

## Your Name

Telephone Number, Email, Address

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### PROFILE:

- One or two concise, easy-to-read statements about you. Showcase your qualifications; focus on skills you want to use.
- Objectives are outdated! Don't use them, and definitely avoid cliches or jargon, such as, "To contribute to the profitability of an employer" or "A challenging position offering opportunity for growth and advancement."

### EDUCATION:

- List degrees in reverse chronological order—most recent first. Keep the information easy to scan.
- Consider including details relevant to the job you are seeking, such as courses, special projects, a minor or area of emphasis, etc.
- You can list Education Abroad experiences here as well.
- Include your GPA if it markets you well (typically 3.0 or higher).

### EXPERIENCE:

- Reverse chronological order is what readers expect, but if you have a mixture of experiences, you can break this into two major categories, such as RELATED EXPERIENCE and OTHER EXPERIENCE. This allows you to put the most relevant items together and move older, but more relevant items to the beginning.
- Give details of your accomplishments and responsibilities rather than a general list of duties. Numbers make strong statements and can enhance credibility; these numbers can show volume, percentages, dollar amounts.
- Include information and skills that relate to the position you are seeking.
- Consolidate information when possible; avoid repetition and excessive details in describing experiences.
- Make the format easy to scan, and put relevant action verbs first. Use bulleted statements, not paragraphs.
- Do not be discouraged if you have never had employment in your field. Instead, focus on your strengths, skills, and accomplishments.

### ACTIVITIES:

- List the most relevant activities and offices held first. Include college, community, professional, and occasionally, outstanding high school activities.
- You can add brief explanatory details of the position and your accomplishments.
- Include hobbies and interests only if they are relevant to the job objective or if they reveal characteristics important to the job.
- This section can add individuality and flavor to your resume, so you may want to include unusual or interesting items.

**HONORS/AWARDS:** Optional; include only if you have several honors. If you have only one or two honors, you can include them in a combined ACTIVITIES/HONORS section or in your EDUCATION section.

### SKILLS:

- You may want to consider a special skills section to highlight specific computer hardware or software, foreign languages, or job-specific skills. This category could also include CERTIFICATIONS.
- Many employers like to see this section first, especially if the skills relate directly to the job. Consider putting it at the top underneath your profile.

### REFERENCES:

- Do not include these on your resume. But, you may want to prepare a list of references for use when employers request references. List them on a separate page formatted to match your resume.
- Usually, three to five references are appropriate. Consider individuals familiar with your academic achievements, leadership and teamwork skills, and/or your work habits.
- Include the referee's name, title, organization, mailing address, phone number, and e-mail address.
- You should always seek prior approval from individuals you plan to list as references.

*Adapted from resume template provided by Penn State Alumni Career Services. Resume samples below are adapted from careerbeam.com and actual alumni resumes.*

# Sample

3475 Lenox Road NE, Atlanta, Georgia, 30326 • (404)-814-8820 • career@uga.edu

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## SUMMARY OF QUALIFICATIONS

*Integrity:* Can be trusted to fulfill duties with true, ethical course of action directly correlated to quality content of character and solidified values

*Excellence:* Proven track record of diligently producing the finest possible outcomes with tasks regardless of the effort or the detail necessary

*Coachability:* Deeply enjoy learning, will accept coaching with enthusiasm and believe that education is a never-ending, life-long process

## EDUCATION

**The University of Georgia,**

*Franklin College of Arts and Sciences, Bachelor of Arts*

Major: Speech Communication, Minor: Religion, Certificate:

HOPE Scholarship Recipient, Dean's List Recipient, GPA: 3.26/4.00

Athens, Georgia

May 2009

## RELATED COURSES

Leadership and Personal Development

Management of Organizations and Individuals

Legal and Regulatory Environment of Business

Business and Professional Communication

Persuasion

Introduction to Public Speaking

## LEADERSHIP EXPERIENCE

### **First Presbyterian Church of Boulder**

July 2009- August 2010

*Full-time High School Ministries Intern, Boulder, Colorado*

- Fostered relationships with students at high schools in Boulder, Colorado and surrounding areas at the flourishing youth program
- Led team of four high school seniors to plan and execute all programs for "The Week", the ministry's annual five-day summer retreat
- Administrated and oversaw various other events including a co-op gift-giving Christmas celebration with a Spanish-speaking church in Denver, a service day at the World Vision headquarters in Denver, and a 24-hour senior retreat
- Designed an entirely new website for the ministry
- Orchestrated details for the ministry's weekly two-hour get-togethers on Wednesday nights and similar program Sunday mornings
- Delivered three 20-25 minute public speeches at the weekly events to inspire and encourage the adolescents
- Closely mentored two University of Colorado students as a part of us three together leading a group of high school freshman boys
- Received thorough and consistent weekly to bi-weekly mentoring from an adult in the church

