

Sample Resume

Header

1. The name you want to be referred to, large and legible
2. Phone number with area code, updated outgoing voicemail
3. Professional email address
4. LinkedIn profile link

Gus Viking

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Skill Highlights

Personable and motivated entry-level marketing professional with experience in both non-profit and for-profit environments. Skilled in advertising plan design and implementation. Efficient presentation and communication skills acquired through student leadership positions.

Education

Bachelor of Arts Degree in Communications Studies and Psychology May 2025
Augustana College, Rock Island, IL GPA: 3.4/4.0

Career Related Experience

Action Word Phrase Formula: Action Word + Skill + Result

Project Manager & Lead Designer January 2023 - May 2025
EDGE Entrepreneurial Center, Augustana College, Rock Island, IL

- Lead meetings/maintain communication with 220+ website clients
- Distribute and manage projects among 7+ interns
- Lead design projects including websites, logos, and items to reach clients' goals

Social Media Intern Summer 2024
Cool QC, Rock Island, IL

- Created and implemented social media plan
- Met with 30 area organizations to promote programming in Quad Cities
- Met regularly with QC Chamber of Commerce officials

Part-time Project Coordinator Spring 2022
John Deere, Moline, IL

- Assisted project coordinator with recruiting events throughout Midwest region
- Developed marketing materials/social media campaigns for University Recruiting

Leadership and Awards

Viking Pom Squad- Member Fall 2024-Present
EDGE Center- Member Fall 2022-Present
Dean's List 2021-Present

Market Your Qualifications

1. Pitch your skills and qualifications
2. Highlight qualifications requested in position posting
3. Use keywords from the posting
4. Tailor your resume for each position to improve chances of being selected for interview

Strategy

What's the most compelling way to can show an employer what they want?

1. Focus on performance/ results rather than responsibilities
2. Highlight leadership and promotions
3. Numbers leap off the page

Education

1. List Degree
2. Majors, minors, concentration areas
3. Institution name, city, state
4. GPA/Major GPA if >3.0

Formatting

1. Easy to read, follow, and understand
2. Templates limit formatting choices, start with a blank doc
3. Use tabs and bulleted action statements, no need for periods
4. One-page resume for new and recent grads
5. One font (10-12 pt) and one color

Resume Review Checklist

Overall Appearance (x = Complete)

- Resume is not created using a template
- Margins measure between .5" and 1"
- Font style is simple/clean (Calibri, Arial, Verdana)
- Font size is between 10 point and 12 point
- Highlight text (bold, italics, underline) consistently throughout doc
- White space is evenly distributed
- Text is aligned in a consistent manner using tabs
- Experience listed in reverse chronological order

Contact Information (x = Complete)

- Your name as you want to be referred to professionally
- Your name is 2-4 points larger than other text
- Current and/or permanent address
- Phone number with area code
- Email address (appropriate addresses only – an address that includes your name is best)
- LinkedIn profile link

Objective/Summary of Qualifications

(x = Complete)

- Objective that clearly states your goal OR
- Summary of Qualifications that clearly states your goal and your qualifications OR
- Your goal is so obvious neither an objective nor a summary is necessary

Education (x = Complete)

- Name of institution conferring degree
- Location (city, state) of each institution
- Degree or certification obtained/working toward
- Actual or anticipated graduation date
- Majors/minors/area of concentration/ emphasis
- GPA/Major GPA, include if >3.0; indicate 4.0 scale
- Certifications and licenses related to career goal
- Honors and/or awards with context, if necessary
- Relevant coursework, projects, and/or thesis
- Study abroad experience
- DO not include High school

Schedule a Resume Review

Visit augustana.joinhandshake.com to set up a time to have your resume reviewed

Experience - Format (x = Complete)

- Experience sections are given a name that best reflects content (Leadership Experience, Volunteer Experience, Marketing Experience, etc.)
- Experience listed in reverse chronological order (most recent first) within each section
- Bulleted action word phrases are listed in order of relevance to your objective
- Action word phrases are written in present tense for current experiences, past tense for previous
- Action words vary throughout resume
- Most relevant action word phrases are listed first

Experience - Content (x = Complete)

- Each experience includes:
 - Job title
 - Organization name
 - Location of organization (City, State)
 - Date (month, year OR semester, year)
 - Action word phrases with clear, concise descriptions of skills/ accomplishments
- Include other work experience showing dependability, longevity, etc.

Additional Content (optional) (x = Complete)

- Honors and/or awards** are listed in their own section or listed under education section
- Certifications** and/or licenses are listed in their own section or under the education section
- Activities** are listed in their own section and include activities during college and beyond
- Languages** and level of verbal and written proficiency listed in their own section, general skills section, or profile (native speaker, fluent, proficient, conversant, basic knowledge)
- Computer/Technical skills** (software, hardware, social media) and level of proficiency listed in their own section, general skills section, or profile (beginner, intermediate, advanced)
- Interests** are only included when relevant to objective

Grammar, Spelling, Typos (x = Complete)

- No grammar errors
- No spelling errors
- No typos
- No personal pronouns (I, me, my, you, their)
- Periods are unnecessary in action word phrases