

Sofia Smith

Syracuse, NY • 315-555-5555 • slee@email.com

LinkedIn | Portfolio

Experience

XYZ Agency

Bethesda, MD | Remote

May 2023 – August 2023

Account Management Intern

Conduct research and attend weekly team meetings • Brainstorm, prepare, and present pitches in weekly meeting
• Shadowed account manager at client meetings • Used Simmons to gather data for reports

Advertising Business Course

Syracuse, NY

August 2023 - Present

Media Planner

Work with media, account services and creative teams to determine goals for campaigns • Gather statistics for media plan using GWI and Mintel • Monitor media placement and researched trends • Use Adobe InDesign to create media placement reports

TNH Advertising Agency

Syracuse, NY

September 2022 - Present

Creative Team Member

Conceptualize, plan and execute advertising deliverables for Clear Path for Veterans • Create brand style guide, templates for social media posts for Instagram and TikTok • Create content for promotional videos to increase membership and awareness of organization

Strategy Team Member

Strategized campaigns for restaurant and garden/café client to increase student customers • Wrote SWOT analysis, insights and creative briefs • Presented final pitch to client • Won best Overall Account for agency

The Daily Orange

Syracuse, NY

October 2022 - May 2023

Digital Sales Manager

Managed website advertising content, supervising a staff of seven • Set up ad campaigns through online ad serving system
• Maintained and optimized campaigns through performance analysis and weekly campaign reports • Collaborated with ad reps and IT department daily on how to ensure clients ads were running smoothly on the site

ABC Corporation

New York, NY

May 2022 - August 2022

Communications Intern

Conducted daily media monitoring • Ghost-wrote two press releases per week about upcoming events • Called local vendors to price venues for client events • Researched contacts for media list Wrote media alert and daily tweets to promote client events

• Also worked as a **Desk Assistant** (Syracuse University), **Waitress** (Applebee's) and **Lifeguard** (Green Lakes State Park)

Skills

Simmons, GWI, Mintel • Associated Press Writing • Fluent Urdu • Microsoft Excel, PowerPoint, Word • Adobe Photoshop, Illustrator, InDesign • Instagram, TikTok, WordPress, X, YouTube • AED & CPR Certified

Education

S.I. Newhouse School of Public Communications; Syracuse University

Bachelor of Science: Advertising & Marketing

May 2024

Minor: History

GPA: 3.9 | Dean's List (all semesters)

Chancellor's Scholar, National Society of Collegiate Scholars

Activities

- Habitat for Humanity – Volunteer
- Women in Communications – Member

EXPLANATION OF SOPHIA SMITH'S RÉSUMÉ

- 1. CONSISTENT LAYOUT AND PRESENTATION.** Sophia 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 contact information horizontally to save space and only uses city and state 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 city and state on résumés used to apply for those internships; if she is interning during the academic year, she uses Syracuse, NY). 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 media planner 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.** Sophia 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.** Sophia 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.
- 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 or LIST OF REFERENCES.** You don’t need to take up space with something that is expected you already have (references). Provide references only when asked.