

Resume Tips & Tricks

Purpose of a Resume

- A marketing tool (you are marketing yourself to the employer)
- Real purpose – to get an interview
- To learn about you and what you can offer the organization
- It is a snapshot of you (and only a part of you!)
- It is concise
- Remember employer's **SEARCH** strategy – computer will search all applicants' resumes, "key words" are important to help you rise to the top!

General Tips

- Develop a Master Resume with **EVERYTHING** on it including all internships, jobs, experiences, student organizations, professional organizations, class projects (and continue to add to it over time)
 - Use your Master Resume to develop targeted resumes for internships/jobs that you are applying to
 - By having a Master Resume, it is easy to cut and paste to tailor specific resumes
- One page Resume (see below under **Tricks** to fit it on one page!)
- Tailor/Target Your Resume to the Specific Internship/Job (**VERY IMPORTANT!**) – one resume does not fit all internships/jobs!
- Content is **MORE** important than design
- Only include in your resume what is **RELEVANT** for that position
- Easy to Read

Header Tips

- Include Name, Email, Phone Number in header (make sure your email is professional and that you have a professional phone message)
- Address – can include current UW-Madison address, home address, or **NO** address – only have one address – current literature states an address is not necessary
- LinkedIn and/or Twitter account– can include if professional
- Personal Website or portfolio link – can include if professional

Education

- Include current information and date (month/year) of graduation (May 2023)
- The Education Section should be at the top of your resume unless you have substantial experience (then at the bottom)
- Do **NOT** include the name of your high school
- GPA – only include if over 3.0 – only need one decimal point (two if you really want to!) – put GPA over 4.0 (3.5/4.0)

Body of Resume (Subject Headings)

- Use descriptive subject headings – use words to describe the experiences in each section (Advertising Experience, Digital Experience, Communication and Media Experience)
- Cluster similar experiences under pertinent topic headings
- Align subject headings to what skills the employer is looking for (check job description)

Body of Resume (Specific Experience and Descriptive Lines)

- For each experience include: Organization Name, Position Title, Location, Dates (Dates should be given in Months/Year – not semester or seasons)
- Use bullets to describe specific responsibilities, tasks and accomplishments/achievements
- Start each bullet with an action verb
- In your bullet, demonstrate results/impact that you had on the organization
- Show the context as to **WHY** the task was done and the overall goal objective of the task
- Use key word strategies – utilize some of the wording from the job/internship description
- Do **NOT** use first person pronouns
- Use correct tense – either present or past tense – if current - use present tense
- Class projects, jobs, internships, student organization involvement, volunteer experiences can all be included

SAMPLE BULLET POINTS

- Raised over \$10,000 of revenue for the production and distribution of Curb Magazine by working with a business team of four students (*NOTE: This is a classroom experience*)
- Increased engagement by 50% across social media sites, helping to build closer relationships with teenage target audience

Notes About Classroom Experience

- Do **NOT** forgot about classroom experience – many of your classes teach you professional skills
- Many times you work with **REAL** employers on **REAL** campaigns
- Class Agency Title could be the Title of your “Experience”
- Classroom Experience can be included under a Specific Experience in the same cluster group (see above)

Skills Section

- Include Language, Computer, Technical and Equipment Skills
- For Language –Proficiency Level: Basic, Intermediate, Advanced, Proficient, Native
- For Technical/Computer/Equipment – Proficiency Level: Novice, Intermediate, Proficient, Expert
- Software Examples: Adobe Creative Suite, Simmons, Sysomos, Excel (*see sample resumes*)

Additional Sections

- Objective – **DO NOT INCLUDE**
- Summary or Qualifications Section – can include (but not necessary) – use a couple of lines of text to describe yourself (or use bullets) – it should be below your contact information

DO NOTS!

- No grammar or spelling errors
- Do not use more than one style of **FONT**
- Do not overuse Bolding, Italics or Underlining
- Do not have the font smaller than 10 point

Formatting Tricks

- Font Size between 10 and 12 point (except for your Name which should be larger)
- Use basic but modern font, like Helvetica, Arial, or Century Gothic
- Margins: .5-.75 (the default is 1-1.25 – change the margins)
- Spacing between lines – can be made smaller if you need to fit on one page (8 point font)
- Consistency – try to keep formatting consistent – it shows you have attention to detail