

Resume

A resume is a selective summary of your skills and qualifications for a position. Ultimately, you have one page to convince someone of your credentials. But resumes aren't just summaries. A strategic resume is tailored and proves a match with a position and its requirements.

List any colleges or universities you attended or will earn degrees from. Only freshmen are allowed to include high school; everyone else should only include to undergrad and grad schools.

Divide into experience categories by type. Internships, BUTV, Daily Free Press, AdLab, and PRLab are all great examples of experience. Include only the positions and experience that will prove your qualifications and strengthen your application.

Write your description bullet points as impact statements using strong action verbs in the active voice. Think of the situation, the task involved, the action taken, and the result. Each bullet must include the impact of your work. Show the background, describe the actions you took or methods you used to solve a problem, and the results of your work.

Don't understate your accomplishments. Think of their purpose: what function did they serve and how did it further the company's goals? Think of yourself as a professional in each of those positions. How would a professional describe these skills?

Dual Degree

EDUCATION

Boston University Dual Degree Program, Boston, MA

Expected May 2017

College of Communication

Bachelor of Science in Communication, Emphasis in Advertising

College of Arts and Sciences

Bachelor of Arts in English

Two Jobs at the Same Company

EXPERIENCE

Company ABC, City, State

Most recent Job Title at Company ABC

Start Date – End Date

- Only put information from this particular position.
- If possible, show skill progress or advancement from the previous position at this company.
- How have your responsibilities grown or evolved with the position change/promotion?

Former Job Title at Company ABC

Start Date – End Date

- Only include experience from the former position.
- Be specific.
- Focus on information relevant to the position you're applying for.

Resume Example 1

Your Name

Email

Phone number

City, State

Graduation Month Year

GPA #/4.0

EDUCATION

Most Recent School Name

Degree Type, in Subject

Emphasis in

Minor/CAS Focus in

Honors or awards

Thesis or special projects

Related Coursework:

- Course title
- Course title

RELATED EXPERIENCE

Most Recent Company Name

Job Title

City, State

Dates

- Focus on information that is applicable to the potential job. Frame your story and experience for the prospective job, not your former one.
- Put the most pertinent parts of the job description first. Make it easy for employers to determine your qualifications.
- Where possible, demonstrate your experience in the exact skills listed in the job posting.

Older Company Name

Job Title

City, State

Dates

- Be aware of your audience—the first person to read your resume is probably HR, not your supervisor. No jargon. Use industry- and job-specific keywords strategically.
- Be specific: use tangible examples, quantify when possible.
- Use action verbs. Be clear, concise, and direct. Keep sentences short and to the point.

ADDITIONAL EXPERIENCE

Most Recent Company Name

Job Title

City, State

Dates

- Stress your accomplishments, not just daily tasks. Mention any commendations you received, show ways you went above and beyond.
- Prove your qualifications. Show your experience, as well as telling it.

Older Company Name

Job Title

City, State

Dates

- Edit for spelling, grammar, style, and overall narrative. Is the resume showing the best you?
- Any former employment should be in past tense; current employment can be in present tense.

ACTIVITIES, VOLUNTEER EXPERIENCE

- Any extracurricular activities

SKILLS

- Computer: programs, operating systems, programming languages, platforms, etc. Sort by type of program, indicate level of competence.
- Languages: list name and level of fluency

Career Services, College of Communication
Name is big, bold, legible, and the first thing you see.

Career Services, College of Communication
Current and best contact info. Email address must be professional. Only use school email if it will not expire during the course of the job search.

Career Services, College of Communication
B.S., B.F.A., M.S., M.F.A.

Career Services, College of Communication
Communication, Journalism, Film & TV

Career Services, College of Communication
For Communication degrees: Public Relations, Advertising, or Communication Studies

Career Services, College of Communication
Your GPA vs. the scale. BU uses a 4.0 scale. Only include if above 3.0 or employer asks specifically for GPA.
If you've received Latin honors, they can take the place of GPA. List in "honors or awards" section. Latin honors are always all lowercase and italicized: *cum laude*, *magna cum laude*, *summa cum laude*.

Career Services, College of Communication
Only include positions that demonstrate skills directly relevant to the prospective job. By selectively putting experience in this section, you demonstrate an understanding of the job requirements.
Can be labeled specific to the position, i.e.: "Film Production", "Public relations", "Photojournalism" Experience.

