

NovoResume

- 1. Write Your Contact Information
- 2. Add a Professional Title and Summary / Objective
- 3. List Your Work Experience and Achievements
- 4. Mention your top soft & hard skills
- 5. Include Additional Sections (e.g.: Languages, Certificates, Volunteer, etc.)
- 6. Tailor your information to the job ad
- 7. Proofread Before Applying for Jobs

Robert Johnson
Digital Marketing Specialist

Marketing professional with proven experience in planning and coordinating marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers. Strong expertise in developing pricing strategies with the goal of maximizing profits.

WORK EXPERIENCE

Digital Marketing Manager
Astoria Braumax New York
06/2017 - Present

- Created a new format for reporting and presenting the sales, customer engagement and Google-Analytics reports that shortened the number of meetings by 30% during the last 8 quarters.
- Optimized and monitored the Bid Strategy in Google Ads and Bing Ads which resulted in a CTR increase by 3.2% in the first month.
- Developed and conducted keyword research for updating the product pages on the online shop which increased the average keywords in Top 1000 and in Top 10 by 11% for high-volume searches (over 10,000 monthly visits).
- Learnt and organized new potential business partnerships (B2B) by contacting potential partners and at tradeshows/training events which resulted in 5 new strategic partnerships.

Marketing Assistant
Riot Games Austin, Texas
08/2014 - 05/2016

- Assisted with the creation of presentations and news blog posts.
- Compiled and disseminated successfully the financial and statistical information, such as spreadsheets for the best performing games.
- Conducted primary research with users playing the most downloaded games.

Marketing Intern
Riot Games Austin, Texas
08/2014 - 05/2015

Intern without a mandatory contract, job user comparison after 6 months

EDUCATION

MS in International Marketing and Management
University of Chicago Graduated
08/2011 - 05/2014

SKILLS

Problem Solving, Leadership, Flexibility, Time Management, Inquiry, Problem Solving

MARKETING SKILLS

SEO, AdWords, Semrush and Link building Techniques, Google Ads, Analytics and Tag Manager, Email Marketing, ActiveCampaign, Limesurvey and SendGrid, CMS, WordPress, Joomla and Craft

LANGUAGES

English, Spanish, French

CERTIFICATES

SDINish Content Marketing Toolkit Course [2017]
Google Analytics Individual Qualifications [2018]
PQM - Digital Management Certification [2018]

INTERESTS

Video Games, Music, Renewable Energy, Artificial Intelligence

How to Write a Resume - Step by step

1. Pick the Right Resume Format & Layout
2. Mention Your Personal Details & Contact Information
3. Use a Resume Summary or Objective
4. List Your Work Experience & Achievements
5. Mention Your Top Soft & Hard Skills
6. (Optional) Include Additional Resume Sections - Languages, Hobbies, etc.
7. Tailor Your Information for the Job Ad
8. Craft a Convincing Cover Letter
9. Proofread Your Resume and Cover Letter

Difference – Tradition and Creative structure

Robert Johnson
Digital Marketing Specialist

robert@newresume.com | 044-012-2019
Overnights, Germany | LinkedIn/Robert.Johnson

Marketing professional with proven experience in planning and coordinating marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers. Strong expertise in developing/running strategies with the goal of maximizing profits.

WORK EXPERIENCE

Digital Marketing Manager
Astoria (Baymax) | Jun 2017 - Present

- Created a new format for reporting and presenting our sales, customer acquisition and Google Ads reports that shortened the number of meetings by 20% during the last 3 quarters.
- Optimized and implemented the first Shopify in Google Ads and Bing Ads which resulted in a 27% increase by 5.5% in the first month.
- Developed and conducted keyword research for updating the product pages on the online shop which increased the organic keywords in the Top 100 by 5,440 and Top 10 by 15. For logo relevance searches increased by 1000% they could be located and proposed new potential business partnerships. Helped by contacting potential partners and attending networking events which resulted in 3 new strategic partnerships.

Marketing Assistant
Riot Games | Jun 2016 - May 2017

- Assisted with the creation of press releases and news blog posts.
- Compiled and distributed successfully the financial and statistical information, such as spreadsheets for the best-performing games.
- Conducted primary research with users playing the most downloaded games.

