

Resume Writing Guide



Your resume is a deceptively complex document. While the finished product looks like a simple, clean summary of your accomplishments, the process of writing it can be quite challenging.

Your resume is a marketing document, and as such must be focused on delivering a specific message about you to your target audience. In order to know what to include in your resume, you have to be able to answer the following question:

What do you want employers to learn about you when they read your resume?

In short, what is the core message of your resume? Your resume cannot and should not try to tell everything there is to know about you, and the only way to know what you should include or exclude is to identify the aspects of your education, experience, skills and characteristics that are relevant to your candidacy. **The relevant aspects of your education, experience, skills and characteristics comprise the core message of your resume.** Once you know your core message, you can begin creating your resume.

What resume format should you use?

There are three primary types of resume formats: the chronological resume, the functional resume, and the combination chronological-functional resume. Generally, the chronologically formatted resume is recommended for students with relatively little experience. In certain cases involving complex work histories, however, the functional format may be more suitable.

Chronological Resume

Education, experience, jobs, and activities are entered individually within specific categories. These entries are made in reverse chronological order, beginning with the most recent.

Functional Resume

The functional resume combines skills or accomplishments together under appropriate headings, such as "Event Coordination", "Leadership", and "Fundraising". The positions and employers are listed in simple form at the bottom.

Combination Resume

The combination resume takes the best of both the chronological and functional resume formats by combining descriptive information on your work history with descriptive information on your specific skill areas.

What about resume templates?

We strongly recommend against using resume template such as you will find in Microsoft Word, in job search books, and on job search websites. These templates, while easy to use, restrict your ability to customize the content and format of your resume. They are designed to be “one size fits all” answers, and one size rarely fits all very well.

This packet contains a number of sample resume for you to consider. Review these resume samples and determine which elements will best suit your needs. One resume style or format does NOT fit all.

What sections should I include in my resume?

Resume construction is a very subjective art; however, the following is a list of commonly used sections. Optional sections should be included if they will enhance your ability to deliver your core message. Also, standard sections can be renamed to suit your specific needs and focus your resume. (Please refer to the samples resume at the end of this packet for examples.)

Contact Information

Your contact information is the masthead of your resume. It must include your name, phone number and email address. It often also includes your current address, your permanent address (if relevant), and your web URL (if relevant).

Objective (Optional)

An objective places your resume in specific context. It tells your reader how to interpret the content of your resume. Objectives are not required, but if you choose to use one, **be specific**. For example:

A position in marketing communication.

An entry-level position in advertising.

An internship in film production.

A copy editing position.

Summary of Qualifications (Optional)

A summary of qualifications allows you to briefly state your core message (your relevant experience, education, skills and characteristics) at the beginning of your resume. The idea behind the summary is that the information provided in this section gives the reader an overview of detailed information to be found later in the resume.

Education

Current students and recent graduates usually put the education section at the beginning of their resume. Experienced candidates usually lead with their experience section. Your education section can include classes, honors, GPA, awards, activities, affiliations, study abroad, relevant course work, special projects, and amount of education costs self-funded. List only colleges and universities where degrees were awarded. High school information is rarely kept on a professional resume unless directly relevant to your core message.

Experience

The experience section may include internships, part-time jobs, regular positions, volunteer experience and temporary positions. Possible headings include experience, professional history, experience highlights, and relevant experience. Jobs are typically listed in reverse chronological order. De-emphasize the dates by placing them on the right. **When describing your experience, focus on your accomplishments**, rather than providing a job description. Highlight the position or company, depending on which of the two you wish to emphasize. Ensure that verb tense matches relevant dates and use strong language **by starting every statement with an action verb!** **Some Effective Resume Action Verbs include:**

Acted	Designed	Identified	Motivated	Resolved
Administered	Devised	Implemented	Negotiated	Revised
Advertised	Drafted	Initiated	Organized	Scheduled
Advised	Edited	Installed	Participated	Simplified
Analyzed	Enforced	Maintained	Prepared	Supervised
Arranged	Established	Managed	Produced	Supplied
Contributed	Executed	Mapped	Reduced	Trained
Coordinated	Facilitated	Marketed	Represented	Utilized
Created	Generated	Maximized	Researched	Wrote

Skills (Optional)

The skills section may include technical, research, language and industry-specific skills. If interested in a technical position you may feature your production and computer skills. Language skills may be listed as bicultural/bilingual; speak, read, write, translate, interpret, including contracts, scientific and technical documents; conversationally fluent; proficient; business proficiency; intermediate; and basic. In order to facilitate reading, group your skills into appropriate sub-categories. For example:

- Computer:** Microsoft Word, Excel, PowerPoint, HTML, PageMaker
- Film/Video:** Movie Magic Scheduling & Budgeting, AVID DV Express, Final Cut Pro, 16mm Film, MiniDV, Adobe Premiere, AfterEffects
- Creative:** Dreamweaver, Flash, FrontPage, GoLive, PhotoShop, InDesign, Illustrator
- Business:** Sales, Marketing, Customer Service, Training, Administration
- Language:** Proficient Spanish, Intermediate Japanese, Basic French, Basic American Sign Language
- Writing** AP Style, Features, Copy-Editing, News Releases, Fact Sheets, Media Alerts
- Research:** SPSS, SAS, LexisNexis
- Media:** Google Adwords, Yahoo! Sponsored Search, Microsoft adCenter, Atlas Media Console, Bluestreak ION Ad Manager, @plan, AdRelevance, comScore, Eyeblander
- Broadcast:** iNEWS, EZNews, NewsKing, Phadra, Film/Video Production, Final Cut Pro, AVID
- Social Media:** Facebook, LinkedIn, Twitter

Credits (Optional, for creative professionals)

The credit section may be used to feature personal work or freelance projects either completed or in progress. The format should follow that which is used for the resume in general. You may include awards/honors won or format of work.

