

# Resume Writing Guide

Your resume is a marketing document that should outline the ways in which you meet job qualifications. You can do this by relating your education, previous experiences, and measurable accomplishments to the position at hand.

## Sections to Include

**Header:** Include your name, phone number, email address, and address (typically only the city, state, and zip code). Consider including the link to your online portfolio with samples of work or projects and the link to your LinkedIn profile.

**Education:** List the university from which you've earned or are earning the degree and the field of study. Additional information such as minors, certificates, or study abroad experience can be listed within this section. GPA may also be included here but is not recommended if it is particularly low.

**Experience:** Include internships, jobs, volunteer experience, and temporary positions within this section. When describing your experience, focus on specific projects and responsibilities, skills attained, and measurable accomplishments, rather than providing a general job description. If possible, divide your experiences between *relevant experiences* – those that showcase skills and knowledge directly relevant to the position – and *additional experience* – those not directly relevant to the position but demonstrate supplementary skills, work history, etc.

**Academic Projects (optional):** Projects such as campaigns, media plans, short films, research, and other projects completed in your courses can be highlighted in this section. Only include academic projects that are relevant to the position.

**Honors and Awards (optional):** Scholarships, awards, and other similar information can be showcased in this section.

**Leadership Experience (optional):** Leadership roles you held or hold in student organizations or programs, volunteer activities, and other similar activities can be added in this section. If a role directly relates to the position, however, consider inserting it in your Experience section.

**Skills:** Include technical, research, language and industry-specific skills.

**Software:** Microsoft Word, Excel, PowerPoint, Access, Publisher; Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Premiere, Flash, After Effects; Final Cut Pro; Movie Magic Scheduling & Budgeting; HTML; AVID; Audacity; iMovie; DV Express

**Film/Video:** Script Coverage, Script Linking, Location Scouting, Casting, DV Camera Operator, Boom Operator

**Language:** Proficient Spanish, Intermediate Japanese, Basic French, Basic American Sign Language

**Writing:** AP Style, Features, Copy-Editing, News Releases, Fact Sheets, Media Alerts, Print Style, briefs, PSAs, Client Profiles, Biographies

**Research:** Mintel, SRDS, SPSS, SAS, LexisNexis, Claritas, Media Map, Ed Cals  
**Media:** Google Adwords, Yahoo! Sponsored Search, Microsoft adCenter, Atlas Media Console, Bluestreak ION Ad Manager, @plan, AdRelevance, comScore, Eyeblander

**Broadcast:** iNEWS, EZNews, NewsKing, Interviewing and Reporting

**Social Media:** Twitter, Facebook, LinkedIn, Google+, Hootsuite, Wordpress, Social Mention, Blogger, Pinterest, Instagram, Snapchat, Vimeo

## Layout

1 page

Font size between 10-12, header between 12-18; use clear font

Experiences listed in reverse chronological order

Dates, headings, punctuation, grammar consistent and correct

Strong action verbs to lead descriptions of experience; avoid first person pronouns (I, we, my)

Convert into PDF before submitting

## Action Verbs

Delegate	Solved	Build
Oversee	Produce	Edit
Summarize	Create	Draft
Implement	Plan	Advise
Coordinate	Direct	Apply
Monitor	Maximize	Guide
Investigate	Prepare	Adapt
Interpret	Develop	Assess
Formulate	Manage	Budget
Distribute	Organize	Record
Engineer	Assign	Persuade
Research	Integrate	Operate
Calculate	Translate	Allocate
Influence	Motivate	Promote
Establish	Compile	Explain
Perform	Reduce	Analyze
Illustrated	Refer	Coach
Examine	Increase	Survey
Arrange	Instruct	Adapt
Facilitate	Improve	Process
Design	Supervise	Schedule
Evaluate	Publicize	Critique
Generate	Identify	Recruit

**Career Advisors are available to meet with you to review your resume. Make an appointment with CCS by logging into STAR or by calling our office at 512-471-9421. For additional online resources, visit the Career Toolkit on our website ([moody.utexas.edu/ccs](http://moody.utexas.edu/ccs)).**

# IMA LONGHORN

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## EDUCATION

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- The University of Texas at Austin** May 2019  
BS, Advertising - *Moody College of Communication*  
Business Foundations Minor - *McCombs School of Business*
- Universitat Pompeu Fabra, Barcelona, Spain** Jan 2017-May 2017  
Coursework in International Marketing and Advanced Spanish

## ADVERTISING EXPERIENCE

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- UPROAR! @ DDB Worldwide, New York, NY** Aug 2017-Present  
*Account Management Intern*
- Researched market analytics on both the account and creative ends of client projects to identify best practices
  - Create informative decks for internal research regarding target markets, competitive analysis, and trend analysis
  - Manage internal account documents such as timelines, personnel information, and agency database
  - Consult with clients on research initiatives and product events to ensure customer satisfaction
- The Launch Point Innovation Group-DDB Worldwide, Dallas, TX** July 2016  
*Ideation Participant*
- Conducted ideation session with The Launch Point for their client Dave & Busters
  - Implemented strategies to introduce new health-focused foods resulting in restructured menu design.

## ACADEMIC PROJECTS

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- Media Plan - Client: Danny Ray's Music** Aug 2016-Dec 2016
- Collaborated with a team of six people to create a comprehensive media campaign to generate brand awareness and increase in-store foot traffic by 20%.
  - Compiled a comprehensive report detailing market research analysis, primary and secondary competitors, and target market profile using SimplyMaps and PRIZM
  - Budgeted media buys by identifying KPIs to calculate ROI and ensure efficient use of the allocated dollars
- Media Plan - Client: Tomlinson's Pets** Jan 2016-May 2016
- Digitally researched target market, competitors, and product and brand profile for launch in Durham, NC
  - Created media plan to optimize \$45K budget and meet goals of increasing brand awareness by 75% and revenue by 15%

## ADDITIONAL EXPERIENCE

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- Social News Network, Austin, TX** Sep 2016-Dec 2016  
*Social Media Editor*
- Engaged target audience with relevant news stories on social media platforms such as Twitter, Facebook, and Snapchat
  - Measured social analytics on social media channels to identify most effective marketing content.
- Moody College of Communication Career Services, Austin, TX** Jan 2016-Sep 2016  
*Front Desk Associate*
- Evaluated 20+ job postings per week on the job and internship database to ensure university policies and procedures were met
  - Provided quality customer service as first point of contact for employers, students, faculty, and staff visiting Career Services
- Texas Thon, The University of Texas at Austin** Sep 2015-April 2016  
*Entertainment Committee member*
- Collaborated in \$100,000 fundraising campaign throughout the year for families of Dell Children's Hospital
  - Coordinated entertainment for Texas Thon "Day Of" and "Stand For The Kids" events, attracting 300+ people

## SKILLS

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**Software:** MS Office: Word, Excel, Outlook, PowerPoint

**Research:** SWOT analysis, SRDS, LexisNexis, Mintel Reports, Factiva, Social Mention, SimplyMaps, PRIZM

**Social Media:** Hootsuite, Twitter, Facebook, LinkedIn, Snapchat, WordPress

**Language:** Fluent in Spanish