

JANE SMITH

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EXPERIENCE

WEB DESIGNER **Boys & Girls Club – Syracuse, NY** **2017**
Created site from ground up for local nonprofit with team of three • Interviewed staff, board and participants to determine content • Collaborated with writer on copy • Selected and edited pictures using Adobe Photoshop to be used on site • Designed online survey form

PAGE DESIGNER **The Daily Orange – Syracuse, NY** **2016-2017**
Responsible for laying out three sections five days per week • Worked with editor and photo editor • Wrote captions and sidebars for all photos • Consulted with sales staff and clients on ads weekly

FREELANCE PHOTOGRAPHER **2014-Present**
Shoot weddings, stills and other commissioned work • Responsible for marketing and landing new jobs • Created website to display work (<http://www.photosbyjane.com>)

COPY EDITOR/DESIGNER **Wolf Newspapers – Titusville, PA** **2014-Present**
Solely responsible for layout of 20,000 circ. weekly • Attended weekly meetings with editors and publisher to determine issue content • Supervised photographer and assistant • Edited captions, advertisements and other content • Met with advertising clients to ensure satisfaction with ads

VOLUNTEER TEACHER **Titusville School District – Titusville, PA** **2013-2014**
Advised photography club for local school • Oversaw activities of 12 high school students • Created monthly assignments • Organized end of year photography show, including calling venues, setting up event, and arranging photographic works

SKILLS

- Adobe Photoshop, InDesign; Avid, LexisNexis; Microsoft PowerPoint, Excel, Word
- Facebook, Twitter, Tumblr, WordPress
- Conversational French

EDUCATION

M.S. New Media – June 2018
S.I. Newhouse School of Public Communications
Syracuse University – Syracuse, NY

B.A. Communications cum laude – May 2017
Monroe State College – Monroe, PA

AFFILIATIONS/AWARDS

Member, American Association of Newspaper Designers
Honorable Mention, Page Design for Newspapers under 30,000 circulation (2002)

Explanation of Jane Smith's Résumé

- 1. CONSISTENT LAYOUT AND PRESENTATION.** Jane uses caps and bolds to delineate her titles and places she worked. Avoids indenting, underlines and italics – all “eye confusers.” Caps and bolding helps reader quickly get a synopsis of her experience – the “10 second glance.”
- 2. WISE USE OF SPACE.** Puts addresses horizontally to save space, and only uses the address that is most relevant to what she is applying for (e.g. If she will be living at home this summer and interning nearby, she uses her home address on résumés used to apply for those internships; if she is interning during the academic year, she uses her campus address). Uses bullets “within” the paragraph of each description to save space. Traditional bullets down the left margin take up a lot of space, which is fine if you need to stretch things out. However, if you have a lot to squeeze in, the “running bullets” layout is much more space-efficient.
- 3. ONE PAGE.** About 99% of two-page résumés use space and/or graphics poorly. The rule is one page = 10 years experience, so if you have fewer than ten years’ professional experience and are drifting onto two (or even three!) pages, take an honest look at your use of space and the relevance of the experiences included. You don’t have to include everything. Adjust your margins (.5 inches on all sides is as small as you can go to still be able to print on most printers). Demonstrate your knowledge of the field by eliminating irrelevant or extraneous information.
- 4. ORDER OF INFORMATION SHOULD BE MOST RELEVANT TO LEAST RELEVANT.** First and foremost, the reader is looking for indications that you can perform the job or internship. Don’t make the reader search for the info. Pick relevance over chronology if you must choose. Follow up with related skills, your “professional training” (education) and then, if room, interest or activities. EXPERIENCE AND SKILLS SELL, NOT EDUCATION (especially for graduate students).
- 5. INCLUDES A CLASS PROJECT.** The web designer position was a class project but is very relevant and current. Just because you weren’t paid doesn’t make the experience less important. Same goes for relevant extracurricular activities. Consider “experience” to be any time you are showing skills being learned or used hands-on!
- 6. DESCRIBES EXPERIENCES EFFECTIVELY.** Jane assigns a descriptive title and begins her bulleted phrases with action words that convey skill. She does not merely list tasks or nouns (e.g. page layout, took photos) which provide no context for the reader.
- 7. LIST SPECIFIC SKILLS.** Jane avoids generalized skills that aren’t specific to her field or area of interest.
- 8. EDUCATION DISPLAYED SIMPLY AND CONSISTENTLY.** Education and/or degree(s) aren’t what get you hired. Relevant experience and skills do. Don’t inundate the reader with educational awards, honors, etc., which mean little in the real world. NOTE: Jane doesn’t include any honors, GPA, etc, from her undergrad... it’s “old news.”
- 9. INCLUDES RELEVANT MEMBERSHIP/AWARDS.** If you belong to a professional organization or two, include to show you are in touch with the industry – even better if you have received recognition!
- 10. NO “REFERENCES AVAILABLE” LINE.** Ted Bundy had references. It means nothing!