

Creating a Résumé

What the communications industry wants to see



Things to Remember



Designer's Role

As the résumé designer, your job is to make the page easy to navigate, ensuring clarity and consistency throughout.



Content First

Content is the star of the show. Be clear and specific. Always create layouts that support your content, never sacrifice content for design.



One Page Rule

Your résumé **MUST** be one page. This is non-negotiable for communications roles.

The Header

Sofia Smith

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

[LinkedIn](#) | [Portfolio](#)

Name Prominence

Your name should be the first thing noticed on the page.

Essential Contact Info

Include only city and state (no zip code), one email address, and one phone number.

Professional Links

LinkedIn profile and portfolio/website links are welcome additions to your contact information.

Order of Sections

Experience

- XYZ Agency

Bethesda, MDRemote

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

"Must Have" Sections of a Resume

1

Experience

Chronicles what you have done in detail. Should occupy 50% or more of the page space.

2

Skills

Technical that make you stand out as a candidate in the field of communications.

3

Education

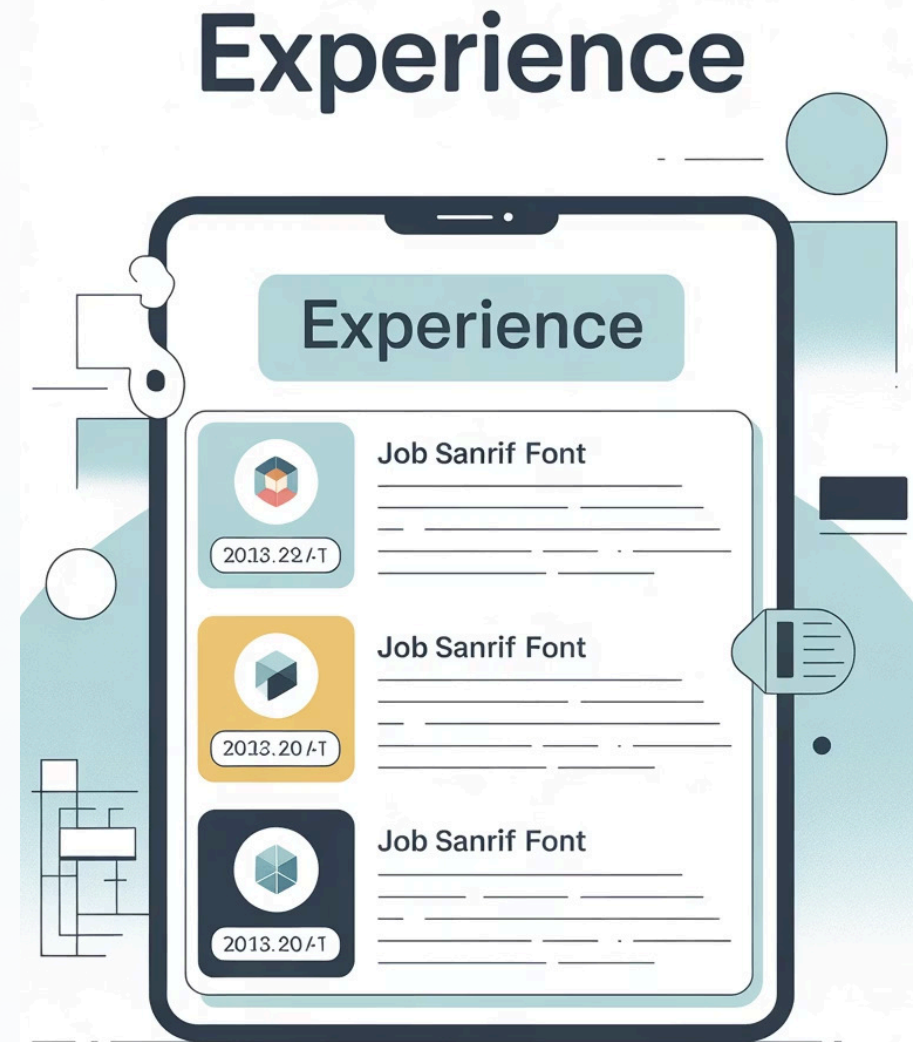
Notice this isn't first!
*Freshmen will put education at the top

Optional Sections: Activities, Honors, Awards can enhance your profile when space allows.