Affiliations/Honors/Leadership & Service/Activities/Interests (Optional)

These are optional sections you may include if you want to highlight certain of your extracurricular activities you feel says something important about you, in relation to the type of positions for which you are applying.

How and where should I list my references?

Always remember to ask permission before listing someone as a reference. Share your resume with all your references so that they may be better equipped to speak on your behalf. With a few rare exceptions, references should be listed **on a separate sheet of paper** following your resume and presented only after they have been requested. Use the same page heading as the resume to make it look like a professional package. Below that, list your references centered or flush with the left margin. **Aim to include three to five contacts that represent your academic and work experiences and may offer positive comments on your history.** NOTE: Newspaper journalism resumes will often list references as a last section at the bottom of the resume. Following a sample reference page layout:

Kari Longhorn

123 Main Street • Austin, Texas • 78704 • 512-555-1212 • kari.longhorn@mail.utexas.edu

REFERENCES

Name, Title
Company/Organization
Mailing Address
Telephone
E-mail Address

Name, Title
Company/Organization
Mailing Address
Telephone
E-mail Address

Name, Title
Company/Organization
Mailing Address
Telephone
E-mail Address

****Final Thoughts and Recommendations****

So here's the bottom line: You must be actively and personally involved in the creation of your resume. No one else can do this for you. It makes good sense to get professional assistance when crafting your resume, but you can't pay someone to make your decisions for you. You need to make the decisions regarding what your resume should/should not include and how it should look, because you will have to defend its contents and appearance to potential employers. If you don't know what your resume says about you and why and how it say that when an employer asks . . . you will lose credibility with that employer. Put in the time, effort and attention up front, and your resume will be a valuable marketing tool in your search for a job or internship.

- Remember, your resume is a marketing piece and most, if not all, information should be directly relevant to the type of jobs or internships for which you are applying.
- Be concise. Keep in mind that generally, an employer spends an average of 15 seconds initially scanning your resume.
- Use resume grammar – not formal prose or AP style. Avoid first person pronouns (I, we); most of the *helping verbs* (have, had, may); most *being verbs* (am, is, are, was, were); and *articles* (the, a, an). Lead with *action verbs*, and write action verb-driven accomplishment statements
- Do not emphasize dates; focus on position and place of employment. Employers primarily interested in what you did and secondarily interested in when you did it.
- Be CONSISTENT. Every entry should use the same format. For example, if you abbreviate TX once, do it every time thereafter. The same goes for using semester and year or month and year.
- Use industry lingo and abbreviations as appropriate, but do so with caution.
- Use spacing, underlining, italics, bold and capitalization for emphasis, but do so with restraint. Less is best and, above all, be consistent in the way you use formatting.
- PROOFREAD, PROOFREAD, PROOFREAD; and then, proofread again! As you become accustomed to your resume you should allow someone else to edit, especially if you have changed your resume repeatedly. Remember that resume typos and errors are deadly to your candidacy.
- Use 8 1/2 x 11-inch resume paper when mailing or giving a resume in person. Resume paper can be purchased at any other office supply, copy or stationary store. Generally, white paper is your best option. Colored paper can add a nice touch of creativity, but be aware that darker colors do not photocopy well, a disadvantage when your resume is shared across many departments. When printing, use a laser or letter quality printer.

Kari Longhorn

123 4th Street • Austin, Texas 78789 • (512) 555-1212 • kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin

BS, Advertising: Texas Media Sequence
Business Foundations Program

Austin, TX
December 2009
Major GPA: 3.2

Relevant Coursework:

Advanced Media Strategies
Advertising Media Sales

Integrated Advertising Campaigns
Advertising Research

ADVERTISING: EXPERIENCE

Ampersand Agency

General Media Intern

Austin, TX
Summer 2008 – Present

- Compile extensive competitive reports and weekly newsletters for the University of Texas at Brownsville's 5-year master plan analysis.
- Coordinate newspaper insertions, invoices and follow up procedures for billing.
- Help organize and transcribe various radio spots for Washington Post Radio.

GSD&M, Omnicom

Out of Home Media Buying Intern

Austin, TX
Spring 2008

- Coordinated a pro bono media buy for Texas Parks & Wildlife.
- Gathered information and constructed competitive analysis of future media planning objectives for the MasterCard account.
- Contacted vendors for proof of completion and added value reports for the AT&T/SBC account.
- Collected information on various planning rates for prospective out of home media buys for BMW and Chili's accounts.

ADVERTISING: ACADEMIC PROJECTS

Texas Media Sequence

Spring – Fall 2008

- Prepared a prospective one-year media plan for local Austin sub shop with focus on expansion into a new Midwest location.
- Devised a comprehensive media plan for Crispin Porter + Bogusky for their Method account; placed second in presentation competition among all media groups.
- Created a consumer analysis for Texas Department of Agriculture Wine division; voted best male presenter.

Advertising Research

Fall 2007

- Evaluated primary and secondary research in teamwork setting to draft statistical and competitive analysis for Motorola mobile phones.

Houston Advertising Federation Competition

Fall 2007

- Participated in national advertising competition hosted by HAF.
- Helped produce a complete advertising campaign for Southwest "Binge Drinking" public service announcement; received honorable mention.

