



## Guide to Creative Resumes

Select majors have the flexibility to design a creative resume and only a few industries seek them. The Creative Resume is meant **ONLY** if you're going into a creative field such as: Graphic design, marketing, or the arts. Outside of this, candidates not going into a creative field are encouraged to stick to a formal resume with no color or design elements. With that being said, all candidates should start off with a formal resume and have one on hand in case you do not stay in the creative industries.

### Need a Creative Resume? Let's get started!

For creative positions, you want to get the employers attention through your material to show what you can do...what better way to sell yourself as a great Marketing Manager through marketing yourself! Feel free to use the sample on the next page.

### Design

To design a creative resume, you can start by using Word, Google Docs, Adobe Illustrator, InDesign, even Photoshop or a free account on Canva. Start with a blank document and add in the pieces you want.

Be aware - There are many templates online from Pinterest to Etsy and even a simple Google Search but many candidates use these which then lumps your application in with similar documents that won't stand out. Most importantly they don't show creativity, your personal brand or your skills in designing.

Certainly, feel free to use parts of them as inspiration but be mindful of the absolutes on a resume (easy to read & find information, unique, your own). Some templates or heavily designed resumes can also cause errors in Application Tracking Systems used by employers to screen large pools of candidates which could eliminate you from the interview process. This is because they use things

### Showcase Your Work

Do you have a website? Portfolio or Social Media? Link these throughout your resume or in the contact info at the top of your resume so employers may see for themselves. If you don't yet have one consider it and ask your Career Advisor for the Portfolio Guide.

### Awards

Did you work on a design for a competition? Did Emmanuel College use a logo you created on swag at events? Did you get chosen to redesign a website or social media for a company? These are all things to include under the education section on your resume!

### Skills

Start by moving your skills to the top of the resume (under the Education section). This is so that your skills will be one of the first things employers see! Examples to get you started could be software's and programs such as Adobe Suite products: Photoshop, Illustrator, InDesign, coding or computer languages, Canva, and specific social media platforms.

### Projects

Consider both academic and personal projects you've worked on. Think about projects you've done in courses, include course titles or the title of the project. What was your role or position? Were you on a team or was this individual? How many people if it was a team? What was the project? The end goals? Results? For personal projects think of things you have created for fun, for yourself or for friends and family. Has anyone ever asked you to design or create something for them? These are all experiences you can include!

### Brand Yourself

Design a logo or symbol that's unique to you – think about your initials, the work you do & interests. For example, if you love skiing and you plan to work as a Social Media and Marketing Manager at a Ski Mountain maybe your design is a simple trio of snowflakes in different shades of blue or maybe it is your initials bolded under blue mountain tops.

You may add color but keep it simple! Stick to (at most) two neutral colors that are not too bright or harsh. Your resume is still a professional document and representation of you so blues, greys and neutral colors are safe and more appealing to the eye than a shocking red or hot pink. With that being said, you should **choose color(s) that speak to you.**

### Does this effect my cover letter?

You can stick with the formal cover letter format (guide on Hire Saints) or you can use the heading of your modern resume as the heading of your cover letter. This creates a well put together set of documents.

# EMMA SAINT

Boston, MA 02115 | (555) 555-5555 | [sainte@emmanuel.edu](mailto:sainte@emmanuel.edu) | Website/Portfolio

## EDUCATION

**Emmanuel College** | Boston, MA

Anticipated Graduation May 2024

*Bachelor of Fine Arts Degree in Graphic Design, Minor in Marketing*

**Awards & Recognition:** *Nominated by professor & selected for new WJIM local radio station logo (Sep 2022)*

**Relevant Courses:** Web Design, Graphic Design, Animation, Typography,

## SKILLS

Publisher | Adobe Program Suite: InDesign, Photoshop, Illustrator | Canva | Instagram | Procreate

## PROJECTS

**"Maine Ski Mountain"** | Art Design

March 2023

- Using the Procreate and Apple pencil graphics editor I designed 3 digital art posters of well-known ski mountains in Maine

**Emmanuel College** | Web Design

Spring 2023

**Mira's Bakery** | Brighton, MA

- Redesigned outdated website to increase customer orders, list services/prices and created form for online ordering
- Resulted in 18% increase in customer interactions and services in the first month through the new online ordering form

## CREATIVE EXPERIENCE

**Boston Winter** | Boston MA

January 2022 – Present

*Graphic Design Intern*

- Promoted events around the Boston Fenway area in creative ways to peak interest and curiosity through designing large posters and stickers on Canva
- Promoted events through creating interactive live videos and story polls on Instagram, 20% of followers participated
- Increased followers from 243 to 333+ through engagement and research on high usage times

**Danny's Donuts** | Boston, MA

January 2021 – May 2021

*Social Media Assistant*

- Assisted in posting monthly menus, and took photos showcasing current flavors with holiday aesthetics during each shift
- Designed monthly menus in Canva with eye catching colors and design for holiday flavors

## ADDITIONAL WORK EXPERIENCE

**Urban Outfitters** | Boston, MA

October 2019 – December 2021

*Retail Salesperson*

- Exhibited excellent floor presence by collaborating with team member to help meet daily sales goals
- Received award for stores top winter holiday salesperson in 2019 with \$6000 of merchandise sold
- Worked closely with Display Artist to help develop and contribute unique perspectives to store displays

## CAMPUS INVOLVEMENT & LEADERSHIP

**Saints Club** | *Social Media Coordinator*

October 2021 - Present

- Manage all social media pages and create graphics on Canva weekly to post on Instagram, Facebook & Twitter
- Post stories during events in real time to engage and interact with 82+ followers

