

CVs & RESUMES

Summer Internship in Psychological Science (SIPPS)

Anna Vannucci | 7.15.21

Slides by Emily Nakkawita

What are the key differences
between a **CV** and a **resume**?*

** in the United States*

SUMMARY

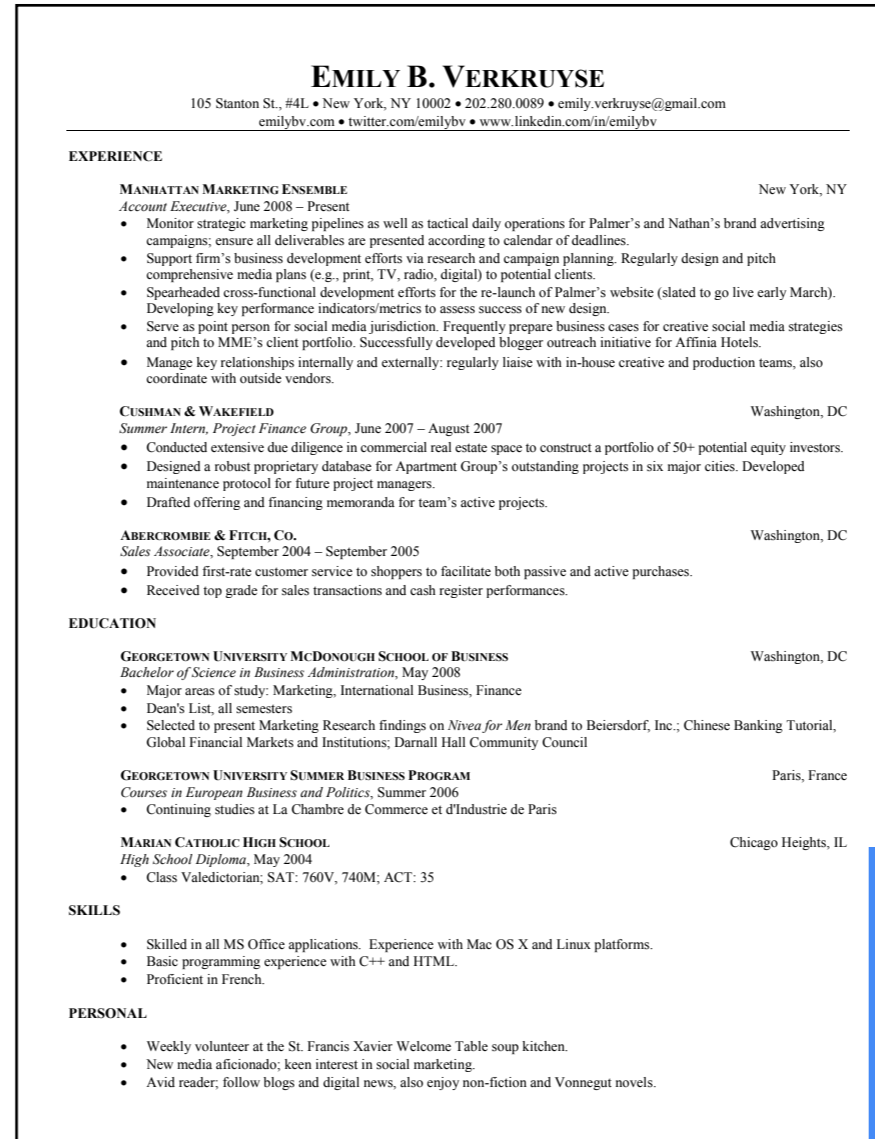
CV

Resume

A credential-based professional history	A competency-based marketing document
More thorough career review	Targeted summary of achievements and skills
Multiple pages	1 page <i>2 pages only after 5-8 years</i>
Static	Tailored for each use
More standardized formatting	More flexible formatting

PURPOSE

A competency-based marketing document that provides a **targeted summary of achievements and skills**



Generally Used in Industry

- ▶ Tends to consist of descriptive bullet points, each highlighting a key accomplishment, responsibility, or skill that is relevant to the position of interest

A credential-based professional history that provides a thorough career review

LARISA HEIPHETZ
[address]
[cell phone number]
[email address]

