



## Resume Guide

Below you will find an overview of best practices and examples specifically for journalism and media related fields. If you'd like to have your resume reviewed or discuss any other career-related questions, please schedule an appointment with Hussman Career Services at <http://hussman.unc.edu/ug/studentservices/careerservices>.

### **Overview:**

You will need a resume for just about every job and internship in which you apply. Your resume 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; rather it is a strategic snapshot of the things that you most want an employer to know. Here are a few tips and suggestions:

- Your resume should be no longer than 1 page.
- Check for spelling and grammar. Most employers won't consider you if there are misspelled words or improper grammar usage in your application materials.
- Try not to use a template.
  - Templates are great to help find ideas of how you'd like your resume formatted, but they can be rigid when trying to add your information and adjust the format.
  - Hussman Career Services suggests you create your own in Word, Canva, InDesign or any other platform in which you're comfortable.

### **Heading:**

Your name should be the largest text on the page (size 14-16)

No address needed

Important information to include:

- Email (for graduating students, it's good to transition away from your UNC email)
- Phone number
- LinkedIn URL (be sure your URL is personalized and is not a random set of letters/numbers)
- Link to portfolio site (if applicable)

### **Education Section:**

Below is a suggested way to list your education. This is another area that can be tricky, particularly when talking about majors. Also, leave out high school.

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

### **Experience Section:**

Select the most relevant experiences to showcase in your resume. Reference the job description. What skills and experiences are required? What experiences can you showcase that reflect your skills? Think outside the box here— experience is not just limited to jobs and internships. This section can include classes, too.

Your heading for each experience should include:

- Job title
- Company name
- City, State
- Start month and year to end month and year (ex: June 2019-August 2019). If this is a current experience, use start month and year to present (ex: June 2019-present).

Always use bullet points when describing your experiences. Employers typically spend very little time reading your resume and are quickly looking to find the most relevant and helpful information. Bullet points will help.

Here are some additional tips for writing job descriptions:

- Start each bullet point with an action verb. This allows the reader to picture what you did/do. Refrain from adding a 's' at the end of your action verbs (ex: demonstrate, not demonstrates).
- If you are writing about a past experience, make sure to use past tense. If the experience is current, write in present tense.
- Your bullet points do not need to be complete sentences.
- Use numbers and results where possible. Quantifying what you did/do is very helpful. If you say you increased a company's impressions on Instagram, include the metrics. This can be listed as a whole number or percent.
- Tell the how and why behind what you did. This gives more context to your reader.
- Consider brainstorming with your job or internship supervisors about how they would word your experience.

### **Skills Section:**

A skills section is important to include. Again, reference the job description. What skills are they looking for? Stay away from soft skills such as being dependable, hardworking, trustworthy, etc. Instead, these soft skills should be highlighted in your job descriptions.

Be sure 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.

## FIRST NAME LAST NAME

### CONTACT:

Email

Phone #

Website

LinkedIn URL

### EDUCATION:

University of North

Carolina at Chapel Hill

Hussman School of

Journalism and Media

(Add Area of Study)

B.A. expected May 2020

### SKILLS:

Computer skills

Language skills

Don't add soft skills (i.e. hard working, dedicated, diligent etc. The employer wants to see these in your job descriptions.

Remember, show instead of tell)

### EXPERIENCE:

#### Job Title, Company Name

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

- Bullet point the main duties, responsibilities and accomplishments you want to showcase to an employer
- Use numbers to quantify when you can
- Tell the "how" and "why" behind what you did
- What was the purpose? Who benefited? What was the result?

#### 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

#### 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

#### 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

### ACTIVITIES:

This is optional. Feel free to use this space to continue with your experience section. If you'd like to add another section, you can title it activities, campus involvement, volunteer work etc.

# FIRST NAME LAST NAME

Email • phone • LinkedIn URL • Website

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## 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)

### The Fund for American Studies, Washington, DC — Fall 2012

Capitol Semester Program for Political Journalism

## EXPERIENCE

### Capstrat, Raleigh, N.C.

Associate Account Coordinator, January 2014 — Present

- Conduct competitive audit of 14 health care systems for one of the state's largest non-profit medical systems
- Facilitate newsletter, website, and fact sheet content management for the 19 local sites of a public-private community health program

Client Services Intern, September 2013 — December 2013

- Analyzed consumer reports to generate a bank of social media posts for a top-four professional services firm
- Conducted online and in-person audience research to inform strategies for new business proposal

