

Your resume is a marketing tool. It should catch the reviewer's attention and answer the question, "Why should I call you in for an interview?" Do the thinking for the employer by tailoring your resume to the job description. How do you fit the employer's job or internship requirements? Carefully read through the job description and tailor the resume accordingly. Be sure to proofread. One misspelled word may cause your resume to be pushed aside. Always have your resume reviewed by a career counselor.

Name

Street Address • Town, NY 11207 • 111-222-3333 • name@farmingdale.edu
LinkedIn URL

Your name should be in a 14 font and bold. Choose Calibri, Tahoma or Times New Roman font.

SUMMARY OF QUALIFICATIONS

- Strong leadership abilities with experience managing team of employees
- Outstanding customer service skills with ability to proactively anticipate and provide solutions to customer needs
- Self motivated, quick learner with high level of energy and enthusiasm
- Detail oriented with solid organizational and planning skills; deadline-oriented
- Strong interpersonal skills with demonstrated experience in collaboration
- Excellent written and verbal communication skills
- Bilingual: English and Spanish

Summary: This section serves to capture immediate employer interest. Highlight strengths that are relevant to the job/internship that you are applying to. Use the job posting as a guide. Use jobs.can.co to help optimize your resume.

TECHNICAL SKILLS

Software: Microsoft Word, PowerPoint

Technical Skills: CPIS/Engineering students may expand this section to include Operating Systems, Programming Languages, Database, Software, Website Development. Engineering students may include Tools and Machines. If relevant, include Social Media.

EDUCATION

May 2016

B.S. Degree in Business Management

Farmingdale State College, Farmingdale, NY
GPA 3.4/4.0, Dean's List

Education: Include GPA if > 3.2

RELEVANT COURSEWORK

Relevant Coursework: Include upper level, relevant coursework. Do not list all courses.

Advertising Principles, Industrial Marketing, Electronic Commerce, Marketing Principles

Projects: Consider adding this section if you have completed a project as part of your coursework which demonstrates relevant experience.

PROJECTS

Fall 2016

Consumer Behavior and Advertising | Marketing Principles, Farmingdale State College

- Collaborated with team to research consumer buying trends
- Developed marketing campaign for fictitious start-up company

In your **Experience** section, begin each bullet point with an action word. Highlight accomplishments and relevant responsibilities. Use quantitative statements when possible. List your experience in reverse chronological order.

WORK EXPERIENCE

Feb 2016 - Present

Marketing Assistant | Forster & Garbus, Farmingdale, NY

- Increased 2017 sales by 15% utilizing focused marketing strategies
- Update client database by compiling and consolidating information from distribution reports
- Perform market tracking and research, analyzing and summarizing data and trends
- Support sales presentations by assembling proposals and demonstration material

Additional sections: Internships, Volunteer Experience, Awards and Recognition, Professional Membership, Clubs and Organizations, Military Experience