AFFILIATIONS

Texas Advertising Group, Member, Fall 2006 - Present

American Advertising Federation College Chapter, Member, Spring 2007 - Present

RESEARCH SKILLS

MRI, SMRB, CMR/Adspender, Scarborough, SQAD, Nielsen, Arbitron, Donovan Data Systems, (Printpak, Adbuyer), Strata, and Microsoft Office applications

Kari Longhorn

123 4th Street, Austin, TX 78701 • (512) 555-1212 • kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin	<i>MA, Advertising (in progress)</i>	May 2009
McMaster University	<i>BA, Art History & Geography (Honors)</i>	May 2006

ADVERTISING: ACADEMIC PROJECTS

Account Planning – Client: Subaru Fall 2008

- Worked with a team of five people to create an ad campaign for Subaru which was pitched to the client and selected by Subaru as the best overall campaign.
- Prepared and presented target market research findings, a creative brief, and ideas/concepts for print, TV and alternative media advertisements.

Research Fall 2008

- Conducted an online consumer research assignment which included preparing and administering a questionnaire, data analysis using SPSS, and Microsoft Access, basic statistics, regression analysis, factor analysis, cluster analysis, discriminant analysis, ANOVA/MANOVA analysis.
- Produced a website using Dreamweaver to house the final project.

Media – Client: Blockbuster Spring 2008

- Worked with a team of four people to produce a media plan for Blockbuster.
- Produced a comprehensive report of the company which included: researching company history, preparing a competitive market analysis (included using CMR), using MRI data to identify target market, and determining scope of media campaign based on given budget.

ADVERTISING: EXPERIENCE

The University of Texas at Austin, Department of Advertising Austin, TX
Health Communication Research Assistant November 2007-May 2008

- Provided research support on a health communication campaign using web-based technology to communicate diabetes prevention information for low-literate populations.
- Conducted literacy assessment and website usability interviews with individuals to evaluate the effectiveness of the new website.
- Gathered background literature and prepared demographic information in preparation for grant proposal to fund a website providing culturally relevant intervention aimed toward improving parents' ability to promote healthy eating habits and prevent childhood obesity.

MacLaren McCann, MMRM Toronto, ON, Canada
Account Service Assistant June 2006-August 2007

- Coordinated account service for General Motors Canadian national account. Acted as an internal contact for account needs and produced contact and status reports for account team. Developed a positive and partnering relationship with clients.
- Collaborated with creative, media, branding departments and project managers to traffic creative approvals, and assemble information for client presentations while ensuring all deadlines were met.
- Created weekly status reports and site tracking reports to present deliverables to client.
- Researched General Motors' competitive environment and prepared report for client.

SKILLS

Account Service:	Status Reports, Site Tracking Reports, Microsoft Word, Excel, PowerPoint
Research:	Personal Interviewing, Data Analysis, Demographic Studies, Grant Preparation, Dreamweaver, MS Access, SPSS
Media:	MRI, Nielsen, CMR, SRDS

LEADERSHIP AND SERVICE

Advertising Graduate Council	<i>Member</i>	September 2007-Present
ADDY Awards	<i>Volunteer</i>	February 2008

Kari Longhorn

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Summary of Qualifications

Advertising professional with experience in brand management, account planning, market and consumer research, and sales. Demonstrated abilities in strategic planning, project management and client relationship building. Recognized for professionalism, attention to detail, distinguished leadership and organizational skills.

Education

MA, Advertising: Account Planning, May 2009
The University of Texas at Austin

BA, Journalism, Advertising with Marketing minor: May 2007
Stephen F. Austin State University, Nacogdoches, Texas

Experience

Assistant Brand Planner, Summer 2008 – Present Austin, TX
Fellers Marketing & Advertising

Conducted marketing research, survey research and competitive analysis to support the tactical and strategic planning efforts of the corporate re-branding team; assisted branding initiatives of clients for regional advertising firm with annual billings of \$60 million, servicing technology, health care, government and financial industries

Market Research Consultant, Fall 2008 Austin, TX

***WingspanBank.com* (UT graduate level Strategic Account Planning course project)**

Developed a marketing plan for an online banking company designed to open 500 new accounts among UT students within a two-month period; conducted market research of customer demographics; worked within a limited budget; strategized entering a highly competitive marketplace; successfully presented marketing plan to client who implemented our recommendations in March 2001

Market Researcher and Co-Author, Fall 2007 – Spring 2008 Austin, TX

The Portrayal of Ethnic Minority Representation in Television Advertising in Brazil, Mexico, and the United States

Researched television advertising representation of ethnic minority market segments; assessed role of advertising industry in the representation of increasingly diverse multicultural societies; created research instruments for study; paper in process of publication

Advertising Manager, Spring 2007 Nacogdoches, TX

Stephen F. Austin State University, Pine Log Student Publication

Hired, trained and managed a team of five advertising account representatives; sold and serviced national and university accounts that met and exceeded our revenue targets; acted as liaison between publisher and newspaper staff; constructed layout of twice-weekly newspaper

Affiliations

The University of Texas Advertising Council, President (2008-Present)

American Advertising Federation, Member (2006-Present)

Association for Women in Communication, Member (2006-2008)

Delta Delta Delta, Treasurer, Officer Council Representative, Public Relations Chair (2004-2007)

American Marketing Association, Member (2005-2007)

Rho Chi (National Panhellenic Rush Counselor) (Summer 2005)

Computer Skills

HTML, FileMaker Pro, Microsoft Word, PowerPoint, Excel, Quicken, SPSS, FreeHand, Quark Xpress, Adobe Illustrator, Photoshop and both Macintosh and PC literate

EXPERIENCE**GSD&M's Idea City***Search Planner**Assistant Interactive Media Planner*

Austin TX

Oct 2008 – Present

Jun 2007 – Sep 2008

Account: John Deere

Nov 2008 – Present

- In the process of reviewing and finalizing site RFPs for the 2009 John Deere consumer campaign
- Manage delivery pacing and performance optimizations of search campaigns
- Re-format monthly search reporting to focus on both measurability: costs-per-clicks and trackable site activities