EDUCATION

The Pennsylvania State University, University Park, PA
B.A. in Psychology with Honors and High Distinction and Philosophy Minor
Degree expected May 2008
Cum. GPA: 3.93/4.0
Major GPA: 4.0/4.0
Schreyer Honors College Scholar
Honors Thesis: "Pay No Attention to the Woman behind the Curtain: The Effects of Gendered Language on Memory"

HONORS AND AWARDS

Gerard A. Hauser Prize	2007
(for best overall Undergraduate Research Exhibit poster)	
Penn State Psi Chi Chapter Undergraduate Research Award	2007
Undergraduate Summer Discovery Grant	2007
College of the Liberal Arts Enrichment Scholarship	2007
Schreyer Honors College Ambassador Travel Grant	2007
Pennsylvania Commonwealth Education Abroad Scholarship	2007
Costello Family Award in Psychology	2007
Coalition of Higher Education Assistance Organizations (COHEAO) Scholarship	2006-2007
College of the Liberal Arts Award	2005-2007
(received on two separate occasions)	
Schreyer Honors College Summer Research Scholarship	2005
Academic Excellence Scholarship	2004-2007
Dean's List (all semesters)	2004-2007
National Merit Semi-finalist	2004

PUBLICATIONS

Heiphetz, L., & Vescio, T. K. (In press). Discrimination. In N. Salkind (Ed.), *The Encyclopedia of Educational Psychology*. Sage.

Vescio, T. K., Gervais, S. J., **Heiphetz, L.**, & Bloodhart, B. (In press). The stereotypic behaviors of the powerful and their effect on the relatively powerless. To appear in T. Nelson (Ed.), *The Handbook of Prejudice*. Lawrence Erlbaum Associates.

Page 1 of 3

Larisa Heiphetz Page 2 of 3

PRESENTATIONS

Vescio, T. K., Fiske, S. T., & **Heiphetz, L.** (2008, February). *Hear no evil: the effects of gendered speech patterns on memory for discussion contributions*. Paper presented at the annual meeting of the Society for Personality and Social Psychology. Albuquerque, NM.

Heiphetz, L., Vescio, T. K., & Fiske, S. T. (2008, February). *Pay no attention to the woman behind the curtain: The effects of tentative and direct language on memory*. Poster presented at the annual meeting of the Society for Personality and Social Psychology. Albuquerque, NM.

Heiphetz, L., & Vescio, T. K. (2007, April). *Tentative and direct uses of language*. Poster presented at the annual Psi Chi Research Exhibition. University Park, PA. *Winner: Undergraduate Research Award for Top-Ranked Poster*

Heiphetz, L., & Vescio, T. K. (2007, April). *Tentative and direct uses of language*. Poster presented at the annual Undergraduate Research Exhibition. University Park, PA. *Winner: Gerard A. Hauser Prize for Overall Best Poster*

Gervais, S. J., Vescio, T. K., & **Heiphetz, L.** (2006, January). *Stereotype threat and stereotype lift in male and female leaders and their consequences for self-stereotyping and subordinate stereotyping*. Poster presented at the annual meeting of the Society for Personality and Social Psychology. Palm Springs, CA.

RESEARCH EXPERIENCE

Undergraduate Research Assistant 2004-present
The Pennsylvania State University
Supervisor: Theresa K. Vescio, Ph.D.
Collaborate in the planning and design of studies examining gender and power, assist with data collection and analysis, and prepare reports of findings for journal submission.

Undergraduate Research Assistant 2004-2006
The Pennsylvania State University
Supervisor: Janet K. Swim, Ph.D.
Performed literature searches, entered data, and acted as the experimenter for several studies examining women's public and private responses to sexist comments.

Pre-Undergraduate Research Assistant Summers 2000, 2002, 2003
Stanford University
Supervisor: Claude M. Steele, Ph.D.
Created stimulus materials, entered data, and removed outliers from data sets.

Larisa Heiphetz Page 3 of 3

TEACHING EXPERIENCE

Undergraduate Teaching Assistant Summers 2006, 2007
The Pennsylvania State University
PSYCH 479: Psychology of Gender
Instructor: Margaret A. Thomas, M.S.
Graded student assignments, assisted with exam preparation, and led class discussion on gender and language.