Experience Section

- ① For communications résumés, avoid dividing experience into "related," "work," "leadership," or other categories.

Keep it simple with one unified section called **EXPERIENCE**.



The Big Four



Company Name



Job Title



Location



Start/End Date

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

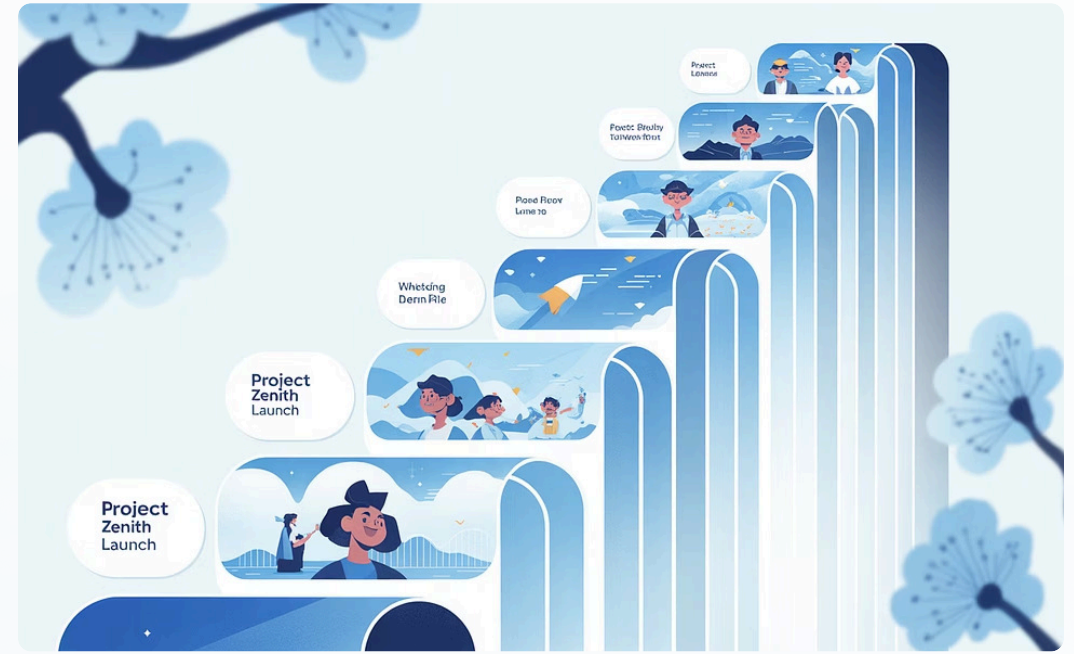
Conducted daily media monitoring • Ghost-wrote two press releases per week about upcoming events • Called local vendors to price venues for client events • Researched contacts for media list Wrote media alert and daily tweets to promote client events

Relevancy vs Chronological



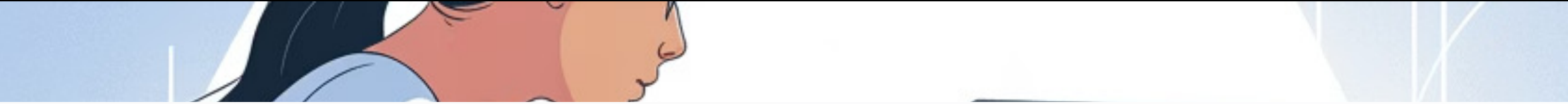
Relevancy First

Prioritize experiences that directly relate to your target communications role, even if they're not the most recent.