Account: AT&T

Apr 2008 – Present

- Reorganized the 9-state search campaign in July 2008 by implementing consistent keyword lists across Google, Yahoo! and MSN, resulting in a 226% increase in monthly 9-state orders in 2007 while keeping the cost per order steady
- Optimized the 13-state DSL search campaign by adjusting bids of key branded terms and adding in branded typos and variations, resulting in a 73% increase in order volume in 2008 while keeping the cost per order steady
- For the 13-state DSL search campaign, started bidding on long tail terms of the competition, thus successfully drawing orders away from other high-speed internet providers
- Utilized the Visual Science analytics interface to pull backend conversion data for AT&T campaigns
- Reorganized the AT&T Small Business search campaigns: Reorganized both the small business loyalty and retail accounts in July 2008 with the new budget figures by eliminating tier 2 engines and employing a unified keyword list; and worked with the 3 major engines to ensure the CPC stayed at around the \$2.00 range in order to achieve the pre-defined campaign goals

Account: BMW

Jun 2007 – May 2008

- Lead regional search campaigns by compiling a unique keyword list for each co-op and then uploaded the keywords into the Atlas Media Console to enable 3rd party conversion tracking
- Helped implement WebSideStory tracking on regional search campaigns to allow site breakout of organic vs. paid traffic as well as the ability to gather conversion data
- Facilitated the RFP process for local media site networks as well as co-op inventories of auto sites by adjusting plans according to the goals of each individual co-op
- Invented a site traffic vs. advertising impressions served graph that is still used to this day to measure campaign success for all BMW campaigns
- Managed the BMW Certified Pre-Owned search campaign: Optimized the campaigns by adjusting bids to ensure that the core Certified Pre-Owned BMW terms show up no lower than the 3rd position on the search engines; and took a more aggressive approach on the competition by upping the bids on longer tail terms

EDUCATION**The University of Texas at Austin***BS in Advertising: Texas Media and Texas Creative*

2007

SKILLS**Media:** Google Adwords, Yahoo! Sponsored Search, Microsoft adCenter, Atlas Media Console, Bluestreak ION Ad Manager, @plan, AdRelevance, comScore, Eyeblaster, HitBox, Visual Sciences**Software:** Microsoft Word, Excel, PowerPoint, Adobe Photoshop CS2, Indesign CS2, Illustrator CS2, Macromedia Dreamweaver, Macromedia Flash**Language:** Fluent Chinese

Kari Longhorn

(512) 555-1212 kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin Austin, TX
MA, Communication Sciences & Disorders: Medical Speech Language Pathology 2008

Louisiana State University Baton Rouge, LA
BA, Communication Disorders: Speech Language Pathology 2006

EXPERIENCE

Speech Pathology Intern 2008 – Present
Great Oaks Elementary School (Round Rock ISD) Austin, TX
Incorporate newly learned techniques into therapy with clients ranging in age from 7 to 10 years. Facilitate in ARD and PEARD processes for clients.

Speech Pathology Intern 2008
Georgetown Outpatient Clinic & St. David's Hospital Georgetown, TX
Incorporated newly learned techniques in therapy with clients ranging in age from 24 months to 93 years with a variety of diagnoses including Down Syndrome, autism, aphasia, apraxia, vocal dysphonia, dysphagia, and developmental speech and language disorders. Worked on a medical team including doctors, physical therapists and occupational therapists. Provided clients' families updates. Created progress notes, therapy reports and evaluation reports for insurance companies. Assisted in performing MBSs and bedside evaluations in acute care as well as pharyngeal electrical stimulation (VitalStim).

Graduate Research Assistant, Developmental Stuttering Lab 2007 – 2008
The University of Texas at Austin Austin, TX
Coordinated a team of Lab volunteers conducting testing and intervention for individuals who stutter, ranging in age from 24 months to 50 years. Supported active research projects for the Austin Center Stuttering Intervention Research (ACSIR) program.

Graduate Clinician, UT Speech & Hearing Clinic and UT Elementary School 2006 – 2008
The University of Texas at Austin Austin, TX
Incorporated newly learned techniques in therapy with clients ranging in age from 27 months to 69 years. Conducted client and/or parent feedback conference and report qualitative and quantitative findings in team planning meetings. Trained parents to assist in infant and toddler therapy. Created treatment plans, therapy reports and progress notes for insurance companies. Completed diagnostic evaluations, administering formal and informal assessments and creating diagnostic reports. Conducted adult speech, language and hearing screenings. Conducted language impairment and stuttering therapy sessions and Early Childhood Intervention in Kindergarten classrooms.

SKILLS

Language: Proficient in American Sign Language; Conversational Spanish
Computer: Word, Excel, PowerPoint, Access, SPSS

ACTIVITIES

National Student Speech Language Hearing Association, Member 2005 – Present
Texas Research Symposium, Volunteer 2007
Regional Day School for the Deaf, Volunteer 2007

Kari Longhorn

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EDUCATION

The University of Texas at Austin

BS, Communication Studies: Corporate Communication

Concentration in Ethics and Leadership, UT Bridging Disciplines Program

Business Foundations Program, McCombs School of Business

Certified Texas Mediator, UT Conflict Resolution Center

University Honors: Spring 2005- Fall 2007

GPA: 3.58

Expected in May 2009

EXPERIENCE

Cohn & Wolfe (A WPP Company)

Public Relations Intern

Austin, TX

Summer 2008

- Monitored multiple news outlets to capture news coverage pertaining to clients and their competitors
- Drafted media alerts, media releases, and pitch letters for Killeen ISD, Pervasive Software, and Neverfail Group
- Researched and compiled relevant media information for senior management
- Worked with team members to develop a PowerPoint presentation for a new business opportunity

Freescale Semiconductor, Inc.

