1.

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⤢.

Activity Overview

In this activity, you will begin writing a 1–2 page resume that is tailored to a role in digital marketing or e-commerce.

A resume is a document that you create and use to present your background, skills, and accomplishments to potential future employers when applying for jobs.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Your resume gives potential employers a first impression of you and your qualifications. To prepare you to search for roles in digital marketing or e-commerce, you will begin to create a new resume or update your current one to reflect the skills and experience you have gained in this program. First, you will search for and identify a target role. As you craft your resume, you will tailor the content to match the requirements for that role.

NOTE: Crafting a strong resume is challenging and can take some time. Complete at least Steps 1-6 of the activity now, but feel free to finish the remainder of the steps later if you need more time.

Step-By-Step Instructions

Step 1: Select a template

The formatting elements provided in a template—such as the layout and headings—are a helpful starting point when creating a new resume. To select a template for your resume, open the template gallery in Google Docs⤢. Scroll down to the resumes section and compare several templates. Then click on one of the resume templates to open it. Rename the document "Resume [Your Name]."

Alternatively, if you already have a resume that you'd like to update, open that document.

Step 2: Research roles

Think about what you've learned about digital marketing and e-commerce roles in this program so far, and decide which type of role you would like to pursue. Refer back to the reading *Finding your path and perfect role*⤢ to review some of the different types of roles available in these fields. Consider the tasks and responsibilities that interest you, your current skill set, and your previous experience. Then, research roles on platforms like Indeed⤢, LinkedIn Job Search⤢, or CareerBuilder⤢ and identify a position that appeals to you.

Step 3: Take notes on your research

Open another document or add a page to your resume document (which you'll later delete) to take notes on your findings. Record the job title of the role you selected and some of the qualifications and skills required for that position. Read several additional job descriptions for similar roles to identify qualifications and skills that show up frequently and note those as well.

Step 4: Add your contact information

In the resume document, update your contact information. Include your name, location (such as city and state), phone number, and email address. Use an email address that is easy to read, relatively short, and avoids too many words or symbols that are unrelated to your name. You may need to create a new email address if your current one doesn't fit these requirements. If you have a LinkedIn profile, add its URL to this section, as well. Replace the job title with a title that conveys both your current experience and the role you are seeking, such as Digital Marketing Coordinator or E-commerce Analyst. You can also add something more generic, such as Digital Marketer or E-commerce Professional.

Step 5: Add your skills
To complete the skills section of your resume, review the notes you took in Step 3 on the role that interested you. Add in the skills you have that align most closely with the requirements for the position. These can include:
Skills you've learned in this program, such as email marketing and search engine optimization
Skills you've gained in previous positions

Strengths and competencies, like strong communication skills and creativity

Where possible, match the language that was used in the job description since some employers use automation software to filter resumes. For example, if the job description uses words like "data-driven" and "creative," use those words in your resume, too.
To organize this section, format your skills as a bulleted list in two or more columns. You can also split different types of skills into different sections, based on the requirements of the role.
Step 6: Add your experience
The experience section of your resume provides a summary of the positions you have held in your career. List at least three positions in reverse chronological order. This can include volunteer roles and other relevant experience. Each listing should include:
Company name

Location

Job title

Dates you worked there. (If you are still working there, write your start date, a hyphen, and then "Present.")
A description of your responsibilities

In your experience descriptions, follow these best practices:

Use active verbs like *developed*, *coordinated*, *created*, *planned*, *built*, *tracked*, *managed*, and *monitored* to describe the tasks you performed.
When possible, quantify the tasks you performed by including numbers. (For example, "Support the marketing team on 20+ campaigns across five marketing channels.")
Write in the present tense for work you still do, and use the past tense for a job or project that you completed.
Aim to communicate how your skills and past accomplishments relate to the role you are applying for.

Step 7: Add your education
The education section of your resume describes any formal schooling and training you've had. Listing your education helps demonstrate the qualifications and knowledge you bring to a potential employer and shows that you meet the requirements for the opportunity you are seeking.
Fill in the name of any school you attended after high school; its location; the degree, diploma, or certificate you earned; and the dates that you attended. Begin with your most recent school first.
Include internships, apprenticeships, and any professional certifications or credentials you hold, including the Google Career Certificate in Digital Marketing & E-commerce, and the month and year of completion.
If you're currently enrolled in school and have not yet earned a degree or certification, write "In Progress" instead of the end date.
Step 8: Add what makes you unique
Finally, complete your resume with a section about what makes you unique. You can keep the existing awards section and list any awards you have received, who awarded them to you, and the date you received them.
Alternatively, you can replace this section with a section like "languages," "software," "volunteer work," "projects," "hobbies and interests," or "accomplishments." For example, if the role requires someone who is multilingual and you speak several languages, you can add a "languages" section to highlight this skill. Be sure to update the title of the section accordingly.
Step 9: Proofread your resume
Finally, carefully proofread your resume for spelling, grammatical, and punctuation errors. You can use the spelling and grammar check tool to help you identify errors, but you should still closely read through every section, as this tool does not always find every

mistake. You can also ask a friend or colleague to review your resume and provide feedback.

Also, make sure your resume is as concise as possible. Ideally, the length of your resume should be no more than 1–2 pages, particularly early on in your career. If there are places where you can use fewer words to say the same thing, choose a more precise word or concise phrasing. Note that your resume doesn't need to include every responsibility from every job. Once you get an interview, you can go into more details about yourself, but your resume should showcase only your best and most relevant accomplishments.

Lastly, if you added a page to your resume document to take notes in Step 3, be sure to delete that page now.

What to Include in Your Response

Be sure to address the following components in your completed resume:

Your contact information, including your name, job title, address, phone number, and email address

The skills you have that align most closely to the job posting

Your work experience, including each company name and location, your job title, the dates you worked there, and a description of your responsibilities

Your education, including the name of each institution and its location; the degree, diploma, or certificate you earned; and the dates you attended

Your awards or another section that highlights what makes you unique

Your resume should also:

Use correct grammar, spelling, and punctuation

Be no more than 1–2 pages in length