ACADEMIC AND COMMUNITY SERVICE

Centre Volunteers in Medicine Intake Volunteer	2007-present
The Pennsylvania State University Senior Class Gift Committee	2007-present
Psi Chi Mentoring Committee	2006-present
Schlow Memorial Library Volunteer	Summers 2005, 2006
Schreyer Honors College Student Council Academic Committee	2004-present
Schreyer Honors College Student Council Recruitment Committee	2004-present
<i>Problem Child</i> (literary magazine) Editorial Board	2004-2006

OTHER WORK

Telefund Caller and Supervisor, Penn State Lion Line 2005-present
University Park, PA
Solicit alumni for monetary gifts and supervise teams of up to forty-five callers. Solely responsible for raising \$100,000+ for academic programs at The Pennsylvania State University. Promoted to supervisor in May 2006.

Generally Used in Academia

- ▶ Comprehensive overview of education, honors, publications, presentations, experience, and affiliations
- ▶ Tends to consist of lists in reverse-chronological order, with limited descriptive or explanatory text

STRUCTURE

CV

- Education
- Honors and Awards
- Publications
- Presentations
- Research Experience
- Teaching Experience
- Service
- Affiliations
- *Other Experience*

Resume

- Objective
[optional; only worthwhile if securing first job or making a big change]
- Experience
- Education
- Skills
- Personal
[optional, but I recommend if you have the space; can also be combined with Skills section]

CV

Emily Nakkawita

Curriculum Vitae

Psychology Department, Columbia University

329 Schermerhorn Hall, 1190 Amsterdam Avenue, New York, NY 10027

(917) 474-9586 • ebn2111@columbia.edu • emilynakka.com

All 12 pt. Times New Roman, with exception of name (which can be bolded and a slightly larger size)

Resume

EMILY NAKKAWITA

551 9th Street #2 • Brooklyn, NY 11215 • 917.474.9586 • emily.nakkawita@gmail.com

More flexible formatting, but should match the look and feel of the rest of your resume

CV

EDUCATION

The Pennsylvania State University, University Park, PA

B.A. in Psychology with Honors and High Distinction and Philosophy Minor

Degree expected May 2008

Cum. GPA: 3.93/4.0

Major GPA: 4.0/4.0

Schreyer Honors College Scholar

Honors Thesis: "Pay No Attention to the Woman behind the Curtain: The Effects of Gendered Language on Memory"

Must include school, degree, date (all simply formatted);
first section in CV

Resume

EDUCATION

GEORGETOWN UNIVERSITY McDONOUGH SCHOOL OF BUSINESS

Washington, DC

Bachelor of Science in Business Administration, May 2008

- Major areas of study: Marketing, International Business, Finance
- Dean's List, all semesters
- Selected to present Marketing Research findings on *Nivea for Men* brand to Beiersdorf, Inc.; Chinese Banking Tutorial, Global Financial Markets and Institutions; Darnall Hall Community Council

GEORGETOWN UNIVERSITY SUMMER BUSINESS PROGRAM

Paris, France

Courses in European Business and Politics, Summer 2006

- Continuing studies at La Chambre de Commerce et d'Industrie de Paris

Similar info as CV, but formatting should match rest of resume (likely in bullet-point format); almost always AFTER Experience section

CV

SELECTED FELLOWSHIPS, HONORS, AND AWARDS

Student Travel Grant, Columbia Arts and Sciences Graduate Council (declined)	2019
Graduate Student Travel Award, Society for Research in Child Development	2019
Departmental Graduate Travel Award, Columbia University	2019
Diversity Graduate Travel Award, Society for Personality and Social Psychology	2018
Graduate Travel Award, Society for Personality and Social Psychology (declined)	2018
Graduate School of Arts and Sciences Dean’s Fellowship, Columbia University	2017–2022
AccessLex Research Grant, Northwestern University Law School	2017
Elected to Sigma Xi, Scientific Research Honor Society	2017
Bronfenbrenner Award for Outstanding Achievement in Research, Cornell University	2016

List honor/award, organization, and year (all simply formatted); located after Education section

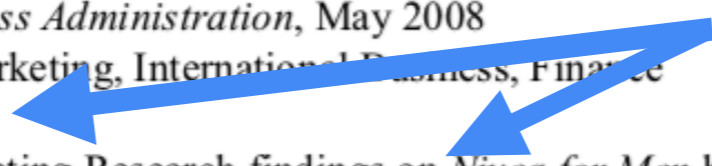
Resume

EDUCATION

GEORGETOWN UNIVERSITY McDONOUGH SCHOOL OF BUSINESS Washington, DC
Bachelor of Science in Business Administration, May 2008

- Major areas of study: Marketing, International Business, Finance
- Dean's List, all semesters
- Selected to present Marketing Research findings on *Nivea for Men* brand to Beiersdorf, Inc.; Chinese Banking Tutorial, Global Financial Markets and Institutions; Darnall Hall Community Council

e.g.