Communications Intern

Austin, TX

Summer 2007

- Established and maintained relationships with third parties for the *Freescale Technology Forum* international tradeshow
- Developed a comprehensive system to quantify, schedule, and validate third party deliverables
- Aided in managing the on-site completion of the tradeshow showroom

Patrick Rose State Legislative Campaign

Campaign Development Intern

Austin, TX

Summer 2005

- Managed key initiative of advertising campaign to advance to candidate's image to the broad public
- Assisted in candidate's public relations with constituents through grassroots politicking
- Organized multiple fund raising events to raise money and constituent awareness

LEADERSHIP

Texas Wranglers at the University of Texas

President

Austin, TX

April-November 2008

- Coordinated and led all activities for a service/social organization comprised of 71 active members
- Formulated the semester budget and scheduled the calendar of events
- Managed and delegated various organizational responsibilities among 12 organization officers
- Collaborated in creating and implementing Alumni Mentor Program between members and alumni

ACTIVITIES

Texas Wranglers - The University of Texas, Alumni Association-Board of Advisors, Spring 2008- present

Easter Seals Central Texas, MD Anderson Youth Leadership Chair, Board of Directors, Fall 2008-present

Qualitative Leadership Study, Mentored by Dr. Geoffrey Tumlin, Summer/Fall 2006

The University of Texas Men's Club Soccer Team, Starting Forward, 2006-2007

SKILLS

Computer: Microsoft Excel, PowerPoint, Outlook, and Word

Language: Basic Spanish (reading, writing, and speaking)

KARI LONGHORN

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(512) 555-1212
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OBJECTIVE

An internship in promotions, event planning or public relations.

EDUCATION

BS, Communication Studies: Human Relations
The University of Texas at Austin

Dec 2009
GPA: 3.5

EXPERIENCE

Hostess

May 2007 – Present

Mezzaluna

Austin, TX

Greet and seat customers for a fine dining restaurant in downtown Austin to ensure a pleasurable dining experience. Coordinate distribution of tables among wait staff. Maintain reservation book and VIP list of regular customers to guarantee quality customer service and enhance restaurant's reputation.

Sales Representative

Sep 2006 – Nov 2006

Lifestylez Production Co.

Austin, TX

Sold vacation ski-trip packages to college students. Distributed marketing materials and cold-called to prospect business. Answered questions regarding ski packages. Sold \$7000 in new business over two months.

Golf Shop Clerk

May 2006 – Aug 2006

Fair Oaks Ranch CC

Boerne, TX

Provided event planning and coordination support for four large golf tournaments. Interacted with club membership through merchandise sales, phone calls and setting of tee-times. Improved member satisfaction and increased merchandise sales during my tenure.

Sales Associate

May 2005 – Aug 2005

Abercrombie and Fitch

San Antonio, TX

Assisted customers with selection and purchases, staffed the cash register, helped with store and window displays, and maintained orderly stocking of merchandise.

LEADERSHIP AND SERVICE

United Way, Volunteer, Summer 2007 - Present

Any Baby Can, Volunteer, Fall 2007

Chi Omega Sorority, Pan-Hellenic Board, Member, Fall 2005 - Spring 2007

Make-a-Wish Foundation, Volunteer, Fall 2005 - Fall 2006

Phi Eta Sigma Academic Honor Society, Member, Spring 2006

SKILLS

Computer: Microsoft Word, Excel, PowerPoint, ACT!, Goldmine

Business: Retail Sales, Consumer Sales, Marketing & Promotions, Customer Service

Language: Intermediate Spanish proficiency

education

Bachelor of Journalism: Newspaper Concentration May 2009
The University of Texas at Austin GPA 3.67
Study Abroad: James Joyce International Summer School in Dublin, Ireland, 2006
Academic Honors: Phi Beta Kappa; UT Presidential Scholarship (2006-07)

experience: writing & editing

Copy Editor/Writer/Editor 2006-Present
Cactus Yearbook Austin, TX
Use AP style, reporting and language skills to edit and write copy for UT's annual yearbook.
Design and layout yearbook sections. Write headlines, cutlines and short articles.

Copy Editing Intern Summer 2007
Austin American-Statesman Austin, TX
Developed copy editing skills working directly with the copy editors of the Metro, Life & Arts, and This Week in Williamson County sections. Assisted in editing copy and writing headlines. Attended editorial meetings.

Staff Writer 2005-2006
The Daily Texan Austin, TX
Researched, wrote and edited stories for the largest university publication in the US. Covered university news and the Austin City Council. Shot photographs to accompany stories. Assisted in page layout and design. Worked under strict and competing publication deadlines.

skills: journalism

Writing: Proficiency applying Associated Press style guidelines to newspaper copy
Reporting: Research and Reporting, Writing and editing, Detail Management, Critical/Close Reading, Analysis and Problem Solving, Organization and Contingency Planning
Layout: Desktop Publishing and Graphic Design using QuarkXPress
Photo: 35MM Photography (film and digital)

awards: writing, editing & design

Columbia University Gold Circle Press Award, Academics Copy Editing, 2008
Headliners Club Award, Outstanding Student in Journalism, 2007
Cactus Award for Outstanding Performance as a Section Editor, 2007
Austin American-Statesman Outstanding Intern Award, 2006
Texas Intercollegiate Press Association, Academics Spreads Design, 2006

references

William Travis, Managing Editor, *Austin American-Statesman*, 512-555-1212, wbt@statesman.com
Dr. J. M Quinn, Professor, UT School of Journalism, 512-555-1212, jmq@utexas.edu
Emily Foster, Publisher, *The Daily Texan*, 512-555-1212, efoster@dailytexan.com

512-555-1212

KARI LONGHORN

kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin

May 2009

Bachelor of Journalism, Magazine Concentration

GPA: 3.2

Study Abroad: *American University of Beirut, Lebanon, Spring 2008*

EXPERIENCE

The Daily Texan

Austin, Texas

Features Writer

September 2008 - Present

- Research and write feature stories for largest university publication in the US.
- Photograph accompanying images, manipulating design with PhotoShop.
- Perform page layout using InDesign.
- Work under strict and competing publication deadlines.

