How to Write **Your** Resume

The resume and cover letter templates are both MS Word documents.

While you don't have to be an expert, experience with MS Word will be necessary to edit the templates.

Be sure to use a professional email address. If you do not have one, take a few moments to create one.

Include a link to your LinkedIn Profile. Hyperlinked text is a nice touch!

Focus on City, State here. Include nearest metro area if possible.

Use a title and core strengths to grab the reader.

Keep the summary short (2-4 sentences).

Include your most relevant areas of expertise.

Keep your bullet points consistent. Focus on measurable results. Emphasize the things you want the reader to focus on.

Change the header titles and object colors to suit your style!

Community Service & Professional networking memberships and also great to add. Avoid adding personal hobbies. They add zero value.

Recommended font options

Ariel 11 to 12pt.
Cambria 10 to 11pt.
Calibri 10 to 11pt.
Times New Roman 11 to 12pt.

Add a footer with your name and contact information to any additional pages. See page 2 of your template.

Your First and Last Name

New York, New York • youremailaddress@gmail.com Phone: (212) 555-5555 • LinkedIn Profile

MARKETING OPERATIONS LEADER
Brand Management • Digital Marketing • Strategic Planning, Design, Delivery & Implementation

Digital marketing and media pioneer with over **25 years** of experience unifying digital marketing savvy, project management and branding, generating a total of **$75 million** in revenue.

Technical Proficiencies: MS Office (Word, Excel, Outlook, PowerPoint), Adobe Systems (Acrobat, Illustrator)

Areas of expertise:

- Marketing
- Strategic Planning
- Business Development
- Brand Management
- Team Building & Leadership
- Revenue Generation

CAREER TRAJECTORY

FORTUNE 500 COMPANY B, Senior Vice President | New York, NY **2010 - 2020**
Operations leader catering to high level clientele, leading marketing transformation projects that increased customer engagement, reduced costs and drove revenue **200%**, repositioning the business for success.

Key Accomplishments & Contributions

- Integral part of new client engagement sales generating over **$11.5 million**, exceeding expected goals
- Led teams up to **30 people** providing market research, digital assessments, designing models and prototypes, along with setting target goals
- Ended first year with performance rankings in the **top 1%** of my peers; a rarity for new associates

FORTUNE 500 COMPANY, Senior Vice President | New York, NY **2000 - 2010**
Operations leader catering to high level clientele, leading marketing transformation projects that increased customer engagement, reduced costs and drove revenue **200%**, repositioning the business for success.

Key Accomplishments & Contributions

- Integral part of new client engagement sales generating over **$11.5 million**, exceeding expected goals
- Led teams up to **30 people** providing market research, digital assessments, designing models and prototypes, along with setting target goals
- Ended first year with performance rankings in the **top 1%** of my peers; a rarity for new associates

ACADEMIC ACCOMPLISHMENTS

Master of Business Administration (MBA), Marketing, **New York University**
Bachelor of Art (BA), Marketing, **Penn State University**