

Your resume is your marketing tool and your name is your brand. Make it pop!

Your experience section should be tailored to the position you're applying to.

# EMILIA MERCADO

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## PERSONAL PROFILE

Dynamic business and marketing student with a background in events management and P.R., with a passion for writing and digital media.

## EDUCATION

**Bachelor of Arts, The American University of Paris (AUP)**

Major: Global Communications

Minor: Marketing

Expected Graduation term: May 2020

Relevant coursework: Communication

Theory, Media Globalization

Honors/Awards: Provost's List (All

semesters), Martin Luther King Jr

Scholarship

## SKILLS

Microsoft Office Pack (Word, Excel Outlook)

Adobe (Creative Cloud)

Wordpress

Social Media Marketing

Editing, Writing

Public Speaking

Highly Organized

Detail-Oriented

Team Player

Languages:

English (fluent), French (advanced)

## RELEVANT EXPERIENCE

**Audience Growth Intern, Vogue**

Paris, France

May 2019-Present

- Working with the editorial team to ensure data is consistent and accurate before each end of the month.
- Identifying newsworthy photos and stories.
- Monitoring all global Vogue Magazines and using editorial analytic tools like PublishCheck to ensure data accuracy.

**Freelance Writer, Teen Vogue**

Paris, France

Sept 2018-May 2019

- Identified beauty and fashion trends amongst teens.
- Contribute monthly articles based on these trends to an online readership of 7.9 million people.

**Marketing Intern, Live Nation**

Beverly Hills, CA

May-Sept 2018

- Developed marketing campaigns for eight of Live Nation's fall events, including posters and flyers.
- Created promotional materials using Photoshop and InDesign.
- Supported the marketing strategy in social media initiatives on Facebook, Instagram and Twitter.
- Coordinated event logistics at Live Nation events.

**Event Coordinator Intern, Saks Fifth Avenue**

New York City, NY

Sept -Dec 2017

- Supported execution of media and PR campaigns, related and/or special events and key company initiatives.
- Created press summaries, press releases, media alerts, and pitches for web and print.
- Managed press budgets and attended internal and external partner meetings.

## ACTIVITIES

**Digital Communications Director, Student Council, AUP**

Paris, France

Sept 2019-Present

- Managed all external communications materials on Facebook, Twitter, Instagram and Wordpress.

**Contributor, AUP Student Media, AUP**

Paris, France

Jan 2018-April 2019

- Created two articles per week for a publication with a readership of 10,000.

Hyperlink your LinkedIn or website so employers can access it in one click.

Include the name of your school, degree, achievements, or academic awards.

Add "Relevant coursework" if you are light on professional experience.

Group your technical computer skills together.

Highlight your soft skills.

Dates: Reverse chronological order (newest to oldest). Dates on the right can save space and be easy to read.

Titles: Use bold or font size to make the position title and company easy to read.

Responsibilities: - Start with an action verb to describe your achievements. - Be specific and quantify your accomplishments. - Focus on what you contributed to. - Be concise and include key skills.

Naming your files is more important than you think! Be intentional.

For example:

Emilia Mercado\_Resume\_Vogue Paris

# Tips and Ideas

- Start by building a master list in a simple Microsoft Word document. Write down all the relevant information to add to your resume - your contact details, your current and past academic, professional and volunteer experience, and your skills and certificates.
- Keep this simple and comprehensive copy of your resume for reference at all times. Make sure it is always up-to-date.
- Watch out for unnecessary words - very, really, just, rather, quite - that take up valuable space you could be using to market yourself.
- Hiring managers are busy - they want your resume to be THE one! Make it easy for them: make the format clean and tailor the content to the offer. Plug-in key skills directly from the offer.
- Other sections to consider based on your experiences and the opportunity you're applying for: languages, publications, relevant projects.

# Helpful Resume Building Resources

- Microsoft Word offers useful templates to keep your resume clean and crisp!
- Canva and Novoresume are useful for creative inspiration.

Strong Writing is concise and clear. Ideally, when writing, you'll use as few words as possible to convey your message as clearly as possible.

# Helpful Resources for your Job Search

- AUP Job & Internship Database
- AUP Global Talent Portal
- LinkedIn
- Vault
- Welcome to the Jungle
- Indeed
- GoinGlobal
- Job Monkey
- Internships.com
- CIDJ



Don't forget the power of networking with your classmates, professors, Alumni, working professionals, family and friends.

**BE PROACTIVE!** If you're interested in working for a specific company or organization, send in a spontaneous application expressing your interest in interning there.