Texas Monthly Magazine

Austin, Texas

Editing Intern

June - August 2008

- Edited a variety of articles for large state-wide publication.
- Gained extensive knowledge of the day to day operations involved in magazine publishing.

The National Alliance

Austin, Texas

Marketing Intern

January - August 2007

- Researched story leads and potential interviewees for the *Teamwork* newsletter.
- Assisted Director of Marketing with brochure and postcard creation, including copywriting.
- Enhanced communication skills by interacting with a variety of customers in order to ensure satisfaction.

LEADERSHIP

Association for Women in Communication, UT Chapter

Austin, Texas

President

September 2008 - Present

- Oversee all aspects of student organization and served as the liaison between the student members and professional/academic sponsors and mentors.
- Facilitate semi-monthly meetings of 25+ association members, ensuring open and productive channels of communication as well as adherence to time restrictions.
- Organize a variety of special events, including the AWC Annual Conference, Mentor Dinners and Shadow Day.

SOFTWARE SKILLS

Design: QuarkXPress, PhotoShop, InDesign and Illustrator

Business: Microsoft Word, Excel, PowerPoint, Access

ACHIEVEMENTS

Texas Professional Communicators Scholarship, 2007-08

Clarence E. Gilmore Journalism Scholarship, 2007-08

Georgia Lucas Scholarship Fund in Journalism, 2006-07

KARI LONGHORN

(512) 555-1212

kari.longhorn@mail.utexas.edu

EDUCATION

Bachelor of Journalism, Broadcast Journalism

The University of Texas at Austin

UT in DC: Archer Center Semester in Washington DC Program, Spring 2008

August 2008

GPA: 3.67

BROADCAST EXPERIENCE

News Intern

Fox 5 News, WTTG

- Wrote and report news packages, anchor intro/tags and VO/SOTS
- Shadowed reporters, shoot stand ups and live-ons and conduct interviews
- Generated story ideas and learn assignment desk and production duties
- Anchored intern newscast

January-April 2008

Washington, DC

Online Entertainment Intern

NBC 4, WRG- The DC Scene

- Created entertainment content for nine owned and operated NBC stations nationwide
- Conducted live interviews with celebrities and edited into packages for website-interviews used in DC, Chicago, and San Diego
- Uploaded video packages, articles and photos using Phaedra
- Served as primary online reviewer for arts and theatre

January-April 2008

Washington, DC

Reporter/Anchor/Producer

Texas Newswatch – University of Texas at Austin

- Served as producer and assistant producer for weekly television news magazine show
- Generated story ideas, set up and conduct interviews, write packages, VO/SOTS to be aired on newscast
- Edited packages and VO/SOTS using FinalCut Pro
- Served as Reporter/Anchor for weekly broadcast

June-December 2007

Austin, TX

Sports and Politics Intern

KAHL 1310 AM

- On-air talent with Sonny Melendrez, *Sonny Side of the Street Morning Show*
- Researched, produced and reported political and sports stories on-air

September-December 2005

San Antonio, TX

ADDITIONAL EXPERIENCE

Guest on the *Oprah Show*, April 2008

Guest on *Nightly News with Tom Brokaw*, April 2008

Testified on Capitol Hill for joint members of Congress, March 2008

Live guest on *360 with Anderson Cooper*, March 2008

BROADCAST SKILLS

Expertise in editing using Final Cut Pro and Avid

Knowledge of iNews, EZNews, NewsKing and online publisher Phaedra

Skilled in broadcast and print style writing; AP Style

Knowledge of film and video-field production

Exceptional broadcast writing, interviewing and reporting skills

KARI LONGHORN

kari.longhorn@mail.utexas.edu

512-555-1212

EDUCATION

BS, Public Relations May 2009
The University of Texas at Austin GPA cumulative/major: 3.4/3.8

PUBLIC RELATIONS EXPERIENCE

Public Relations Intern Fall 2008

Fleishman-Hillard International Communications Austin, TX

- ❖ Developed media materials for a variety of clients, including Angelou Economics, SmartPrice.com, and Motorola Marathon
- ❖ Strategically brainstormed, planned, executed, and coordinated crucial aspects of an awareness campaign for CATCH
- ❖ Coordinated various aspects of press events, including the media set-up of a local press conference for golfer Jack Nicklaus, and completion of follow-up calls to local print and broadcast media
- ❖ Assisted in the selection, acquisition, research, and service of new accounts for such clients as: Active Power, Mediaprise, Southern Union Gas, and Woodbine Development
- ❖ Wrote daily public affairs news summaries for the entire F-H Texas network, scanned major metropolitan newspapers and public affairs web sites daily for political issues, monitored bills filed; scanned local and national media for client mentions

Public Relations Intern Spring 2008

AustinHahn Public Relations Austin, TX

- ❖ Conducted research, to include client, competitive analysis, media and demographic, for Grande Communications, Hart Information Services, Motorola Internet Product Operations, and IBM
- ❖ Assembled media materials for technology and consumer clients; aided in the planning of press tours and trade show exhibits for Grande Communications
- ❖ Created and managed media databases for national technology and telephony trade publications; scanned local and state-wide media and national trade publications for client mentions; professionally arranged and mounted client-featured clips for presentation