Then Chronological

Within relevant categories, maintain reverse chronological order (most recent first) to show career progression.



Coursework

Advertising Business Course
Media Planner

Syracuse, NY

August 2023-Present

Worked with media, account services and creative teams to determine goals for campaigns • Gathered statistics for media plan using Atlas DMT • Monitored media placement and researched trends • Used Adobe InDesign to create media placement reports

Relevant Coursework

Relevant coursework can showcase skills by incorporating into your resume's Experience section as a filler.



Integrate into Experience

Treat significant coursework projects as valuable experience and place them within your "Experience" section, similar to internships or jobs.



Focus on Action & Skills

Instead of just listing course titles, describe *what you did*, the *skills you used*, *decisions you made*, and any *teamwork* involved. Avoid generic course names.



Craft a Project Title

Give yourself a descriptive title that reflects your role and accomplishments within the project, such as "Project Lead" or "Multimedia Producer."



Course as "Employer"

Position the course title or academic institution where you would typically list the company name or organization.

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

Multiple Roles

Managing Multiple Roles at One Organization

When you've held multiple positions at the same organization, it's crucial to present this information clearly and chronologically on your resume.



List the Company Once

State the organization's name just once at the top of the entry, clearly indicating the overall duration of your tenure there.



Stack Roles Chronologically

Underneath the company name, list each role you held, starting with the most recent position and working backward in time.



Detail Each Position

For each role, include your specific job title, the dates you held that position, and a summary of your responsibilities and achievements.

Experience Inventory

1	Photo Chair	Zeta Phi Eta	Syracuse, NY	August 2022 - present
	<ul style="list-style-type: none">- Worked closely with a creative team to photograph professional and social events.- Utilized Lightroom to edit images for Instagram.- Ran/managed an Instagram account <p>As Photo Chair, I have worked closely with a creative team. I have shot various social and professional events, like rush. I have done more creative-style "studio" photoshoots with members for the Instagram. I use Lightroom to edit photos after various events. I collaborate with the creative director to come up with ideas and photography opportunities. I also work closely with the PR Chair to send images for the Instagram. I run an Instagram account for current members where I post all the extra images that don't end up on the main account that are more fun just for people to have memories.</p>			
2	Staff Photographer	Jerk Magazine	Syracuse, NY	September 2022 - present
	<p>* Journalistic aspect of the shoots I've done so far</p> <ul style="list-style-type: none">- Communicated stories through photojournalism- Collaborated with writers to visually tell stories <p>I have collaborated with writers to communicate their photostories through images. I have shot images for more journalistic photostories. For my first assignment, I collaborated with the writer to understand her vision and what type of photos she wanted me to take. Then I went to a tattoo place with the story writer and our photo director and I shot images of the interior and exterior of the studio, and I also photographed one of the tattoo artists while she was tattooing someone. I did this shoot under a very limited time crunch. For my second assignment, I went to Wildflower Collective, a pop-up thrift market, with the editor in chief of the magazine. I photographed various clothing stores and other stores. I also went to their pop-up shop in Schine bookstore and photographed the different things in there, like soaps, jewelry, and clothes.</p>			

Goal:

Write down everything you've done (jobs, internships, volunteer work, activities) to assess what to include.

Purpose:

Create a comprehensive list showing skill sets you're learning and implementing.

Remember:

This is brainstorming. Don't worry about formatting yet.

Creating an inventory will help you in writing detailed bullet points.

Applicant Tracking Systems (ATS)

Bullet Points

Experience		
XYZ Agency 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 OneView to gather data for reports	Bethesda, MD Remote	May 2023 - August 2023
Advertising Business Course Media Planner Worked with media, account services and creative teams to determine goals for campaigns • Gathered statistics for media plan using Atlas DMT • Monitored media placement and researched trends • Used Adobe InDesign to create media placement reports	Syracuse, NY	August 2023-Present
TNH Advertising Agency 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	Syracuse, NY	September 2022-Present
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 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 on a daily basis on how to ensure clients ads were running smoothly on the site	Syracuse, NY	October 2022-May 2023
ABC Corporation 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	New York, NY	May 2022-August 2022
• Also worked as a Desk Assistant (Syracuse University), Waitress (Applebee's) and Lifeguard (Green Lakes State Park)		

Applicant Tracking Systems (ATS) are software applications used by recruiters and employers to manage the hiring process. They scan, filter, and rank job applications based on keywords and relevance, making it crucial for your resume to be ATS-friendly.

