

STEVEN JACOBS

PROFESSIONAL TITLE

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SUMMARY

Your summary goes here. It's the **last stage in the resume writing process**, so pick it up in the end. Focus more on what value you can provide, instead of what you are looking for. Limit it to **2-3 lines max.**

KEY SKILLS

Market Research

Social Media Strategy

Social Media Analytics • Social

Media Content Creation &

Curation

Marketing Collateral

Keyword Research

Search Engine Optimization

Client Servicing

Blog Writing

Digital Marketing

Website Content Proofreading

Content Management & Editing

TECHNICAL SKILLS

Languages: VB6, SQL, Web Services - C#, C, C++, Java, Perl

- **Operating Systems :** Windows (XP NT 3.x- 4.0 2000 2003) and UNIX

- **Databases:** MS SQL Server (2008, 2005, 2000, 7.0, 6.5, 6.0), MS Access, FoxPro, DTS, DB2

- **Reporting:** Crystal Report, SQL Server 2005 Reporting Services (SSRS)

INTERNSHIPS

Enter official designation as per company records

Sep '18 - Nov '18

Enter company name | Enter location (with state)

Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.

Same rules will apply as discussed above

PROFESSIONAL EXPERIENCE

Enter the official designation as per company records

Jun '19 - Sep '19

Enter company name in full | Enter location (with state)

Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.

- Use one-liner points to present the details of your internship/part-time/professional experience
- Rename the section heading as **Relevant Experience** (if you want to show all your roles - internships, part-time, volunteering, etc. - in one section).
- **Bold keywords and phrases** where you would like to draw the recruiter's attention.
- Use action verbs to start off your points, and achievement figures (ballpark/appx figures will work as well) to demonstrate the extent of your contributions
- It's the **first step in the resume writing process**. Start off with updating this section first. Based on the keywords and functions you bold, accordingly update the Skills section. Based on that, update your summary. Make sure only those functions are mentioned in the Summary/Skills which have been substantiated in this section.
- Instead of writing all your one-liner points together, group similar points under unique subheadings as shown below:

Social Media Marketing

- Conducted research on **industry trends** & wrote compelling content for **social media posts**; created **5+ posts** daily
- Tracked **social media analytics** via **HootSuite** & other tools, and reported **results & new ideas** to our marketing team
- Created content to be shared by **20+ influencers** on Instagram, Facebook, and blog accounts to increase **traffic by 33%**

Content Management

- Liaised with the Editorial **team of 25** to manage social media content & community, while coordinating with **30+ freelancers**
 - Increased Instagram & Facebook **followers by 20% and 25%** respectively in **3 months**
- Coordinated with the Design team to create platform-specific social media assets such as **flyers, ads, videos, GIFs**, etc.
- Received **2 million+ likes** on **20+ posts** on Facebook, Twitter, and Instagram

EDUCATION

Enter your official degree (with major)

Jun '12 - May '15