

Resume Template and Guidance

GUIDING PRINCIPLES

- You should craft your resume using a format based on key principles that effectively enable candidates to stand out to recruiters:
 1. Easiness to read
 2. Brevity
 3. Quantified success
 4. Relevant experience for the target role
- Each line of your resume should try to include three parts:
 1. Impact - Describe the impact you had on the product/company
 2. Number - Any number to quantify the work or impact
 3. Skill - Mention which of your skills or experiences you leveraged
- The resume should be easy to read with clear language and fit on 1 page
- Use keywords relevant to the specific roles being applied for (specific to each job application)
- Highlight unique skills in each previous experience i.e. if you have similar experience across multiple roles, (e.g. led sales teams) you don't have to describe it in both
- The goal should be for this resume to serve as a template that is customized for each company and role you apply for, including keywords that are included in the job description and that would be high value for the role

NEXT STEPS

- Regardless of your background, the best way to showcase your diverse experience and projects is via a personal website
 - o Can host your current full resume on this website
 - o Include links to your projects and creations
 - o Craft the story entirely
- You should highlight experience via your LinkedIn profile as well
- Key Strengths to highlight
 - o Unique experience
 - o Aligned skill sets
 - o Brand names
 - o Geography relevant experience
 - o Hands-on stories and evidence
- Areas that will trigger questions in interviews
 - o Gaps in employment or schooling
 - o Non-target experience for the role

[first and last names]

[email@address.com] | [Linkedin link] | +[1][phone number] | (optional) [street address]

PROFESSIONAL SUMMARY

[a brief description of your profile using keywords from the job descriptions you're applying to]

PROFESSIONAL EXPERIENCE

[company name] – [brief description of company relevant for role]

[position title] – [location]

MM/YYYY – Present

- [Impact of your hard work][number to quantify achievement][skill used or learned]
- E.g. Increased revenue 100% over 2 year period via customer experience optimization and pricing strategy
- Increased affiliate conversion by 20% through channel expansion and incentive programs
- Aligns 5 cross-functional teams on strategy, compliance, and E2E marketing initiatives to meet growth targets

[company name] – [brief description of company relevant for role]

[position title] – [location]

MM/YYYY – MM/YYYY

- [Impact of your hard work][number to quantify achievement][skill used or learned]
- E.g. Increased site traffic by average of [>10%] through targeted Google AdWords and Facebook Ads campaigns
- E.g. Developed automated workflows with vendor and agency stakeholders to share reports (e.g. PPC, SEO)
- E.g. Spearheaded strategic partnerships with agencies and vendors to boost agency value proposition and capacity

[company name] – [brief description of company relevant for role]

[position title] – [location]

MM/YYYY – MM/YYYY

- [Impact of your hard work][number to quantify achievement][skill used or learned]
- E.g. Built 10 websites with HTML, CSS, ASP.NET C#, JavaScript and Umbraco CMS
- E.g. Boosted website performance and stability through planned maintenance and targeted troubleshooting
- E.g. Enhanced front-end performance through image optimisation and clean coding practices, accelerating load times

[company name] – [brief description of company relevant for role]

[position title] – [location]

MM/YYYY – MM/YYYY

- [Impact of your hard work][number to quantify achievement][skill used or learned]
- E.g. Grew customer base by 18% focusing on SMB client technology needs
- E.g. Managed company CRM to improve visibility and performance of account teams

SKILLS AND CERTIFICATIONS

HTML, CSS, Javascript), ASP.NET, C#, **Ecommerce Tools** (Shopify, Magento, WooCommerce, Amazon FBA), **MarTech Tools** (SEMRush, Klaviyo), **Web Analytics Tools** (Hot Jar, Google Analytics/GA4, GTM, Adobe Analytics), **Collaboration Tools** (Jira, Slack, Asana), Mailchimp, One Signal)

Product Sourcing, Inventory Management, Paid Search & Social, Email Marketing, Affiliate Marketing, UX, CRO, A/B Testing

Passionate about travelling, gospel and classical music

EDUCATION

MASTER OF [SCIENCE/ART], [MAJOR/CONCENTRATION] | [name of school] – [location of school]

[MM/YYYY]

BACHELOR OF [SCIENCE/ART], [MAJOR/CONCENTRATION] | [name of school] – [location of school]

[MM/YYYY]