Generally not a separate section; bundle as a bullet point where relevant (e.g., under Education or Experience)

CV PUBLICATIONS

Heiphetz, L., & Vescio, T. K. (In press). Discrimination. In N. Salkind (Ed.), *The Encyclopedia of Educational Psychology*. Sage.

Vescio, T. K., Gervais, S. J., **Heiphetz, L.**, & Bloodhart, B. (In press). The stereotypic behaviors of the powerful and their effect on the relatively powerless. To appear in T. Nelson (Ed.), *The Handbook of Prejudice*. Lawrence Erlbaum Associates.

Listed in APA format with your name bolded;
located after Honors and Awards section
*(Also, if you don't have any publications, don't sweat it! I didn't either.
In this case, just leave this section out.)*

Resume

Not a separate section; if you list your Research Assistant position in your Experience section, could consider including as a bullet point

CV

PRESENTATIONS

Vescio, T. K., Fiske, S. T., & **Heiphetz, L.** (2008, February). *Hear no evil: the effects of gendered speech patterns on memory for discussion contributions*. Paper presented at the annual meeting of the Society for Personality and Social Psychology. Albuquerque, NM.

Heiphetz, L., Vescio, T. K., & Fiske, S. T. (2008, February). *Pay no attention to the woman behind the curtain: The effects of tentative and direct language on memory*. Poster presented at the annual meeting of the Society for Personality and Social Psychology. Albuquerque, NM.

Listed in APA format with your name bolded;
located after Publications section
(Again, if you don't have any presentations, just leave this section out.)

Resume

Probably not worth including unless you need to fill up space

CV RESEARCH EXPERIENCE

Undergraduate Research Assistant 2004-present
The Pennsylvania State University
Supervisor: Theresa K. Vescio, Ph.D.
Collaborate in the planning and design of studies examining gender and power, assist with data collection and analysis, and prepare reports of findings for journal submission.

Include supervisor name and un-bulleted 1-2 lines briefly describing responsibilities (all simply formatted); list after Presentations section

Resume

HIGGINS LAB, COLUMBIA UNIVERSITY New York, NY
Research Assistant and Project Coordinator, January 2017 – Present

- Conduct in-lab and online studies on the social psychological concept of shared reality; developed comprehensive project coordination schema for multi-part study on shared reality's amplification of experiences.
- Proposed and currently executing supervised independent research project exploring the relationship between regulatory mode and shared reality.
- Conduct literature reviews, review manuscripts, manage IRB protocol modifications, code written and audiovisual materials, enter data, and pilot studies.

Include bullet points that highlight accomplishments and translatable strengths/skills (e.g., initiative, project management skills, working with data); list in Experience section

CV TEACHING EXPERIENCE

Undergraduate Teaching Assistant
The Pennsylvania State University
PSYCH 479: Psychology of Gender
Instructor: Margaret A. Thomas, M.S.

Summers 2006, 2007

Graded student assignments, assisted with exam preparation, and led class discussion on gender and language.

Include instructor name; optional un-bulleted 1-2 lines describing responsibilities (all simply formatted); list before or after Research Exp. (Again, if you don't have any teaching exp., just leave this section out.)

Resume

MARIAN CATHOLIC HIGH SCHOOL

Chicago Heights, IL

Summer Teaching Assistant, June 2004 – August 2004; June 2005 – August 2005

- Supported mathematics faculty in summer school program for incoming high school freshmen.
- Instructed students in break-out sessions to reinforce classroom concepts; administered and graded homework and tests.

