

Media & Communications Resume Guide

You can use the outline feature to jump to sections

General Resume Advice

- Use space effectively, do not have your content too close or too spread out
- Be consistent with your font size and style, layout, and formatting
- List appropriate contact information (e.g. professional email)
- Organize content most relevant towards the top to least relevant at the bottom
- Tailor subject headers when possible and relevant
- Education and experiences should be listed most recent to least recent in their sections
- If using Google Docs to format your resume, use our [Tips for Using Google Docs for Career Documents](#) to help get started

Media & Communications-specific Resume Advice

- Employers for these fields value experience over anything else so use the majority of the space to describe your experience: internships, campus involvement, part-time jobs, volunteering. Consider splitting experience into 2 sections based on what is closely related to the field (i.e. Relevant Experience) and what is more general (Additional Experience).
- Course projects and classes sometimes can be included on the resume, especially if you do not have experience that is closely related to the field yet (see examples). Once you gain experience, consider removing this section.
- Sprinkle Media & Communications specific skills -- market research, content creation, branding, etc. -- throughout your descriptions (bullet points) and provide context of how you used them, what you achieved, why it mattered, etc.
- Incorporate a skills section to list social media, software, and language skills you have (e.g., Facebook, Instagram, etc.)

Creating Meaningful Action Statements

Below is a general formula to use as a starting point for constructing meaningful bullet points for your experiences.

WHO – Who did you help in this role (the organization, clients, customers)? Whom were you working with?

WHAT – Describe in detail what you did. What were the results of your work? If you did research, was it published?

WHEN – When did this work happen (daily, weekly, or monthly)? Highlight the frequency you did something to show productivity.

WHERE – Where did your responsibilities occur? Did you interact with people outside of org? Was travel involved?

WHY & HOW – Why did you do the work? How did your job duties help or add to the organization? Be as specific as possible.

Skill + What YOU did + Results/Outcomes

(Action verb) + (Job responsibility) + (How/Why)

BEFORE

Random Fast-food Restaurant, Team Member, Any Town, VA, May 20XX – Present

- Take customer orders and answered questions

AFTER

Random Fast-food Restaurant, Team Member, Any Town, VA, May 20XX – Present

- Take orders with a welcoming demeanor, scoring over 90% customer satisfaction on customer feedback surveys.

It is important to **QUANTIFY** – adding numbers – it demonstrates productivity. (Ex. Helped about 15 customers per hour during peak business hours.)

You can use the [Action Verb Resource](#) to help tailor the action verbs for your action statements.

APPOINTMENT HOURS

Monday - Friday, 8 A.M. - 5 P.M.
Schedule on Handshake.
Log in at careers.vcu.edu.

OFFICE LOCATION

University Student Commons,
1st Floor, Rm. 143

CONTACT INFORMATION

careers.vcu.edu
careers@vcu.edu
(804) 828-1645

Public Relations Resume

Richmond, VA | 804-123-4567 | candycareer@vcu.edu

EDUCATION

Virginia Commonwealth University (VCU), Richmond, VA

Expected May 20XX

Bachelor of Science in Mass Communications, Concentration in **Public Relations**

Overall GPA: 3.8

Relevant Coursework: Social Media for Public Relations, Public Relations Strategy, Communications Ethics and Law, Visual Communication and Design

COMMUNICATIONS EXPERIENCE

Public Relations Intern, The Valentine, Richmond, VA

January 20XX – Present

- Work with the PR/Marketing team to develop creative and engaging social media content designed to increase visibility
- Draft and edit e-newsletters, press releases, and media advisories
- Conduct research related to the company's reputation and positioning among key stakeholders
- Assist with all logistics for an annual symposium attended by 300+ people by brainstorming marketing ideas, researching venue locations, communicating with caterers, and managing the online RSVP process
- Support high-level executives in arranging meetings, maintaining daily schedules, and other administrative duties such as answering phones and filing
- Establish and maintain relationships with the community, customers, employees, and public interest groups

Communications and Social Media Intern, World Pediatric Project, Richmond, VA

August 20XX - December 20XX

- Developed media plans and weekly updates via social media, including Facebook, Twitter, and Instagram, with a focus on increasing awareness and engagement
- Coordinated the development of pitch stories and messaging, which culminated in a monthly newsletter
- Utilized MailChimp software to distribute newsletters to 3,500 subscribers
- Preserved brand integrity by monitoring the consistency and quality of communications content