EDUCATION

B.S. in International Marketing and Management
University of Chicago | Sep 2014 - Sep 2018

SKILLS

- Teamwork, Leadership, Flexibility
- Time Management, Creativity
- Problem Solving, Decision Making

MARKETING SKILLS

- SEO, Analytics and Optimization Techniques
- Google Ads, Analytics and Tag Manager
- Brand Marketing, Content Marketing, SEO and Social Media
- CMS, WordPress, Avada and Ghost

LANGUAGES

- English: ★★★★☆
- Spanish: ★★★★☆
- French: ★★★★☆

CERTIFICATES

- SEMrush Content Marketing Toolkit Course (Sep 2018)
- Google Analytics Individual Qualification (Sep 2018)
- PDM - Digital Management Certification (Sep 2018)

INTERESTS

- Video Games, Music
- Renewable Energy, Artificial Intelligence

Robert Johnson

Experience: Overnights, Germany | LinkedIn/Robert.Johnson

Marketing professional with proven experience in planning and coordinating marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers.

WORK EXPERIENCE

Digital Marketing Manager - Astoria (Baymax)

Jun 2017 - Present

- Created a new format for reporting our product sales, customer acquisition and Google Ads reports that shortened the number of meetings by 20% during the last 3 quarters.
- Optimized and implemented the first Shopify in Google Ads and Bing Ads which resulted in a 27% increase by 5.5% in the first month.
- Developed and optimized new product/business partnerships 2018 by conducting user research and attending networking events which resulted in 3 new strategic partnerships.

Marketing Assistant - Riot Games

Jun 2016 - May 2017

- Assisted with the creation of press releases and news blog posts.
- Compiled and distributed successfully the financial and statistical information, such as spreadsheets for the best-performing games.
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- Teamwork, Leadership, Time Management, Flexibility, Creativity, Problem Solving

LANGUAGES

- English, Spanish, French

Resume Layout Must-Haves

- 1) **One page in length.** You should only go for 2 pages if you really, really believe that it'll add significant value. HR managers in big firms get around 1,000+ resumes per month. They're not going to spend their valuable time reading your life story!
- 2) **Clear section headings.** Pick a heading (H2, for example) and use it for all the section headers.
- 3) **Ample white space,** especially around the margins.
- 4) **Easy-to-read font.** We'd recommend sticking to what stands out, but not too much.
 - a. **Do:** Ubuntu, Roboto, Overpass, etc.
 - b. **Don't (ever):** Comic Sans
- 5) **Pick the right font size.** As a rule of thumb, go for 11 - 12 pt for normal text, and 14 - 16 pt for section titles.
- 6) As a rule of thumb, **save your resume as PDF.** Microsoft Word is a popular alternative, but it has a good chance of messing up your resume formatting.

1) Contact Information

The most **critical** section in your resume is the “contact information.” Even if you get **everything else** right, you’re not going to go far if the HR manager can’t get in touch with you because you misspelled your email. Make sure to double-check, and even triple-check your contact

information section and make sure everything is correct and up to date.

Contact Information to be Included in a Resume

Must-have Information

- **First Name / Last Name.**
- **Phone Number.**
- **Email Address.**
- **Location** - are you located in the area, or will the company have to sponsor relocation?



Optional Information

- **Title** - Your professional title. It can be your position, word-for-word, or your desired job. Think “Digital Marketing Specialist” or “Junior Data Scientist.”
- **LinkedIn URL** - If you have an up-to-date profile that can add value to your application, make sure to include the link.
- **Social Media** - Do you have a published portfolio online? For developers, this would be your GitHub, for a designer Behance or Dribble and for a writer, it could be your personal blog.
- **Website / Blog** - Do you have an online presence? Maybe a blog that positions you as an expert in your field? If you do, make sure to mention it!

What NOT to Include in the Contact Info Section

- **Date of Birth** (*unless specifically required in the job ad*) - The HR manager doesn't need to know how old you are. It's not important for their decision-making, and at worst, it might lead to discrimination based on age.
- **Unprofessional Email Address** –
 - **Do:** name.lastname@gmail.com
 - **Don't:** player69@gmail.com
- **Headshot** - The HR manager doesn't need to know what you look like in order to evaluate your application, so there's no real need to include it.

2) Resume Summary or Objective

A resume summary is a 2-3 sentence summary of your career. You should use a resume summary

in basically any situation, unless you're a recent university graduate or switching careers (in that case, you use a resume objective. More on that later!).

In your resume summary, you need to mention:

1. Your job and years of experience. E.g.: *Customer support representative with 5+ years of experience in the IT industry.*
2. 1 or 2 top achievements (or core responsibilities). E.g.: *Specialized in technical support, customer care, and user retention.*
3. Desired goal (generally, passion for working at a specific company). E.g.: *Looking for new opportunities as a support lead for a SaaS company.*

✓ Examples of Resume Objectives

1) So, here's how that would look like if you're a student:

- *"Hard-working recent graduate with a B.A. in Graphic Design from New York State University seeking new opportunities. 3+ years of practical experience working with Adobe Illustrator and Photoshop, creating illustrations & designing UX / UI. Looking to grow as a designer, as well as perfect my art, at the XYZ Design Studio."*

2) Or, on the other hand, if you're going through a career change:

- *"IT project manager with 5+ years of experience in software development. Managed a team of developers to create products for several industries, such as FinTech and HR tech. Looking to leverage my experience in managing outsourced products as a Product Owner at XYZ."*

3) Work Experience

The most important part of your resume is your **work experience**. This is where you really sell yourself, displaying your past accomplishments and responsibilities. If you manage to master this section alone, you'll know 80%+ of all there is to know about how to make a resume.

