

Applicants Contact Information

- Applicants Name
- Street Address (optional)
- City, State Zip Code (optional)
- Phone number (xxx) xxx-xxxx
- Email
- Additional professional online profiles (optional)

Sample Name

000 Street
Tyler, TX 75799
(555)555-5555
sname@gmail.com

OBJECTIVE (optional if submitting a cover letter)

- Includes at least three skills which align w/ job description
- Does not include personal pronouns (i.e., "I")

OBJECTIVE

A position as marketing assistant where there is a need to expand markets and develop social marketing concepts ensuring highest possible return on expenditures.

COMPETENCIES/SKILLS

- List 6 to 9 keywords (skills) that you possess in a targeted resume, these would align w/ the job description
- OR-
- List 4 to 5 bullet point statements summarizing your qualifications (use QUALIFICATIONS header)

COMPETENCIES

Market Research	Public Relations	Cost Analysis
Sales Strategies	Electronic Publishing	Product Promotion
Copy Editing	Database Management	Photoshop

EDUCATION For each college you have attended:

- Institution, Formal Name
- Institution's City, State
- Graduation year, or anticipated graduation Month and Year of graduation
- Degree Designation
- Minor (if applicable)
- GPA and the scale (3.8/4.0) (optional)

EDUCATION

The University of Texas at Tyler, Tyler, Texas, 2016
Bachelor of Business Administration
Minor: **Marketing**

LANGUAGES (if you speak more than one language)

List the language your learned first, first.

- Language
- Second language (level of proficiency)

EXPERIENCE

Markets Plus, Dallas, Texas, 2012-2014

Marketing Assistant

- Designed marketing flyers and brochures
- Designed and maintained website

Office Assistant

- Tracked and maintained all sales within new product division
- Wrote weekly reports for Regional Manager

EXPERIENCE (chronological order w/ most recent at the top)

- Company/Organization, Formal Name
- City, State the company is located
- Time Span, in years, you worked there (20xx-20xx)
- Job Title
- Statement or Bullet Point List of responsibilities

Top Designs, Longview, Texas, 2011-2012

Sales Associate

- Developed marketing strategies to increase customer clientele
- Created promotional ideas, increased sales by 300%
- Developed and distributed promotional collateral materials
- Tracked client appointments and new product sales

COMMUNITY INVOLVEMENT or AFFILIATIONS

- Organization Name
- Position you held with that organization (i.e., member, volunteer, secretary)
- Year you were a member or volunteered

COMMUNITY AND PROFESSIONAL AFFILIATIONS

Member, American Marketing Association, 2015
Secretary, Women in Marketing, 2014
Volunteer, Second Harvest Food Bank, 2014

ADDITIONAL HEADERS: There are many additional headers which can be used in a resume. Headers vary depending on each person's individual experiences. How you organize your resume sections depends on the job you are applying for and where you are in your career.

Pattern & Format are key to resume success. Establish a pattern that is consistent and easy to read quickly.

For more ideas contact Career Success at 903-565-5862.
uttylercareersuccess@uttyler.edu