

“NEEDS HELP” SAMPLE

Sally Cheng
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- Objective:** My goal is to find a job that will allow me to mix my loves of sports and writing, either at a newspaper or a magazine.
- Education:** Syracuse University, Syracuse, NY
I will earn my graduate degree in May 2024.
- Relevant coursework includes: Media Planning, Branding
News Writing, Data and Analytics.
- LeMoyne College, Syracuse, NY
Bachelor’s received in May 2023
- Relevant coursework includes: Introduction to Magazine, News
Writing, News Reporting, Introduction to Graphic Arts, Critical
Writing, Magazine Editing and Writing.
- Employment:** Server, Applebee’s Restaurant
-I took orders and cleared tables. I helped ensure a pleasant dining
experience for guests.
- Syracuse University Library
-Work part-time at the front desk. I help check out borrowed
materials.
- Intern, XYZ Agency
-Here, I assisted the accounts staff. I also contributed ideas for
pitches and shadowed professionals at meetings . On occasion, I
ran reports.
- Communications Internship
-In my PR internship, I did a lot of media relations and writing. I also
contributed to the Twitter account.
- Honors:** -Presidential Scholar -National Honor Society -Student
Government Award -SU Dean’s List -SU Chancellor’s Scholarship
winner -Port Washington Student of the Month Award –Key Bank
High School Essay Award winner –Italian American Collegiate
Legacy Award

“NOW THAT’S MORE LIKE IT” SAMPLE

Sally Cheng
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Experience

- Account Management Intern, XYZ Agency** Remote Aug. 2023 -Present
Conduct research and attended weekly team meetings • Brainstorm and present
pitches in weekly meetings • Shadow account manager at client meetings • Use
Simmons OneView to gather data for reports
- Digital Sales Manager, The Daily Orange** Syracuse, NY Oct. 2021-May 2022
Managed website advertising content • Set up ad campaigns through online ad serving
system • Maintained and optimized campaigns through performance analysis and
weekly campaign reports • Coordinated with ad reps and IT department on a daily basis
- Media Planner, Advertising Business Course** Syracuse, NY Fall 2023
Worked with media, account services and creative teams to determine goals for
campaigns • Gathered statistics to assist in the preparation of media plan to guide the
building process using Atlas DMT • Monitored media placement and researched trends
- Communications Intern, ABC Corporation** New York, NY May 2020 - Aug. 2020
Conducted daily media monitoring • Ghost-wrote two press releases per week • Called
local vendors to price venues for client events • Researched contacts for media list •
Wrote media alert and tweets to promote client events
- Desk Assistant, Syracuse University Library** Syracuse, NY Sept. 2019-Dec. 2019
Assisted students with reference and research queries • Instructed visitors in use
of database • Checked out materials and processed late fees

Skills

Associated Press Writing Style, conversational Spanish • Simmons OneView, Atlas
DMT Adobe Creative Suite • Microsoft Excel, PowerPoint, Word • WordPress, X,
Instagram, TikTok

Education

S.I. Newhouse School of Public Communications, Syracuse University
Master of Science: Advertising May 2024

Le Moyne College
Bachelor of Arts: English Minor: History May 2023

Reasons Why the Second Résumé “Works”

HEADER

- Uses font that is different than body copy (creates more striking visual presence)
- Runs contact information across the page, saving space
- Includes a more professional email address

FORMAT

- Orders sections in terms of what an employer will likely be concerned with first (hands-on experience over degree, for example)
- Boldface type calls attention to entries, allowing even a reader who’s just scanning to get a snapshot of the individual’s qualifications
- Uses bullet points to create visual breaks and highlight each detail
- Runs bullet points across the page to save space
- Headers are consistent from entry to entry (organization/co., title, location, stint)
- Uses contrasting font to help reader navigate page

EXPERIENCE ENTRIES

- Orders entries in terms of relevance to employer instead of chronology
- Gives details about those experiences that are most relevant to the employer; gives less detail to those experiences that might be less relevant
- Digs out experiences, such as the D.O., that are buried on version one and adds much needed detail
- Adds the most relevant course project as an “experience” entry instead of listing relevant courses taken
- Cuts the objective, which will be made obvious in the cover letter
- Cuts high school material completely. High school content in the experience section is ok as “filler” – aka until you need the space for something more current/relevant. The same goes for the server position.

EXPERIENCE DETAILS

- Uses fragments and an active voice, instead of narrative, starting each bulleted phrase with a verb
- Qualifies and quantifies experiences explains tasks and responsibilities clearly so there is no room for interpretation
- Organizes order of details by relevance to employer
- Explains facets of experiences that are either of value to employer or that show sense of character/ethic (desk assistant position, for example, shows administrative experience, an inevitable part of any communications internship)

EDUCATION / HONORS / SKILLS

- Lists education clearly and concisely
- Leads with most recent degree/degree in progress
- Included relevant academic honors under “education” and cuts non-collegiate awards to save from having to include an “honors” section
- Adds a “skills” section to clearly outline other selling points that may be of interest/relevance to the employer’s needs
- Doesn’t list relevant coursework; instead, “sells” coursework in more detail in the experience section (“Media Planner, Advertising Business Course”)