ADDITIONAL EXPERIENCE

<i>Customer Service Representative</i>	Sprint PCS Store , Austin, TX	January 2007 – Present
<i>Server</i>	Texas Land & Cattle , Austin, TX	September – December 2006
<i>Server</i>	Lone Star Café , Austin, TX	December 2004 – August 2006

PUBLIC RELATIONS SKILLS

Writing: News releases, media alerts, biographies, client profiles, fact sheets, backgrounders, PSAs, pitch letters, briefs, executive summaries, and memoranda

Research: Media Map, Ed Cals, Bacon's, Dow Jones Interactive, and Lexis-Nexis

Business: Microsoft Word, Excel, PowerPoint, Outlook and Access, FilemakerPro

Design: Skilled in InDesign, Illustrator, Microsoft Publisher, and PhotoShop

Multimedia: FrontPage, DreamWeaver, MacroMedia Flash; HTML

AFFILIATIONS

Public Relations Student Society of America , <i>Member</i>	January 2006 – Present
International Association of Business Communicators , <i>Member</i>	May 2006 – Present
UT Communication Council , <i>Member</i>	September 2005 – May 2007

KARI LONGHORN

123 4th Street #567, Austin TX 78789
512.555.1212, kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin

GPA: 3.52

BS, Public Relations with a concentration in English, Senior Fellows Honors Program

August 2008

EXPERIENCE

Public Relations Intern

May – July 2008

T3 (The Think Tank)

Austin, TX

- Wrote press releases, Intranet copy and industry award submissions
- Researched and prepared one-pagers for CEO's speeches around the world
- Monitored industry news and reporters for potential story pitches
- Maintained clippings and speaking engagements books
- Nominated agency and executives to industry competitions

Equipment Officer

April 2007 – April 2008

The University of Texas at Austin Cheerleading Squad

Austin, TX

- Assisted head coach in ordering uniforms, megaphones, and signs for the 2007-08 school year
- Coordinated transfer of equipment to and from all cheer events in Austin and around the country
- Designed and ordered custom team backpacks, t-shirts, hats, and fleece pullovers

Public Relations Intern

January – June 2007

PR by the Book

Austin, TX

- Wrote press releases and pitch letters for more than 20 client authors
- Maintained client schedules and confirmed all interview schedules on a weekly basis
- Researched print media editorial calendars and generated media lists using Bacon's Media Source

Legislative Intern

January – May 2007

Texas House of Representatives – Representative Paula Pierson

Austin, TX

- Researched House and Senate Bills; created summaries to assist Representative in voting decisions
- Responded to constituent phone calls, letters, and e-mails; wrote constituency newsletter
- Met with office visitors, entertained constituents, took notes in Representative's meetings

Merchandising Intern

May – August 2006

The Texas Rangers Baseball Club

Arlington, TX

- Coordinated player merchandise autographing and authentication with Major League Baseball
- Met with vendors to discuss product lines and make specifications, created purchase orders and negotiated cost and delivery dates with vendors
- Prepared gift shops for game days by designing display cases and coordinating with warehouse crew to maintain appropriate levels of merchandise in each store

Front Desk Clerk and Concierge

August 2005 – January 2006

The Grand Floridian Resort and Spa, Walt Disney World

Orlando, FL

- Provided customer service at Disney's flagship resort
- Resolved issues with dissatisfied guests and provided appropriate response and compensation

LEADERSHIP AND INVOLVEMENT

The University of Texas at Austin

Cheerleader

2004-2005 & 2006-2008

St. Austin's Catholic Church

Sunday School Teacher

2006-2008

Kari Longhorn

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Austin, TX 78789
kari.longhorn@mail.utexas.edu
512.555.1212

EDUCATION

The University of Texas at Austin Austin, TX
BS in Radio-Television-Film with Honors May 2008
Concentrations: Business Foundations and Japanese
Study Abroad: Kanda University of International Studies, Tokyo Japan, Fall 2007
Honors: Eagle Scout; Commended Scholar - National Merit Program

EXPERIENCE

Assistant Producer **“Throw Down Your Heart” ” (Austin)** Spring 2008
Assisted John Pierson in the post-production and marketing of a featured SXSW documentary about virtuoso banjoist Bela Fleck. Served as project team leader and chief contact with talent.

Technical Assistant **Good Crew Productions (Tokyo)** Fall 2007 - Spring 2008
Assisted an independent director in production duties for various Japanese broadcast entities including TV Tokyo.

Broadcast Production Intern **GSD&M Advertising (Austin)** Summer 2006 - Fall 2007
In-depth studio work in a professional audio-video environment

Assistant Editor **Texas Film Hall of Fame Awards (Austin)** Spring 2007
Edited a reel of the work of actor Bill Paxton that was shown at a major award ceremony.

Casting Staff **“Tree of Life” (Austin)** Fall 2006
Served as casting staff for this Terrance Malick film.

Film Festival Director **Jumpcut Film Festival (Austin)** Fall 2005 - Spring 2006
Organized high-profile student film festival from start to finish. Managed submissions, venue selection, sponsorship outreach and execution.

Production Intern **Lone Star Film and Video (Oklahoma)** Summer 2005
Worked on commercial film shoots. Filmed OU football promos – gained 16mm filming experience.

Writer / Director / Producer / Editor / Sound Designer 2005 - Present
Produced numerous freelance and personal projects. Credits and reel available upon request.