There are a lot of best practices for writing your work experience. Before we dive into all the nits and grits, though, let's start with the basics...

4) Education on Your Resume

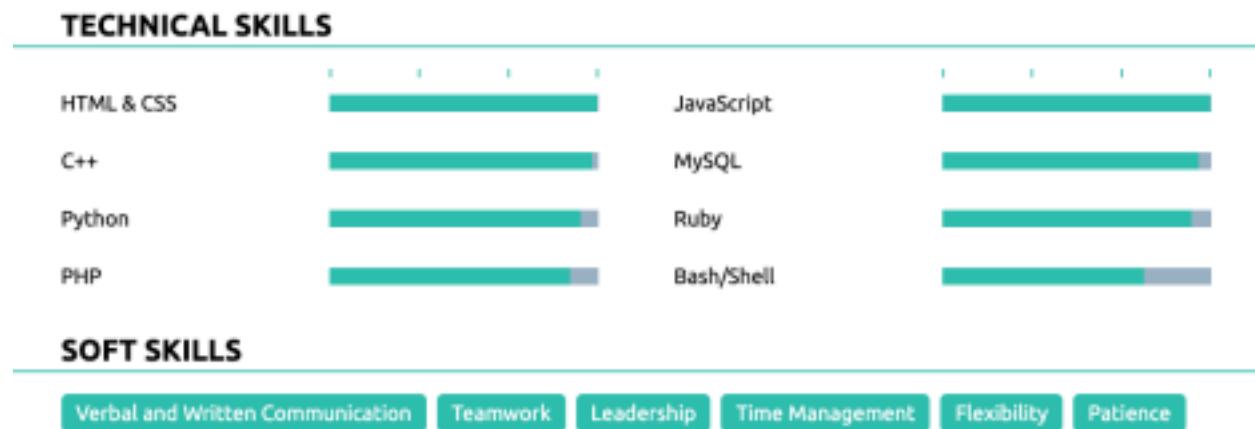
The next section we're going to cover is your Education. Let's start with the basics - how to format the education section & what to mention there. Then, we'll move on to tips & tricks that'll help you stand out...

- **Program Name.** E.g.: “*B.A. in Business Administration*”
- **University Name.** E.g.: “*New York State University*”
- **Years Attended.** E.g.: “*08/2008 - 06/2012*”
- **(Optional) GPA.** E.g.: “*3.9 GPA*”
- **(Optional) Honors.** E.g.: *Cum Laude, Magna Cum Laude, Summa Cum Laude.* • **(Optional) Academic achievements.** Any interesting papers you've written, courses you've excelled in, etc.
- **(Optional) Minor.** “*Minor in Psychology*”

5) Skills in Your Resume

When mentioning skills in your resume, there are 3 essential steps to follow:

Step #1 - List Hard Skills with Experience Levels. For each hard skill you list, you want to mention your proficiency level:



Beginner - You have some experience with the skill, whether it's from some entry-level practice or classroom education.

Intermediate - You've used the skill in a work environment with a good level of understanding.
Advanced - You're the go-to person for the skill in your office. You can coach other employees, and understand the skill on a high level.

Expert - You've applied this skill in more than a handful of different projects & organizations.

Make sure to **NEVER** lie about your skill levels. Otherwise, it's going to be pretty awkward both for you and your employer.

Other Important Sections

The sections we've covered so far are must-haves for any resume. They're the bread-and butter for any job application, and if you get them right, you'll land any job you apply to.

The following sections, though, can really give you a boost here and

there. → Languages

Are you bi-lingual? Or better, multi-lingual? You should **ALWAYS** mention that on your resume!

- Native
- Fluent
- Proficient (Enough knowledge to pass by in a professional environment) •
Intermediate
- Basic

→ Hobbies & Interests

Want to add some spice to your resume? The hobbies and interests' section, while not a game changer, can help show who YOU are as an individual. Who knows, maybe you and your interviewee have some hobbies in common?

If you end up with some extra space in your resume, don't hesitate to show off your personality with a hobbies / interests section.