PROFESSIONAL ASSOCIATIONS

Public Relations Student Society of America, *Communications Chair*, VCU

June 20XX – Present

- Oversee the creation and distribution of all aspects of internal and external communication for the organization including emails, promotional materials, and social media posts
- Maintain an understanding of current theories and procedures of the public relations profession

ADDITIONAL EXPERIENCE

Sales Associate, Nordstrom, Arlington, VA

Summer 20XX, 20XX

- Provided customer service to an average of 50 customers per day, receiving a 96% in customer service feedback surveys
- Collaborated with team members as needed on cash registers, organizing inventory room, and labeling products

COMMUNITY SERVICE

Red Cross Club, *Member*, VCU

August 20XX – Present

SKILLS

Design: Adobe Photoshop

Software: Microsoft Office: Word, PowerPoint, Excel

Social Media & Platforms: Facebook Ads, Twitter, Instagram, Google Ads, MailChimp, HootSuite

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Creative Resume

804-123-4567 | candycareer@vcu.edu

EDUCATION

Virginia Commonwealth University (VCU), Richmond, VA, May 20XX

Bachelor of Science in Mass Communications, Concentration in **Creative Advertising**, Overall GPA: 3.7

COURSEWORK: Photojournalism, Advanced Television Newsgathering, Capital News Service, Mobile and Social Media Journalism

JOURNALISM EXPERIENCE

Journalism Intern, January 20XX – Present

The Borgen Project, Washington, DC

- Interview sources and research topics related to national and international poverty to gather information
- Write one fully developed article per week to be featured in either BORGEM Magazine or the Borgen Project Blog
- Communicate with editors and supervisors to ensure that all content is accurate and appropriate
- Assist with fundraising by creating a personal fundraising campaign and meeting all previously established targets

Entertainment Journalist Intern, August 20XX – December 20XX

AwardsCircuit.com, New York City, NY

- Composed and edited news stories, feature articles, and event reports related to the entertainment industry
- Traveled on assignment, performed research, and conducted interviews to develop story ideas and present complete and accurate information
- Gathered and shared information quickly and calmly under tight deadlines and constantly changing situations
- Developed and maintained strong working relationships with industry professionals and contacts

ADDITIONAL EXPERIENCE

Career Development Assistant, August 20XX – May 20XX

Virginia Commonwealth University, Richmond, VA

- Maintained the website, updated contacts, and wrote content related to career development
- Assisted in and supported the implementation of a new employee mentoring program
- Communicated effectively with internal and external partners about the program to increase awareness and participation

MEMBERSHIPS & COMMUNITY INVOLVEMENT

Society of Professional Journalists at VCU, *President*, June 20XX – Present

- Work with Vice President to create and organize club schedule including meetings, activities, and events
- Lead monthly all-group meetings, and bi-weekly leadership meetings
- Developed new marketing plan to overhaul recruitment practices resulting in 45% increase in membership

Amendment Literary Journal at VCU, *Member*, August 20XX – Present

- Contribute stories and photographs on assigned themes and current topics

SKILLS

Software: FinalCut Pro, Premiere, AVID, Microsoft Office (Word, PowerPoint, Excel)

Language: Intermediate Spanish

Equipment: DSLR cameras, Zoom recorders, lavalier and boom mics; **Social Media:** Instagram, ; **Languages:** interTwitter, Snapchat

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Appointments

If you are interested in making an appointment with one of our Career Advisors to review your resume or discuss any other career-related topics/questions, [see which advisor advises your industry of interest](#).

We recommend that first appointments with our office are with a career advisor. In addition, we offer several different appointment mediums to better meet your needs. Choose the medium that best fits your needs.

You can [schedule an appointment](#) by logging into Handshake and selecting the time that works best for you.

Events and Career Fairs

To see our upcoming events and career fairs you can check our [website](#) or log into [Handshake](#).

Questions

If you have any questions you can come into the office, call our front desk at (804) 828-1645, or email us at careers@vcu.edu.

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