Career Services, College of Communication
List positions in reverse chronological order—most recent first.

Career Services, College of Communication
Use this section to show your employability, work ethic, and skills with experience that is not directly related to the prospective position.

Career Services, College of Communication
Keep date formatting consistent. If you abbreviate months, abbreviate all months. Always use all 4 digits for the initial year. Duration can be expressed as 2001 – 2005 or 2001 – '05, but use the same style throughout the document.

Career Services, College of Communication
Can become multiple sections if you have more activity and volunteer experience than professional.

Career Services, College of Communication
These section headings all offset the main text: they're bold, a little bigger, and expanded. They all match: same size, alignment, spacing, etc. This creates a rhythm.

Resume Example 2

Your Name

Phone number • Email
LinkedIn Profile • Personal website/portfolio

EDUCATION

Most Recent School Name

Degree Type, in Subject

Emphasis in

Minor or CAS Focus in

Honors or Awards

Thesis or special projects

Related coursework:

City, State

Graduation Date

GPA . /4.0

EXPERIENCE

Related

Most recent company name

Job Title

City, State

Dates

- Focus on information that is applicable to your potential job. Frame your story and experience for the prospective job, not your former one.
- Put the most pertinent parts of the job description first. Make it easy for employers to determine your qualifications.
- Where possible, demonstrate your experience in the exact skills listed in the job posting.

Older company name

Job Title

City, State

Dates

- Be aware of your audience—the first person to read your resume is probably HR, not your supervisor. No jargon. Use industry- and job-specific keywords strategically.
- Be specific: use tangible examples, quantify when possible.
- Use action verbs. Be clear, concise, and direct. Keep sentences short and to the point.

Additional

Most recent company name

Job Title

City, State

Dates

- Stress your accomplishments, not just daily tasks. Mention any commendations you received, show ways you went above and beyond.
- Prove your qualifications. Show your experience, as well as telling it.

Volunteer

Organization name

Title

City, State

Dates

- Edit for spelling, grammar, style, and overall narrative. Is the resume showing the best you?
- Any former employment should be in past tense; current employment can be in present tense.

ACTIVITIES

- Any extracurricular activities

SKILLS

- Computer: programs, operating systems, programming languages, platforms, etc. Sort by type of program; indicate level of competence.
- Languages: list name and level of fluency

Freshman Resume Sample

Tom Haverford

(617) 321-4567 • tomh@bu.edu
LinkedIn.com/in/tomh

EDUCATION

Boston University College of Communication, Boston, MA

Expected May 2019

Bachelor of Science in Communication

Emphasis in Public Relations, GPA 3.27/4.0

Minor in Finance

Related coursework: Creating Value in the Global Economy, New Media in PR

Pawnee High School, Pawnee, IN

June 2015

Honors, GPA 3.42/4.0

EXPERIENCE

Boston University Dining Services, Boston, MA

September 2015 – Present

Dishwasher

- Efficiently and effectively cleaned dishes from 2,000 students per shift.
- Praised for efficiency and fast pace by supervisor.
- Maintained a clean, sanitary, and safe working environment.

Sloppy Waffle, Pawnee, IN

June 2013 – August 2015

Waiter

- Served 100 – 200 customers per shift with high level customer service at most popular restaurant in town. Earned up to \$150 in tips daily.
- Maintained, waited on, and cleaned 8- 10 busy tables per shift to keep patrons satisfied and the restaurant running smoothly.

ACTIVITIES

Public Relations Student Society of America, Boston, MA

September 2015 – Present

Member

Boston University Men's Soccer Team, Boston, MA

September 2015 – Present

Assistant Manager

- Scheduled appointments with athletic trainer for each student athlete to ensure all students were in best physical shape for games.
- Created travel itineraries for every away game to work with students' class and training schedules.
- Coordinated with coaches and team manager to have appropriate equipment ready for each practice and game. Maintained all equipment.

DECA – Pawnee High School chapter, Pawnee, IN

September 2014 – June 2015

President

- Led weekly club meetings to inform 50-member club about upcoming events and ongoing projects.
- Led Pawnee High School DECA team to Indiana state DECA championships for three consecutive years as team captain.

