



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

RESUME GUIDE

START / ***NEVER***
HERE / ***STOP***

RESUME GUIDE

OVERVIEW

You will need a resume for just about every job and internship in which you apply; it is something that will be ever changing as you learn and grow in your career, and even now as a student. Always remember that your resume is not a catalog of everything you have done and accomplished; it is a strategic snapshot of the things that you most want an employer to know.

We'll break it down step by step, section by section, and make sure you won't miss anything - from how to format your header to what font to use.

Here are the most important do's and don'ts for creating your perfect resume.

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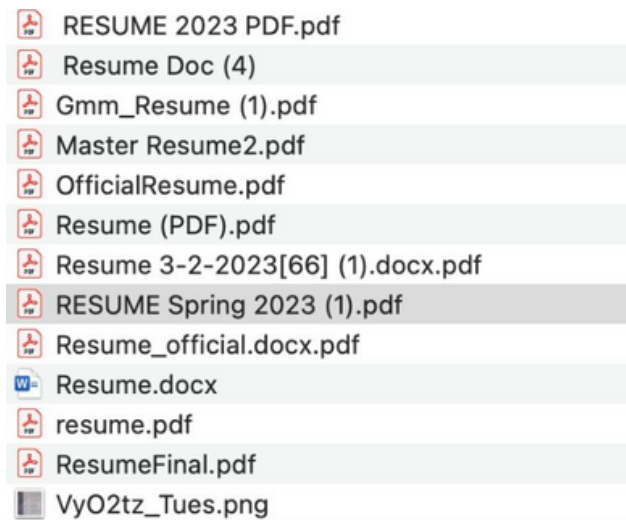
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GENERAL TIPS

THE MOST IMPORTANT DETAILS

- Make sure to include your name any and every time you save your resume, and **always** save as a PDF. A safe format to follow is "FirstName_LastName_Resume." This will make it stand out to employers amongst a list of resume submissions, as pictured below.



- Stay away from Times New Roman. Opt for a simple yet more dynamic font like Calibri, Cambria or Arial.
- Your resume should be no longer than 1 page.
- Check for spelling and grammar once, then check it again.
- Using an online template often leads to a rigid or impersonal resume, but they're great for getting ideas or inspiration. Try crafting your own template online, or using a Career Services approved one at the end of this guide!

GENERAL TIPS

THE MOST IMPORTANT DETAILS

- We usually recommend **not** including awards, honors or volunteer experience on your resume - put it on LinkedIn! Your resume should be the most succinct snapshot of your work experiences up until the point you're applying. LinkedIn is the space to add all of the other fun stuff that further encapsulates you and your personality.

A NOTE ON REFERENCES:

While it's not necessary to include "references upon request" on your resume, it's important to have them on hand.

A reference should be from someone who has known you, preferably for a while. Not someone who you worked with briefly, but an instructor who you had multiple classes with, a supervisor in a volunteer or job position... they must be able to vouch for your work ethic, quality of work and attest to how you operate in a working environment.

Have those people on hand as individuals you feel comfortable asking for a reference from. Once you ask them for something, a reference or even further, a letter of recommendation, offer to chat about the opportunity or meet with them to refresh on what you've been up to since you last worked with them.

The key is to give people lots of time and information, as well as making sure you ask someone who knows you well.

HEADER

THE MOST IMPORTANT DETAILS

- Your name should be the largest text on the page! Don't let it be a question of whose resume they're looking at.
- No need to include your address.

WHAT TO INCLUDE

- **Your email** (if you're graduating, transition away from your UNC email.)

QUICK TIP: The general format for a professional personal email is firstnamelastname@email.com. Anything along those lines will work, as long as you try to avoid using numbers.

- **Your phone number**
- **Your LinkedIn URL** (take the extra time and make sure it's personalized with your name!)
- **Your Portfolio/Website URL**

QUICK TIP: Crafting a portfolio or website means another way to showcase your personality and work. Make sure it's something you're proud of before including it on your resume, and make sure it looks exactly how you want someone reading your resume to see it!

EDUCATION SECTION

THE MOST IMPORTANT DETAILS

- No need to include your high school.

WHAT TO INCLUDE

We recommend this format:

University of North Carolina at Chapel Hill
Hussman School of Journalism and Media
BA expected May 2020 (Advertising and Public Relations focus)
Second major in XXXXX; Minor in XXXX

You include study abroad in this section, too. Example is below.