Include bullet points that highlight accomplishments and translatable strengths/skills (e.g., initiative, organizational prowess, communication skills); list in Experience section

CV

ACADEMIC AND COMMUNITY SERVICE

Centre Volunteers in Medicine Intake Volunteer	2007-present
The Pennsylvania State University Senior Class Gift Committee	2007-present
Psi Chi Mentoring Committee	2006-present
Schlow Memorial Library Volunteer	Summers 2005, 2006
Schreyer Honors College Student Council Academic Committee	2004-present
Schreyer Honors College Student Council Recruitment Committee	2004-present
<i>Problem Child</i> (literary magazine) Editorial Board	2004-2006

List organization, role, and year(s) (all simply formatted); located near end of CV

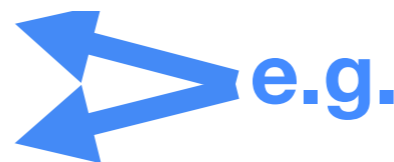
Resume

THE WELCOME TABLE AT ST. FRANCIS XAVIER New York, NY

Ambassador Program Co-Founder and Weekly Volunteer, April 2009 – Present

- Co-founded the Ambassador project at the Welcome Table at St. Francis Xavier meal service in October 2012, establishing a team dedicated to guest support following several years of weekly volunteering.
- Lead a group of volunteers who engage in coaching conversations and offer companionship to 500+ Welcome Table guests each week.
- Received the President's Volunteer Service Award in 2012, 2013, and 2014.

PERSONAL



- Founded *Night Gives Back* community service program at Night Agency; weekly volunteer at the St. Francis Xavier Welcome Table soup kitchen.

Unless it's a long-term commitment worth highlighting as a job in your Experience section, include as a bullet in your Personal section

CV

Student Member, Society for the Science of Motivation	2019 – Present
Graduate Student Affiliate, Association for Psychological Science	2019 – Present
Member, Psi Chi Honor Society, Columbia University Chapter	2018 – Present
NPR Scicommer, National Public Radio	2018 – Present
Student Member, Society for Personality and Social Psychology	2017 – Present
Student Affiliate, American Psychological Association	2017 – Present
Member, International Positive Psychology Association	2015 – Present

Optional, but can help fill out a light CV and demonstrate ongoing involvement in the scientific community; include affiliation type, organization, and years (all simply formatted); list at/near end of CV (or bundle in Service section: “Professional Service and Affiliations)

Resume

Probably not worth including unless you need to fill up space

RESUME-SPECIFIC NOTES

- ➔ There are **two common ways** of listing your experience within a resume:
 - ▶ Reverse-chronological
 - ▶ Functional

Experience (Reverse-Chronological)

EXPERIENCE

MANHATTAN MARKETING ENSEMBLE

New York, NY

Account Executive, June 2008 – Present

- Monitor strategic marketing pipelines as well as tactical daily operations for Palmer's and Nathan's brand advertising campaigns; ensure all deliverables are presented according to calendar of deadlines.
- Support firm's business development efforts via research and campaign planning. Regularly design and pitch comprehensive media plans (e.g., print, TV, radio, digital) to potential clients.
- Spearheaded cross-functional development efforts for the re-launch of Palmer's website (slated to go live early March). Developing key performance indicators/metrics to assess success of new design.
- Serve as point person for social media jurisdiction. Frequently prepare business cases for creative social media strategies and pitch to MME's client portfolio. Successfully developed blogger outreach initiative for Affinia Hotels.
- Manage key relationships internally and externally: regularly liaise with in-house creative and production teams, also coordinate with outside vendors.

CUSHMAN & WAKEFIELD

Washington, DC

Summer Intern, Project Finance Group, June 2007 – August 2007

- Conducted extensive due diligence in commercial real estate space to construct a portfolio of 50+ potential equity investors.
- Designed a robust proprietary database for Apartment Group's outstanding projects in six major cities. Developed maintenance protocol for future project managers.
- Drafted offering and financing memoranda for team's active projects.

ABERCROMBIE & FITCH, CO.

Washington, DC

Sales Associate, September 2004 – September 2005

- Provided first-rate customer service to shoppers to facilitate both passive and active purchases.
- Received top grade for sales transactions and cash register performances.

This is the standard / default way to list your experience;
do this unless you have a good reason not to!