SKILLS

- **Computer:** Mac & PC fluent, MS Office, Google Drive, Keynote, Numbers, professional social media, Mail Chimp
- **Language:** fluent Danish, basic French

Senior Resume Sample

Lucy Haverford

(317) 432-5678 • lhaverford@gmail.com
Linkedin.com/in/lucyhaverford • lhaverford.com

EDUCATION

Boston University College of Communication B.S. in Communication Concentration in Advertising Minor in Public Health Top Advertising Student; Dean's list all semesters Related coursework: Strategic Brand Solutions Strategic Creative Development Study abroad: Boston University London Internship Program Courses in Advertising Management	Boston, MA May 2016 GPA 3.9/4.0 London, England June – Aug. 2015
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EXPERIENCE

Advertising	Massachusetts General Hospital <i>Advertising Intern</i> ▪ Designed and illustrated three ads for public transit ad campaign to appeal to publicly insured local residents; developed campaign's storyboard and timeline to create appropriate and timely ads. ▪ Edited and refined ads for design and audience appeal. ▪ Created database tracking effectiveness of MBTA ad campaign.	Boston, MA Sept. 2015 – present
	AdLab <i>Co-Creative Director</i> ▪ Conceptualized four major ad campaigns, refined and guided 17 print ad campaigns and 10 internet and app-based campaigns to comply with clients' needs and provide learning opportunities for students. ▪ Delegated assignments, motivated 12 student workers to ensure projects were completed under deadline. ▪ Incorporated emerging media principles and practices into student ad agency to keep agency competitive and create comprehensive client offerings.	Boston, MA Sept. 2014 – present
	Ogilvy & Mather <i>Advertising Creative Intern</i> ▪ Illustrated and animated designs for health care TV advertisement promoting services for immigrants to UK. ▪ Created and maintained database on 2,000 clients, pitches, and implemented ideas to track campaign effectiveness.	London, England July – Aug. 2015
Additional	Veggie Galaxy <i>Wait staff</i> ▪ Provided friendly efficient customer service at popular diner. Responsible for 8-10 tables, served 70-100 meals per shift; earned up to \$300 in tips daily.	Cambridge, MA Sept. 2013 – present

ACTIVITIES

- Boston University AdClub (Sept. 2013 – present)
- Boston University Running Club (Sept. 2012 – present)

SKILLS

- **Computer:** Mac and PC fluent, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects (beginner), SPSS, MS Office
- **Language:** Portuguese (working proficiency)

Resume Checklist

Before sending out your resume, always double (and triple) check to make sure everything is accurate, true, grammatical, spelled correctly, and the best representation of you for that company. Use this checklist to make sure you have the basics for a good application.

FORMATTING & LAYOUT

- ___ My resume is 1 page long.
- ___ My name is at the top, big, bold, and clear.
- ___ My text is between size 10-12.
- ___ My text is legible in a readable font.
- ___ My margins are 0.5-1 inch wide on each side.
- ___ The spacing between sections and lines is consistent.
- ___ My resume is organized and easy to read.
- ___ I've separated "related" experience from "additional" experience.
- ___ The most important information/sections are towards the top of the page.
- ___ All entries within each section are in reverse chronological order.

WRITING & EDITING

- ___ Everything is spelled correctly.
- ___ Industry specific words are spelled correctly according to each company's preferences. (Is Communication supposed to have an "s" there?)
- ___ Everything is in the active voice.
- ___ I use strong action verbs.
- ___ My writing is clear and illustrative.
- ___ I use short sentences primarily.
- ___ I use past tense when writing about any former employment and present tense for anything ongoing.
- ___ I write to my audience (i.e. the hiring manager).
- ___ My writing is confident in a professional tone.
- ___ My resume is skimmable – you can discern my experience in 30 seconds or less.

CONTENT

- ___ I include my current phone number and email address.
- ___ The skills and experience I present match the employer's requirements.
- ___ I omit information and positions not related to my application.
- ___ I specify and elaborate my information.
- ___ I anticipate and answer potential questions.
- ___ I show accomplishments and results, not just tasks.
- ___ Everything included is a true and positive representation of me.
- ___ All dates and locations are accurate.