### 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

### WeSkill, Charlotte, N.C., Content Writer, November 2011 — Present

- Researched and wrote scripts for 25+ online educational videos
- Edited 25+ scripts and 65+ supplemental course materials for spelling, grammar, and syntax
- Developed and wrote 60+ practice exercises, assessment questions, and key takeaways to compliment online video content

### UNC School of Journalism, Chapel Hill, N.C., Crisis Communication Trainer, February 2013 — December 2013

- Trained defense industry professionals on crafting key messages and memorable sound bytes for new media
- Oversaw simulated exercise that required clients to respond to a crisis using YouTube and Twitter

### NC TraCS Institute, Chapel Hill, N.C., Public Relations Intern, September 2013-April 2013

- Evaluated internal and External communications to execute successful transition of social media management to HootSuite platform
- Tracked UNC and other research news to source content for NC TraCS website, Twitter account, and Facebook page

### Office of Senator Richard Burr, Washington, D.C., Communications Intern, August 2012 — December 2012

- Researched and compiled state, national, and office news daily press clips for four-month period
- Researched policy issues to draft correspondence in response to constituent mail
- Honed time-management and presentation skills leading daily tours of the U.S. Capitol building

## SKILLS

WordPress; Facebook Insights; HootSuite; Topsy; Vocus; Cision; Social Radar; Lexis Nexis; Conversational Spanish



Vennela Medapati

Phone number  
email address  
LinkedIn URL  
Portfolio URL

## EDUCATION

### University of North Carolina at Chapel Hill

BA in Media and Journalism - Advertising

Degree expected: May 2020

GPA: 3.7

### Istituto Lorenzo de' Medici

Semester abroad studying Italian, Interior design and communications

## HONORS

### Dean's List

Spring 2017, Fall 2017, Spring 2018, Fall 2018

### NRI Youth Wing Ambassador Society to Aid the Hearing Impaired

Awarded for consistent contribution to the organization and showing leadership skills.

## EXPERIENCE

### Jack Morton Worldwide, Boston

Creative Intern

June - August 2019

Worked on a pitch to Google as a part of the 2019 intern project.

Designed a unique presence for Google at the Consumer Electronics Show, 2020 and presented the idea to Google along with the other interns. Nearly became an expert in Google's branding guidelines.

Also worked on Subway smart receipts and Vistaprint hangtags.

### Crash Campaign Competition

Winner of the Annual Competition

Nov 9th - 11th 2018

Created a marketing strategy and ad campaign for Undercover Colors, a date rape drug testing device within 24 hours.

Drank a lot of coffee and worked in a team with people I had never met before.

### Story Squad, Chapel Hill

Storyteller

Spring 2018 - Present

Performed and recorded folktales for the Folktale Storytelling

Digital Library used by elementary schools in Chapel Hill.

Learned that every story has a moral.

### Vjyayanthi Productions, Hyderabad, India

Assistant Director

Summer 2018

Worked in a team of ten assistant directors for a Telugu movie.

Surprisingly never went on coffee runs. Instead, ran from one department to the other in the Indian summer heat.

## COMMUNITY INVOLVEMENT

### UNC Office of Undergraduate Admissions

International Ambassador

Summer 2018

Represented UNC Chapel Hill at high schools in Hyderabad to educate students about the university.

Panicked for a quick second when the projector stopped working at one school and quickly jumped into a series of interactive stories to save the day.

### Department of Mathematics at UNC, Chapel Hill

Undergraduate Learning Assistant for Pre-calculus

Fall 2017

Assisted the professor in teaching pre-calculus concepts and also helped the students learn easier and more efficient ways to solve math problems.

Thank you, Sal Khan, for Khan Academy.

### APPLES Service-Learning, Chapel Hill

Alternative Fall Break Leader

Fall 2017

Collaborated with local organizations in Greensboro that work with refugee resettlement to learn about the resettlement process.

Organized the housing, community partner meetings and activities with my co-leader.

Learned the art of cold calling and email-sending.

## SKILLS

### Languages

Telugu English Hindi Italian

### Design

Illustrator Metal Sculpting   
Photoshop Oil Painting   
InDesign 3D Printing   
Adobe XD Watercolor Painting

## INTERESTS

### Travelling

Italy, Portugal, Spain, Switzerland, Germany, France, UK, Belgium, Luxembourg and Canada

### Reading

Favorites: The Catcher in The Rye by J. D. Salinger, Love in the Time of Cholera by Gabriel García Márquez, The Alchemist by Paulo Coelho, Italian Short Stories by Jhumpa Lahiri and many more.