EXAMPLES:

EDUCATION

University of North Carolina at Chapel Hill — expected May 2014
B.A., Journalism and Mass Communication (Public Relations)
B.A., Peace, War, and Defense (National and International Security)

EDUCATION

Instituto Lorenzo de' Medici in Florence, Italy – January 2023 - May 2023
Program: Interior Design
Spent a semester in Italy studying Interior Design, Communications and Italian

EXPERIENCE SECTION

WHAT TO INCLUDE

When creating the bullet points for your experience section, the main focus should be the "how" and "why." Try to provide context for each duty or responsibility, not just listing off tasks. What was the purpose? Who benefited? What was the result? Make your bullet points thorough and think about how you can **emphasize the impact you made at that job/internship.**

Think about how your experiences might fit in with the job you're applying for and tailor it that way. If the posting specifically talks about a task or responsibility that you've done previously, make sure it's in your resume!

If you're an underclassmen or you find yourself without lots of previous experience, think outside the box. Experience is not just limited to jobs and internships; this section can include classes, too (we'll show you how to do that!)

EXPERIENCE SECTION

THE MOST IMPORTANT DETAILS

- All of your experiences should be listed in bullet point format.

The goal is for the reader to be able to take in your experiences as quickly as possible. Bullet points help them quickly find the relevant information.

- Use action verbs when detailing your experiences at a job. Need help with this? Learn more about action verbs [here](#).

EX. "I made posts for social media" vs. "**Created** content for the company's social media"

- Try your best to use numbers and quantify your experience.

EX. "Gained new followers on company's Instagram" vs. "Grew total follower count **by 50%**"

HOW TO FORMAT

We recommend this format:

EXPERIENCE:

Job Title, Company Name

City, State, Month Year-Month Year (or Month Year-Present)

- Duty/responsibility/accomplishment #1
- Duty/responsibility/accomplishment #2
- Duty/responsibility/accomplishment #3

EXPERIENCE SECTION

HOW TO FORMAT

Job/Internship Experience:

GMMB, Washington, D.C., Account Intern, June 2013 — August 2013

- Prepared media briefings, landscapes, and monitoring reports to inform client work for leading education non-profits
- Supported earned media and press outreach in drafting releases, advisories, and op-eds; managing press lists; and pitching stories
- Collaborated with a team of six interns to develop a strategic proposal and deliverables for an advocacy campaign for tobacco control

Using a class as an experience:

Research for Advertising and Public Relations course, Spring 2023

- Learning how to use xxxx tools and xxxx methods to do xxxxx
- Developing semester-long project which does xxxxxx

Using a thesis as an experience:

M.A. thesis project -- xxxx podcast

- Duty/responsibility/accomplishment #1
- Duty/responsibility/accomplishment #2
- Duty/responsibility/accomplishment #3

If you're still unsure about what to include in your experience section, come see us in the Hussman Hub!

SKILLS SECTION

THE MOST IMPORTANT DETAILS

- **Avoid soft skills**, such as "hardworking" or "trustworthy."
- Reference the job description. If you have specific skills that they're looking for, include them.

WHAT TO INCLUDE

- Language skills — list proficiencies (conversational, bilingual, etc.). A good rule to follow— if you can't respond to a question asked by an interviewer in said language, don't list it.
- Computer skills — list all programs you're skilled in and any certifications you have obtained. Make sure to check spelling in this section.

EX. "Adobe InDesign" not "Adobe Indesign"

- Any other specific skills to the posting — if you know how to operate a specific camera, other design software, etc.

THE MASTER RESUME

WHAT IS A MASTER RESUME?

We encourage students to create their own master resume with **ALL** of their experiences in an effort to be able to *really* tailor each resume to each specific job/internship posting.

More than likely you'll apply to more than one job or internship, and they might be a little different. Your previous experiences might fit for one posting, but not the other. **Enter the master resume.**

The idea is to make one detailed, one-stop-shop resume with all of your experiences so when it comes time to apply for a job, you can pick and choose which experiences are most relevant for the one page resume you submit. After a quick copy and paste, you've chosen the two, three or four experiences that make the most sense for that specific job or internship posting. The master resume will always be there for you to choose experiences from, formatted and organized.

It might take a little longer to create and flesh out all of your previous experiences on a master resume, but it saves time on the back end.

If you need help creating your own master resume, feel free to make an appointment and come visit us in Career Services at the Hussman Hub. We'd love to help!

VISIT THE HUB

NEED MORE HELP? MAKE AN APPOINTMENT!

While these guides are great resources, there are still many tips and tricks for resumes, cover letters, LinkedIn profiles and the job/internship search in general. We're here to help with that!

Career Services in the Hussman Undergraduate Hub offers support on any and all facets of your career journey. We're here to help in any way we can - looking over your application materials, helping you prepare for an interview or networking opportunity and offering advice on career decisions. Or whatever else you can think of! Check out the links below and come see us soon!

If you want to meet in person, you can make an appointment [here](#).

If you want to learn more about Career Services, click [here](#).

To check out the Hub instagram page, click [here](#).