

## Crafting a Professional Resume

### PURPOSE

The purpose of a resume is to provide a snapshot of a candidate's experience, skills and education. The average employer will spend no more than 1 minute scanning the resume for key information. For this reason, it is important to be succinct and ensure the resume emphasizes desired skills needed for the position.

### PARTS OF A TRADITIONAL RESUME

#### New Alumni – 1 to 3 years out

##### 1 Objective

- Brief statement that lists your current career goal

##### 2 Education

- List School, Type of Degree, Program of Study, Concentration (if applicable) and year of graduation
- Write out in full

##### 3 Experience

- List Employer, Position Title and Location
- Include months with dates if less than 1 year. Once holding stable positions, months are no longer necessary
- Key phrases that focus on achievement
- Quantify when able

##### 4 Related Thesis, Capstone Project or Coursework

- List in formatting similar to experience
- Provide title of project and semester completed
- Provide 1 or 2 phrase synopsis using bullets

##### 5 Additional

- Leadership positions while in school
- Active volunteer roles while in school
- Professional Affiliations

#### Experienced Alumni – 3+ years out

##### Summary

- 2 to 3 sentences that summarizes your work experience and includes key abilities and results

##### Skills (Optional)

- Technical and/or soft skills that relate to your previous experiences and current position seeking
  - Ex: Collaboration, Adobe, Salesforce, CRM, Innovation

##### Experience

- List Employer, Position Title and Location
- Include months with dates if less than 1 year. Once holding stable positions, months are no longer necessary
- Key phrases that focus on achievement
- Quantify when able

##### Education

- List School, Type of Degree, Program of Study, Concentration (if applicable)
- Write out in full
- Graduation year not needed after 10+ years

##### Additional

- Professional Affiliations
- Volunteerism

**Entry Level Resume**

**FirstName LastName**

Location, TN (123) 123-4567 Firstname.lastname@email.com

**Objective**

Seeking entry level position in marketing with reputable company and opportunity for growth and development.

**Education**

**University of Tennessee** Pulaski, TN May 2019

**Bachelor of Arts in Communication**

*Concentration in Social Media*

- Graduated with high distinction

**Relevant Projects**

**Senior Capstone Project, University of Tennessee** Spring 2019

- Developed communications and social media plan for startup company, *StartUp*
- Researched social media platforms and developed content to drive visitors to new website
- Increased website traffic by 20%

**Experience**

**Sally's Smoothie Shop** Chattanooga, TN January 2019 – Present

*Associate*

- Make smoothie drinks for over 100 customers daily
- Maintained an error rate less than 1% for cash transactions
- Handle customer complaints promptly and professionally
- Maintained social media page for company including Instagram, Facebook, and Twitter

**Waldo World** Knoxville, TN Summers 2016 – 2019

*Stocking Associate*

- Used scanner to scan inventory in stock room
- Stocked 4 departments nightly using pallet jack, r
- Met stocking goals nightly

**Swim School** Martin, TN Summers 2014-2015

*Lifeguard*

- Certified in CPR and First Aid
- Ensure all visitors adhere to safety guidelines
- Maintained 100% safety award for lifeguarding...?

**Volunteering**

**Key Club President** Memphis, TN 2018-2019

- Oversaw the Key Club meetings and contributed to community projects

**EXPERIENCED RESUME**

**Firstname Lastname**

Location, TN (123) 123-4567 Firstname.lastname@email.com

**Summary**

Marketing professional with over 5 years in developing and implementing campaigns for businesses. Experienced in print, digital, and social media platforms.

**Skills**

<b>Adobe Creative Suite</b>	<b>Social Media Marketing</b>	<b>Hootsuite</b>
<b>Google Analytics</b>	<b>Problem Solving</b>	<b>Research</b>

**Experience**

<b>The Branding Company</b>	Chattanooga, TN	2016 – Present
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*Marketing Specialist*

- Developed and implemented marketing campaigns including print, digital, and social media to promote brand awareness
- Increased followers on social media platforms Facebook and Instagram by 50% in less than 6 months; managed content through Hootsuite
- Created weekly e-newsletter and promotional print flyers to increase website visits by 20%
- Utilized Google Analytics to monitor site traffic

<b>The Wedding Venue</b>	Knoxville, TN	2015 – 2016
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*Marketing Intern*

- Managed and posted on social media sites for venue including Twitter, Instagram, and Facebook
- Created and administered online survey to over 500 participants to identify sites with best return on investment
- Developed marketing campaign to launch rebranding that included redesigning landing page and partnering with local vendors to create an open house prior to wedding season
- Assisted in leading events at venue including weddings and retreats

<b>The Museum</b>	Martin, TN	Summers 2014 – 2015
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*Summer Assistant*

- Recruited campers by participating in Summer Camp Fairs city-wide
- Assisted in creating camp brochures using Photoshop
- Captured camp memories using photography, posted content on social media pages

**Education**

<b>University of Tennessee Southern</b>	Pulaski, TN	May 2016
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**Bachelor of Arts in Communication**

*Concentration in Social Media*