→ Volunteering Experience

If you're the type of person to use your free time helping others, while expecting nothing in return, chances are that you're the type of employee who's in it for more than just the money. It leaves the impression that you're a devoted, loyal employee.

Several studies show that you can boost your chances of getting hired simply by listing your volunteering experience. This holds especially true if you're a student with next to no work experience.

→ Certifications & Awards

Do you have any awards that make you stand out in your field? How about certifications from industry experts?

Whichever the case is, as long as it's relevant for the position you're applying for, feel free to add it to your resume.

Let's say, for example, you're a Microsoft Cloud Engineer. Assuming you specialize in Microsoft Technologies, you'd definitely want to include all essential certifications, such as the Azure

Solutions Architect Expert one.

→ Publications

Are you a freelance writer? Maybe a distinguished academic?

If you have any published works (online, or in an academic journal), you might want to include them in your resume. Make sure to include a URL, so the HR knows where to check your work!

→ Projects

Working on side projects can really show off your passion for your field. Whether they're university class projects or part-time entrepreneurial endeavors, they're both equally relevant.

Let's say, for example, you worked on a mock software product as part of a competition in university. You went through every step of product creation, from ideation to creating a marketing strategy.

You can mention the project in your resume and stand a better chance at landing that business internship!

Or on the other hand, maybe you manage an Etsy store, selling hand-made arts & crafts to customers online. Mention all of it! Hiring managers love employees who do cool work in their free time.

Checklist for Resume Writing

1. Does your contact information section have all the must-have information?
2. Is your contact email professional? E.g.: `firstname+lastname@email.com`
3. Are you using the right resume format?
4. Is your resume 1-2 pages?
5. Did you include all the must-have sections in your resume?
6. Did you list only the most relevant work experiences?
7. Did you list achievements instead of responsibilities?
8. Did you tailor your resume to the job ad you're applying for?
9. Did you mention the right amount of work experience in your resume?
10. Did you list your education in your resume?
11. Did you list all the right skills for the position you're applying for?
12. Did you add any other important resume sections?
13. And finally, did you proof-read your resume? We'd recommend asking a friend or using software like Grammarly.

How to Write a Convincing Cover Letter

Every job application consists of 2 parts - the resume and the cover letter. Now that we've covered the first, let's briefly explain the latter.

Here's a format you could follow:

- **Introduce yourself (and leave an impression)**
- **Explain how you'd excel at the job** – For example, if the requirement is “Facebook Advertising Experience,” mention how you have done Facebook ads in the past and how you’ve excelled at it.
- **Wrap it up and say thanks** - For example, “If you’d like to know more about my experience with Project XYZ, I’d love to chat!”

John Doe
Marketing Student

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc. 321
Employment Avenue,
Auckland, New Zealand
05 January, 2019

Dear Ms. Johnson,

I am writing to express my interest in the summer internship program with your marketing company. I learned about your company through the student center at my university and, after visiting your website, I have immersed myself in your groundbreaking work in the transportation industry.

I am currently majoring in marketing, with a minor in statistics, and will receive my degree next spring. While I have a comprehensive marketing and analytics background, my emphasis is on government campaigns. I feel that your agency places prominence in similar areas and having the privilege of serving as an intern with you will increase my learning opportunities and give me the exposure I need to advance my career while using what I've already learned to make an impact on your clients.

After graduation, I hope to work for an agency like yours to grow my experience, serve clients and eventually start my own agency. With the right opportunities and experience working with prominent clients, I believe that I can achieve my goal.

I previously held an internship at another local advertising agency, working on critical projects for their clients. During that internship, I had the opportunity to learn the Adobe Creative Suite of products, including Photoshop and InDesign. I also learned how to craft compelling campaigns that garner attention in the healthcare space. I believe that my knowledge of digital marketing and social media could be of interest to you, as I read that you are looking to grow your social media team.

I would like the opportunity to meet with you to discuss internship opportunities you have available. Please let me know if you have any questions or would like to see specific work samples. You can reach me by phone at 416-821-9879 or by email at john.doe@gmail.com.

Thank you for your consideration.

Sincerely,
John Doe

4 Sections to Replace Work Experience

[Beginners] 1) Internships
2) Extracurricular activities

Extracurricular Activities

Public Speaking Club

Vice-President

09/2018 - 09/2019

- Organized 10+ public speaking lectures
- Brought in speakers from all over the state
- Conducted public speaking workshops

3) Volunteering Experience

Volunteering Experience

Grand Archive Library Volunteer

Washington, D.C

08/2017 - 02/2019

- Performed secretarial activities, such as sorting mail, filing documents, answering phone calls, and taking messages.
- Led a poetry reading event twice a month.

4) Projects