# Name

## CONTACT

 Phone

 Email

 City, State

 LinkedIn URL

## SKILLS

- Adobe Creative Suite
- Canva
- Social Media Management
- Graphic Design and Digital Media
- Microsoft Office Suite
- Content Management Systems

## EDUCATION

BACHELOR OF SCIENCE IN MARKETING | DEC 2021  
University of Wisconsin-Stevens Point (UWSP) | Stevens Point, WI

## EXPERIENCE

MARKETING INTERN | JUN 2020-CURRENT  
UWSP College of Professional Studies (CPS) | Stevens Point, WI

- Assist College Marketing Coordinator with planning and executing small- and large-scale events
- Adhere to University Communication and Marketing standards when creating content to publish for CPS monthly newsletter
- Create and analyze content for Instagram and Facebook posts

PET ADOPTION COUNSELOR | SEPT 2019-CURRENT  
Humane Society of Marathon County | Wausau, WI

- Design fliers and posters for monthly promotions and long-term animal residents using Adobe Photoshop CS6
- Organize donation drives for the organization by creating email newsletters and managing donor records in Excel
- Photograph newly adoptable animals to feature on the website

MARKET RESEARCH PROJECT | FALL 2020  
UWSP | Stevens Point, WI

- Researched current market and industry trends and collected preliminary data for a small local business
- Conducted benchmarking to determine areas of growth and surveyed current clientele to establish a customer satisfaction baseline
- Developed marketing strategy proposal designed to increase client volume without decreasing current customer satisfaction
- Met virtually with client weekly to communicate progress and discuss project completion and implementation timelines

## INVOLVEMENT

SOCIAL MEDIA COORDINATOR | OCT 2019-CURRENT  
UWSP Habitat for Humanity

- Create content for Facebook, Instagram, and Twitter and post weekly to maintain engagement of general members and the public
- Communicate professionally with individuals who reach out to the organization through social media and provide prompt replies
- Attend bi-weekly meetings to conduct group business and assist with volunteer coordination for upcoming events

MEMBER | SEPT 2019-CURRENT  
UWSP Toastmasters International

- Regularly give speeches, gain feedback, lead teams, and guide others to achieve their goals in a supportive atmosphere