### **Young Life of Greater Athens**

April 2006- July 2009

*Volunteer Leader, Athens, Georgia*

- Volunteered 20 hours per week mentoring adolescents at a local high school
- Brainstormed, planned, and implemented strategic events at the school on a team of seven collegiate leaders
- Delivered many 12-14 minute public speeches at the weekly events
- Participated in weekly leadership meetings and bi-annual leadership retreats
- Assisted in fundraising for both weeklong summer camps and weekend fall camps

*Vida Joven, Santo Domingo, Dominican Republic*

March 2007, March 2009

- Worked on two occasions a weeklong spring break trip serving the third-world Young Life camp project
- Personally fundraised over \$1300 and over \$1500, respectively, to participate on the trip

### **The Institute for Leadership Advancement, L.E.A.D. Certificate Program**

August 2008- May 2009

*Program Graduate*

- Accepted into highly selective training program including two full-time classes taught by former executive coaches
- Collaborated on a team of six to plan and implement a local community service project for People First of Athens, a local charitable organization that assists the less fortunate
- Collaborated on separate team of six executing an actual marketing campaign proposal for Fire and Flavor, a local grilling company

### **Athens Church, X-Treme and InsideOut Communications Team**

August 2008- February 2009

*Communicator*

- Performed two 18-20 minute talks at the youth program
- Chosen through a critical selection process, followed distinct speaking timelines and gained consistent, thorough mentoring to sharpen communication skills both in composition and in delivery of messages

### **HERO for Children Foundation**

Fall 2005- Fall 2007

*Corporate Relations Committee Member, Get it Now Subcommittee Member*

- Directly interacted with corporate contacts to support HERO in a variety of ways
- Gained hands-on business experience to fine-tune communication, networking and marketing skills

**The Red Zone, General Employee, Athens, GA**

February 2007- July 2009

**Dick's Sporting Goods, Team Member, Columbus, OH**

June 2006- August 2006, June 2008- August 2008

# SAMPLE

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<http://www.linkedin.com/in/>

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MARKETING · ADVERTISING · ACCOUNT MANAGEMENT · GRAPHIC DESIGN · CREATIVE DEVELOPMENT

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## SUMMARY OF QUALIFICATIONS

- Proven talent for organizing and building professional relationships for over 4 years
- Team player and leader who excels working with a variety of personalities
- Steadfast individual consistently recognized by managers for providing successful results

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## MARKETING EXPERIENCE

**Triple Crown Media**, Lawrenceville, GA, October 2008 – present

*Account Executive*

- Cultivate new business accounts through effective cold calling, marketing, and follow-up
- Determine clients needs through presenting solutions in order to close business deals
- Assist clients in developing personalized and effective advertising and marketing campaigns
- Write editorials and assist in the design and layout of advertisements
- Secured 16 new accounts within the first two months and generated over \$17,000+ in revenue

**Innovative Marketing and Design, LLC**, Smyrna, GA, May 2008 – September 2008

*Marketing Coordinator Intern*

- Designed and developed marketing materials for promotional campaigns
- Raised money for special events through outside sales and cold calling local businesses
- Attended tradeshow to explore new opportunities in the promotional products industry
- Handled quotes and purchase orders for both promotional product orders and print proposals
- Provided creative marketing ideas to help clients increase their profit and garner future business

**Arnold Air Society/Silver Wings National Volunteer Organization**, Athens, GA, Aug. 2003 – May 2006

*Activities Coordinator*

- Managed and coordinated simultaneous service and social activities for 40 members
- Created and executed team's slogan for American Cancer Society's Relay for Life
- Established, developed and increased sales expertise with hands-on fundraiser participation

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## WORK EXPERIENCE

**The University of Georgia**, Athens, GA, *Receptionist*, Aug. 2004 – May 2008

- Achieved and completed all department projects within deadlines
- Illustrated and transferred graphic designs for published book manuscripts

**Walt Disney World**, Orlando, FL, *Disney College Program Intern*, Aug. 2007 – Dec. 2008

- Maintained guest relations in a professional and courteous manner
- Assisted and met needs of more than 20,000+ customers on a daily basis

**The History Channel: DRAM 5830 Class Project**, Athens, GA, *Project Assistant*, Aug. 2006 – May 2007

- Researched information and animated for televised segments 'The Russian Navy' and 'TWA Flight 800'
- Selected by professor for hard-work and dedication to assist project manager

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## EDUCATION

**The University of Georgia**, Athens, GA, *Bachelor of Arts*, May 2007

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## TECHNICAL SKILLS

- *Computer*: Access, Acrobat, Constant Contact, Excel, GhostScript, Outlook, Word, Works
- *Design*: Illustrator, Photoshop, InDesign, Publisher, PowerPoint, Lightwave, Maya, basic QuarkXPress

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## PROFESSIONAL AFFILIATIONS

- *Gwinnett Chamber of Commerce*
- *UGA Alumni Association, Gwinnett Chapter Board of Directors*

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## Profile

Demonstrated expertise in developing effective strategies and programs to support products and sales in a variety of categories. Range of expertise includes B2B marketing strategy, communication, event management, strategic planning and vendor management.