SKILLS

Multimedia: HTML, CSS, Photoshop, Illustrator, Dreamweaver, AfterEffects, Flash, Logic and Maya
Audio: Soundtrack, Garageband, Audacity, Cubase, ProTools
Video/Film: Final Cut, Compressor, Cleaner, Motion, Avid Express
Business: Word, Excel, PowerPoint
Languages: Japanese, French, Some Yiddish
Additional: Multi-talented voice actor, multi-instrument musician, skilled photographer

AFFILIATIONS

Austin Film Society Member/Filmmaker 2006 - Present
Austin Museum of Digital Art Member 2007 - Present
Electronic Frontier Foundation Supporter 2008 - Present
University Filmmakers Alliance Vice President 2007 - 2008
ACTLab TV (www.actlab.tv) Producer 2006 - 2008

Kari Longhorn

512-555-1212 ~ kari.longhorn@mail.utexas.edu

EDUCATION

The University of Texas at Austin

BS in Radio-Television-Film

UT Semester in Los Angeles Program, Summer 2008

Austin, Texas

December 2008

FILM & TELEVISION EXPERIENCE

Creative Services Intern – Austin City Limits & Texas Monthly Talks

September – December 2008

KLRU-TV

Austin, TX

Assisted the Creative Services Director by updating and uploading on-air graphics. Synchronized sound for shows and online promos. Provided creative input in the editing of the locally produced show, *Docubloggers*. Shadowed producers and editors of local programming.

Post-Production Intern: Battlestar Galactica Season 5

June - August 2008

NBC Universal

Los Angeles, CA

Assisted editors by creating continuity sheets and working on sound design. Provided creative input as each episode was cut together. Organized and catalogued archival footage. Delivered dailies to network and cable executives for review. Shadowed television producers, editors and visual effects artists.

Industry Relations Intern

January - May 2008

Texas Film Commission

Austin, Texas

Responded to requests from production companies interested in filming in Texas. Maintained library of locations, production manuals, and directories. Prepared information packets for location scouts that included panoramic pictures and details of the areas such as climate and population.

Production Assistant

August - December 2007

Austin City Limits

Austin, Texas

Assisted the producers of Austin City Limits on all areas of production. Created contracts for the artists and guests on the show. Ensured that artist dressing rooms and song lists were in order for rehearsal and taping.

Production Technician

January - June 2006

KXAN NBC 36

Austin, Texas

Ran studio camera for the morning news broadcast. Kept the script in order for the anchors on the morning news broadcast. Kept the teleprompter up to date for the news anchors. Set up studio for broadcast of the morning news.

ADDITIONAL EXPERIENCE

Office Assistant, 2006 – 2007

UT Radio-TV-Film Department

Austin, Texas

Student Associate, 2005 – 2006

UT Austin Social Work Department

Austin, Texas

INDUSTRY SKILLS

Pre-Production: Props, catering, location scouting, script coverage

Production: Grip, PA, catering, props, camera operator, logging shots and sequences

Post-Production: Time coding, scribing, cataloging of shot film on XL1000 Mini DV, and 16mm color reversal

SOFTWARE

Movie Magic: Scheduling and Budgeting; Final Draft; Final Cut Pro; AVID; Microsoft Word, Excel, PowerPoint & Outlook

AFFILIATIONS

University Filmmakers Alliance

Member

2007 – Present

Austin Film Society

Member

2007 – Present

Austin Circle of Theaters

Member

2006 – 2007

Kari Longhorn

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(512) 555-1212
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OBJECTIVE

A Summer Internship in Film Production.

EDUCATION

BS, Radio-Television-Film: Film Production (in progress) May 2008
The University of Texas at Austin Austin, TX

Relevant Coursework:

<i>Video Production</i>	<i>Editing</i>	<i>Producing</i>
<i>Screenwriting</i>	<i>Acting</i>	<i>Film History</i>

FILM PRODUCTION EXPERIENCE

Editor , <i>Christina's Marathon</i> (UT Austin Student Film)	2008
Production Assistant , <i>Kurth Sprague: A Documentary</i> (UT Student Film)	2008
Boom Operator , <i>That's Not Gonna Happen</i> (UT Student Film)	2008
Grip , <i>Enigma</i> (UT Student Film)	2007
Gaffer , <i>Rooster Next Door</i> (UT Student Film)	2007
Gaffer , <i>Fenway & Salem</i> (UT Student Film)	2007
Key Grip , <i>Mrs. Wiggins</i> (UT Student Film)	2007
Boom Operator , <i>Once You Hit Forty</i> (UT Student Film)	2006
Continuity , <i>From Paraguay With Love</i> (UT Student Film)	2006
Props , <i>House of the Happy Star</i> (UT Student Film)	2005

INDUSTRY SKILLS

Pre-production:	Script coverage, script lining, location scouting, casting
Production:	DV camera operator, boom operator, PA, grip
Post-Production:	Video editing, sound editing, visual effects, animation/CG, roto-scoping
Software:	Adobe Premiere, Avid DV Express, Final Cut Pro, Photoshop, AfterEffects
Office:	Typing 50 wpm, courier, phones, filing, general administration

AFFILIATIONS

University Filmmakers Alliance	Member	2006 – Present
CinemaTexas Film Festival	Event Planning Volunteer	2007 – Present
SXSW Film and Music Festival	Volunteer	2007 & 2008

ADDITIONAL EXPERIENCE

Texas Student Media , Austin, TX	Office Assistant	Fall 2007 – Present
Blockbuster Video , Colleyville TX	Customer Service Representative	Summers 2004 – 2006
Albertsons Grocery , Bedford TX	Checker/Sacker	Spring 2004

CREDITS

Director/ Editor/ Writer , <i>Curfew</i> (UT Austin Student Film)	2008
5 minute Comedy shot on Mini DV	
Director/ Editor , <i>One Bond is Never Enough</i> (UT Austin Student Film)	2007
13 minute Action Film shot on Mini DV	

Writing Samples and Reel available on request