

# From Font to Future



How to Create a First-Rate Resume

# From the Top

- Make your name **BIG & bold.**
- Include cell phone number, email, permanent & temporary address, link to blog & professionally used social media accounts.

oliviafarnham

## Experience

802.355.1849 • ofarnha@syr.edu • @olivia\_farnham

**Public Relations Intern, Make-A-Wish Foundation, Central New York, Syracuse, NY** September 2012–Present

- Formulates and schedules social media messages
- Designs and writes newsletters, press releases, invitations, and donation materials
- Answers all incoming phone calls
- Accepts and records donations

**Public Relations Intern, Fuse Marketing, Burlington, VT** May–August 2012

- Conducted research for internal purposes and client projects
- Compiled media lists and conducted media relations with the actions sports community
- Wrote news pieces including press releases and articles about Fuse's marketing insights
- Performed media kit compilation and distribution
- Assisted in planning media event with professional athletes
- Completed final project and presentation

Naria S. Williams

404-751-8145  
naria.williams0@gmail.com

## EDUCATION

**Bachelor of Arts in Journalism - Major: Public Relations, Minor: Sociology, New Media Certificate**  
University of Georgia (May 2012)

- GPA: 3.73/4.0
- Relevant Coursework:

|                 |                           |                        |                            |
|-----------------|---------------------------|------------------------|----------------------------|
| Public Speaking | Intro to Public Relations | Graphic Communications | PR Administration          |
| Macro Economic  | New Media Production      | Telecommunications     | News Writing and Reporting |

## INTERNSHIP EXPERIENCE

**Public Relations Intern and Freelance Employee, Premier Public Relations, Atlanta, GA (May 2010–Current)**

- Drafted press releases for clients and events
- Assembled online database to organize firm's press clippings
- Coordinated media relations for television interviews and red carpet events

# The Body

Organize your resume with categories:

- Professional Experience
- Leadership Experience
- Skills
- Education



# Professional Experience

Include internships & work experience

*\*most recent at the top, unless customizing resume for specific interview*

---

JOB TITLE

**Time frame**

Organization, *city, state*

- Past tense action verb + accomplishments (how you added value)

# Just one example

## PROFESSIONAL EXPERIENCE

---

Corporate Communications Intern

May 2014-Aug.2014

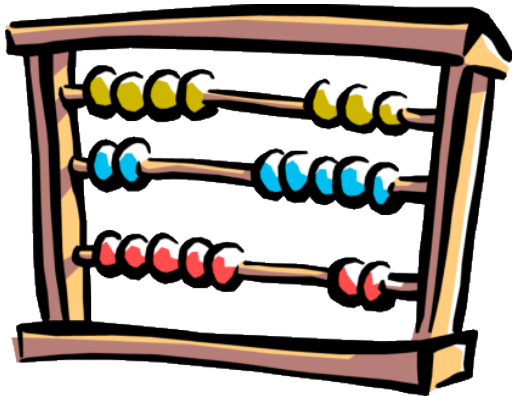
AstraZeneca, Wilmington, DE

- Contributed to social media strategy by creating [Facebook](#) and [Twitter](#) content, publishing five blog posts to [AZ Health Connections](#), developing a health awareness content calendar and delivering key insights to overall social media use
- Supported executive communications by formulating briefing documents, creating messaging used by senior leadership, developing materials and managing one-on-one video interviews with senior leadership team
- Monitored, reported and analyzed AstraZeneca's global and national reputation, brands and business and delivered analysis to corporate communications team
- Day-to-day support of entire corporate communications leadership team (external, internal, sales and executive) with various projects and time sensitive tasks

# Quantify results

Show how you added value by including:

- **Percentages** (applicant pool, increased social media engagement, etc.)
- **Numbers** (volunteers managed, press releases written, social media hits, etc.)



**\*Be proactive--measure results through the course of your internship**

# Not a lot of experience?

No problem! Change “Professional Experience” to just “Experience” for now & use these ideas:

- **Leadership roles in RSO's**
- **Part time jobs** (make them relevant to PR [or desired career] with bulleted points that make connections
  - ex: Publicity Coordinator, Ephrata High School Drama Club
    - created and managed all promotional materials for high school musical, including social media content, flyers, handouts and programs)
- *\*Freshmen only—extracurricular activities from high school*

# Leadership Experience

Highlight RSO executive board positions, leadership roles in the community, etc.



*\*Pssst...you can highlight PRSSA!*



# Skills

## Display your knowledge about...

- social media
- Microsoft Office
- specifics in PR (or other) industry
  - ex: fundraising, speech writing, video editing, etc.
- anything that adds value!

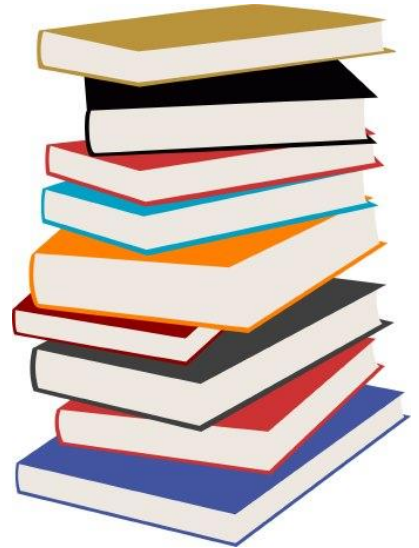


# Education

*\*Included on the top or bottom*

## Things to include:

- University of Delaware
- Expected graduation date (month & year)
- Degree
  - ex: Bachelor of Arts, Mass Communication
- Minors
- Dean's List (if applicable)
- *Optional: GPA (if higher than 3.0)*



# Proofread!

Always be on the lookout for typos...we're human, it happens.

- Ask at least three other people to read it before sending to a professional!



# How to Send Your Resume

- Always save & send as .pdf file
  - Also save as Word Doc for future editing
- Include first & last name in document name
  - ex: John Smith UDel resume 2014  
Jane Jones resume 2014
- If submitting cover letter, include it in the same document!

# Questions??

Feel free to email me: [lhepp@udel.edu](mailto:lhepp@udel.edu)

# Reminders

- Submit membership dues by **Monday, October 6!**
- Join us for our next meeting on **Monday, October 6!**