

Resume Guide

Your title should be the same as the job position you are applying to, not "student".

Contact information should be near your name. Ensure links are clickable and phone, email, and location are included.

Summary/profile gives a quick introduction to your relevant skills/experience and goals. Include accomplishments and areas of expertise.

List hard and soft skills in order of relevance to the job posting. Check all spelling and capitalization is correct.

Certificates can be included in its own section, or in the "Education" section.

Interests are optional, but great if you have extra space or your interests are related to the company's service or products.

ISABEL MERCADO

Digital Marketer

(123) 456-7890
isabel@awesomeresume.com
Vancouver, BC
Portfolio: www.isabel.com
LinkedIn: @isabelmercado

SUMMARY

Creative and driven marketer with skills in e-commerce, social media management, and photography. Eager to join ABC Media to help produce data-driven outreach marketing campaigns that will boost the company's online presence.

SKILLS

- Facebook Manager
- Hootsuite
- Yelp for Business
- Adobe Photoshop, Illustrator, and Premiere
- MailChimp
- Canva
- WordPress
- WooCommerce
- Microsoft Office Suite
- Spanish

CERTIFICATIONS

- Social Marketing - Hootsuite
- Inbound Marketing - HubSpot
- Content Marketing - HubSpot
- Google AdWords
- Google Analytics

INTERESTS

- Travel
- Skiing and snowboarding
- Surfing

WORK EXPERIENCE

E-Commerce and Digital Marketing Assistant

Audora Fashion House, Vancouver, May 2019 - Present

- Creating and uploading Instagram and Facebook posts
- Engaging with social media community to increase followers and page views
- Shooting, editing, and uploading product pictures to the e-commerce website using WordPress and WooCommerce
- Photographing company events
- Supporting clients with timely communication and information about products and services

Community Manager (Freelance)

Lolita Mexican Grill, Tampa, USA, Aug 2017 - Apr 2019

- Photographed restaurant and menu items and edited images using Photoshop and Canva to create marketing materials
- Updated and maintained company's WordPress website
- Managed restaurant's Facebook, Instagram, and Yelp communities
- Increased Instagram engagement by 30% in 6 months

PROJECT EXPERIENCE

Campaign Ads Manager

Medimaps, Vancouver, Aug 2019

- Developed advertising strategies to increase buyer interest
- Reviewed and optimized Google and Facebook ads
- Increased Google AdWords click through rate by 15%
- Worked directly with clients to establish and meet project goals within the specified budget and timeline

EDUCATION

Digital Marketing Specialist Co-op Diploma

Cornerstone International College, Vancouver, 2019 - 2020

- Search Engine Optimization (SEO)
- Social Media Marketing
- Web Analytics, Measurement, and Approach
- Web Graphics - Photoshop & WordPress

Bachelor of Arts in Marketing

University of Mexico, Mexico City, 2013 - 2017

Experience can be listed in order of relevance OR most recent experience first.

Verb tenses must be consistent. Use present tense for current roles only, and past tense for previous/past roles.

List the specific tools or skills you used for your tasks to show working experience with them.

Include intended outcomes and proof of your accomplishments to demonstrate your knowledge.

School, freelance, or personal projects are valuable and can be showcased as well.

Education must be listed with most recent experience first. Additional course or project details may be added to further highlight related knowledge.