Keywords are King

ATS prioritizes resumes that contain keywords directly from the job description. Ensure your bullet points use industry-standard terms and skills mentioned in the listing.

Clarity and Specificity

Vague language can be overlooked by ATS. Craft clear, concise, and specific bullet points that highlight your responsibilities and impact, making them easily identifiable by the system.

Quantify and Qualify

Whenever possible, qualify and quantify your achievements (e.g., "Increased social media engagement by 15%"). This data-driven approach is highly favored by ATS and demonstrates tangible impact.

How to Qualify and Quantify Experience

Bullet points should address as many of these elements as possible:

- 1

What you did (the "task")
Example: Increased social media followers
- 2

How you did it
Example: Increased social media followers by posting engaging content
- 3

Why you did it (the "purpose")
Example: Posted engaging content to increase followership across campus
- 4

What results you achieved
Example: Increased social media followers across campus by 10% by posting engaging content
- 5

Provide measurables
Example: Increased social media followers across campus on Instagram and TikTok by 10% by posting engaging content three times a week



Skills Section

Skills

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

Skills Section



Be Specific

List actual software names, not vague categories. "Adobe Creative Suite" is better than "design software."



Match Job Requirements

Tailor your skills list to align with the specific requirements mentioned in job postings.



Show Proficiency Levels

When appropriate, indicate your skill level: proficient, advanced, or expert to set realistic expectations.

The Education Section



Get the name of your school right!

S.I. Newhouse School of Public Communications

Singly Enrolled

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

Bachelor of Science: Public Relations May 2027

Minor: Spanish

- Study Abroad: Madrid, Spain (Spring 2025)
- GPA: 3.8 | Dean's List (all semesters)

Dual Major

Syracuse University

S.I. Newhouse School of Public Communications & Martin J. Whitman School of Management

Bachelor of Science: Advertising (Creative Track) & Marketing May 2027

- GPA: 3.8 | Dean's List

Do not write "expected" or "anticipated" with graduation date

Class of 2029 (First Years)

Singly Enrolled

S.I. Newhouse School of Public Communications
Syracuse University
Bachelor of Science: Journalism (Broadcast Digital
Journalism track) May 2029

Alternative Format

S.I. Newhouse School of Public Communications
Syracuse University
Bachelor of Science: Journalism May 2029

- Magazine, News & Digital Journalism track

The Education Section

Masters Students

Graduate Degree First

Syracuse University (Syracuse, New York)

S.I. Newhouse School of Public Communications

Master of Arts: Broadcast Digital Journalism (Sports Track) May 2026

Undergraduate Degree Second

Another University (City, State)

College Name

Bachelor of ____: Undergrad Major May 2025

Minor: Subject area

RESUME

Optional Sections

Activities

Include memberships to sororities, student groups, and national organizations. Consider moving significant roles to your "Experience" section, especially with limited internship experience.

Honors or Awards

Can be combined into one section. Also consider combining with other optional sections (e.g., "Honors & Activities") when space is limited.

How to Get Your Materials Reviewed



Schedule an Appointment

Make a personalized appointment through Handshake to discuss your resume with a career counselor.



Attend Drop-in Sessions

Visit our drop-in hours every Wednesday and Friday from 11:30 am - 1:00 pm for quick résumé feedback.



Email for Review

Submit a PDF copy of your résumé via email to nhcdc@syr.edu for review. During high volume times it can take up to 4 business days for a review.