## Professional Experience

LANDIS+GYR

Alpharetta, Georgia

**Marketing Specialist**

Jun 2008 - Dec 2008

- Conceived product messaging and positioning for marketing collateral.
- Designed and launched an interactive internal marketing site that was utilized company-wide.
- Collaborated with Events Manager in executing a customer focused event for 300 attendees.
- Analyzed the results of customer service surveys in order to provide an executive summary.
- Wrote product/solution talk tracks as marketing tool for sales team to utilize in pitch meetings.

DIRECPATH, LLC

Atlanta, Georgia

**Regional Marketing Manager**

Sept 2007 - Jun 2008

- Produced the 1<sup>st</sup> company newsletter that was distributed to 262 partners.
- Generated monthly marketing e-newsletters to all associates.
- Increased market penetration by 10% within 3 months by implementing lead generation program.
- Designed and developed marketing materials for promotional campaigns.
- Develop marketing strategies in a B2B environment and in client-facing environment.

HOME Banc MORTGAGE CORPORATION

Atlanta, Georgia

**Regional Marketing Programs Manager**

Mar 2002 - Aug 2007

- Managed alliance budget of \$170,000 for region.
- Developed and delivered marketing training seminars to the sales force.
- Increased Return On Investment goal by 300% on all regional events.
- Assisted 200+ loan officers in developing personalized and effective advertising and marketing campaigns.
- Represented regional interests in the corporate development of customer communications through direct marketing mediums such as direct mail, e-mail, newsletters and on-hold messaging.
- Led a project team of 4 to develop and maintain an online new hire marketing training site.

**Senior Sales/Marketing Assistant**

- Maintained customer database, providing sales support top loan officers team to help build and drive business.
- Exhibited leadership capabilities through training and mentoring new assistants.

NETBANK

Alpharetta, Georgia

**Account Associate**

Aug 2000 – Mar 2002

- Assisted marketing department with projects.
- Provided customers with up-to-date product knowledge.
- Delivered exceptional customer service via inbound calls.
- Trained new associates.

## Education

**The University of Georgia**, Athens, GA, Bachelor of Business Administration, Marketing, May 2000

## Computer Skills

Adobe Acrobat, CRM, Illustrator, SharePoint 2007, Internet, Fully literate in Microsoft Office 2007 (Word, Excel, PowerPoint, Publisher, OneNote, Outlook)

## Community Service and Activities

Habitat for Humanity, Project Open Hand, Hands on Atlanta, BTB Boot Camp Instructor, Team Spirit Marathon Running Group

**References Available Upon Request**

*Leadership experience specializing in personal and professional development. Combine team building and training skills with proven success offering critical resources to organizations.*

## CAREER ACCOMPLISHMENTS

### TRAINING AND DEVELOPMENT

- Performed new hire training & follow-up performance evaluations in retail environment
- Conducted weekly counselor training & daily small group sessions
- Taught youth and adults using creative teamwork activities as Americorps volunteer
- Provided mediation training at Capital University
- Elected to Academic Senate by student body and served on committees to improve student life

### LEADERSHIP AND SUPERVISION

- Coached sales associates to meet their daily sales goals
- Facilitated urban, rural & international youth service projects and served as peer counselor
- Directed summer day camp activities for multiple organizations involving diverse populations
- Presented workshops at Leadership Conferences in 1993 & 1994
- Experienced in volunteer recruitment and coordination within educational institutions

### OPERATIONS AND PROJECT MANAGEMENT

- Oversaw logistic services for National Adoption Symposium 2001 including mail-a-thons, volunteer coordination, event registration and follow-up activities
- Managed Advisory Board Communications for the Dave Thomas Center for Adoption Law
- Organized registrations for professional mediation seminars and provided public relations while reporting directly to the Executive Director of Capital University Law School

### PROFESSIONAL EXPERIENCE

**Office Manager, Ashcroft, Fashion Place** 10/01-present  
*Helped open Delaware branch of the largest family-owned fine jewelry company in the U.S.*

**Associate Manager, Eddie Bauer at Tuttle Crossing** 6/01-10/01  
*High performance sales coach, keyholder & safe access, new hire orientations*

**Administrator, Capital University Law School Centers** 6/00-7/01  
*Dave Thomas National Center for Adoption Law and the Center for Dispute Resolution*

**Customer Service Representative, Benchmark Outfitters** 3/99-3/00  
*Superior customer service and creative merchandising in specialty retail market*

**Americorps Volunteer and Retreat Team Leader, Salesian Missions** 7/97-8/98  
*Led 7,000 students as director of Arts program. Organized project in Huatabampo, Mexico*

**Director; Staff Member, CUA Saferides** 8/93-5/97  
*Coordinated student government and campus safety efforts. Included the recruitment, training & scheduling of 30 employees & arranging funding for the program*

### EDUCATION, ADVANCED TRAINING

**University of Georgia Law School, Athens, GA** 8/99-5/00

**Catholic University B.A. Human Resource Management, Washington, DC** 1998

- Rev. William Byron Leaders' Scholarship, Dean's List, University Honors Program