Experience (Functional)

COACHING EXPERIENCE

PURE PLENTY

New York, NY

Founder and Coach, October 2013 – Present

- Established Pure Plenty coaching practice and programs to facilitate clients' personal and professional growth through strategic life planning.
- Conduct one-on-one remote and in-person coaching sessions with private clients to support them in articulating their core mission, identifying resulting objectives, establishing strategies to achieve their goals, developing tactical plans, taking positive action, and creating systems to ensure accountability.

THE WELCOME TABLE AT ST. FRANCIS XAVIER

New York, NY

Ambassador Program Co-Founder and Weekly Volunteer, April 2009 – Present

- Co-founded the Ambassador project at the Welcome Table at St. Francis Xavier meal service in October 2012, establishing a team dedicated to guest support following several years of weekly volunteering.
- Lead a group of volunteers who engage in coaching conversations and offer companionship to 500+ Welcome Table guests each week.

MARKETING EXPERIENCE

MORGAN STANLEY

New York, NY

Vice President, Integrated Campaign Director, November 2015 – Present

- Oversee firm-wide strategy, planning, and buying for \$25MM Morgan Stanley national paid media campaign, with a focus on brand storytelling, client acquisition, and consumer engagement.
- Transformed the brand's advertising approach by implementing a significant shift from traditional to digital channels to maximize our campaign's efficiency, effectiveness, and relevance to a modern audience.
- Lead our campaign's measurement program and test-and-learn agenda; established a comprehensive plan encompassing data capture, analysis, reporting, and optimization.

Can be useful if you've made a big change, especially if you discuss these different types of experience in your cover letter or any kind of personal statement (but if this will be your first "real" job, stick with a single Experience section)

SKILLS AND QUALIFICATIONS

- Highly skilled in Microsoft Office and Apple iWork applications.
- Trained in IRB human subjects research protocols through Columbia University's RASCAL system.
- Experienced with professional and consumer-grade survey platforms including Qualtrics and SurveyMonkey.
- Proficient in data analysis within R and Excel.
- Basic coding experience with HTML, CSS, and PHP.
- Content management experience with Wordpress and Squarespace.
- Proficient in French.

**In this section, explicitly highlight relevant skills you have
(with a different bullet for each software or platform type)**

- Founded *Night Gives Back* community service program at Night Agency; weekly volunteer at the St. Francis Xavier Welcome Table soup kitchen.
- New media aficionado; keen interest in social marketing.
- Avid reader; follow blogs and digital news, also enjoy non-fiction and Vonnegut novels.

**This section is optional, but hiring decisions often come down to personal fit; this is a great place to communicate who you are and what makes you stand out from other candidates
(However, not worth including if only contains generic information like “Enjoys cooking and traveling”)**

Resumes are **sales documents**; they market you as a personal brand! To do so most effectively:

- ➔ Use **active verbs** that demonstrate what you have **accomplished**, rather listing duties
 - Transformed advertising approach by implementing a significant shift to digital channels to maximize campaign efficiency, effectiveness, and relevance to a modern audience.
 - Key member of team responsible for launching the company's direct-to-brand creative services offering via the Framestore Campaigns department; secured annual retainer for Magic Leap, the department's first client.
- ➔ **Quantify** wherever possible
 - Oversaw firm-wide strategy, planning, and buying for \$25MM Morgan Stanley national paid media campaign, with a focus on client acquisition and consumer engagement.
- ➔ Don't shy away from **buzzwords**: if the language is in the job listing, use it in your resume!
 - Led campaign measurement program and test-and-learn agenda; established a comprehensive plan including data capture, analysis, reporting, and optimization.
- ➔ Revise and/or reorder bullets for every single resume to **tailor** it to the job opportunity

Traditional

EMILY B. VERKRUYSE
 105 Stanton St., #4L • New York, NY 10002 • 202.280.0089 • emily.verkruyse@gmail.com
 emilybv.com • twitter.com/emilybv • www.linkedin.com/in/emilybv

EXPERIENCE

MANHATTAN MARKETING ENSEMBLE New York, NY
Account Executive, June 2008 – Present

- Monitor strategic marketing pipelines as well as tactical daily operations for Palmer's and Nathan's brand advertising campaigns; ensure all deliverables are presented according to calendar of deadlines.
- Support firm's business development efforts via research and campaign planning. Regularly design and pitch comprehensive media plans (e.g., print, TV, radio, digital) to potential clients.
- Spearheaded cross-functional development efforts for the re-launch of Palmer's website (slated to go live early March). Developing key performance indicators/metrics to assess success of new design.
- Serve as point person for social media jurisdiction. Frequently prepare business cases for creative social media strategies and pitch to MME's client portfolio. Successfully developed blogger outreach initiative for Affinia Hotels.
- Manage key relationships internally and externally: regularly liaise with in-house creative and production teams, also coordinate with outside vendors.

CUSHMAN & WAKEFIELD Washington, DC
Summer Intern, Project Finance Group, June 2007 – August 2007

- Conducted extensive due diligence in commercial real estate space to construct a portfolio of 50+ potential equity investors.
- Designed a robust proprietary database for Apartment Group's outstanding projects in six major cities. Developed maintenance protocol for future project managers.
- Drafted offering and financing memoranda for team's active projects.

ABERCROMBIE & FITCH, Co. Washington, DC
Sales Associate, September 2004 – September 2005

- Provided first-rate customer service to shoppers to facilitate both passive and active purchases.
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EDUCATION

GEORGETOWN UNIVERSITY McDONOUGH SCHOOL OF BUSINESS Washington, DC
Bachelor of Science in Business Administration, May 2008

- Major areas of study: Marketing, International Business, Finance
- Dean's List, all semesters
- Selected to present Marketing Research findings on *Nivea for Men* brand to Beiersdorf, Inc.; Chinese Banking Tutorial, Global Financial Markets and Institutions; Darnall Hall Community Council

GEORGETOWN UNIVERSITY SUMMER BUSINESS PROGRAM Paris, France
Courses in European Business and Politics, Summer 2006

- Continuing studies at La Chambre de Commerce et d'Industrie de Paris

MARIAN CATHOLIC HIGH SCHOOL Chicago Heights, IL
High School Diploma, May 2004

- Class Valedictorian; SAT: 760V, 740M; ACT: 35

SKILLS

- Skilled in all MS Office applications. Experience with Mac OS X and Linux platforms.
- Basic programming experience with C++ and HTML.
- Proficient in French.

PERSONAL

- Weekly volunteer at the St. Francis Xavier Welcome Table soup kitchen.
- New media aficionado; keen interest in social marketing.
- Avid reader; follow blogs and digital news, also enjoy non-fiction and Vonnegut novels.

- ➔ Law, consulting, nonprofit
- ➔ When in doubt, use traditional formatting!

Designed

Emily B Verkruyse
 551 9th St #2, Brooklyn, NY 11215
 917.474.9586 • emily@emilybv.com

EXPERIENCE

BBDO *New York, NY*
Account Manager, February 2011 – Present

- Manage strategic recommendations, creative development and integrated production for the Johnson's Baby and Desitin businesses, including consumer activation programs, social media, display campaigns, site sponsorships and eCRM initiatives.
- Lead and challenge teams to build engaging consumer experiences to drive relevancy and brand advocacy.
- Serve as key internal and external point of contact: regularly liaise with in-house planning, creative, production and finance teams, also work closely with client team, outside vendors and partner agencies.

nightagency *New York, NY*
Account Supervisor, October 2010 – February 2011;
Account Executive, May 2010 – October 2010

- Spearheaded integrated development of the KedsWhitney campaign, including the interactive KedsWhitney Windows at Bloomingdale's, Works on Canvas artist initiative and KedsWhitney Blog.
- Managed strategic planning, creative development and production for the Hanes Women's business, including key causes: Hanes Sustainability, Hanes Pink and the Clean Out Your Drawers program.
- Successfully developed and launched Dial For Men repositioning efforts through social media initiatives, consumer promotions and refreshed brand website.

MME *New York, NY*
Account Executive, June 2009 – May 2010;
Assistant Account Executive, June 2008 – June 2009

- Monitored strategic marketing pipelines as well as tactical daily operations across the Palmer's and Nathan's Famous accounts.
- Spearheaded cross-functional development efforts for a new Palmer's brand website.
- Served as point person for social media jurisdiction; frequently prepared creative social media strategies and pitched to MME's client portfolio.


SPECIALTIES

- Strategic vision, from the identification of key insights through flawless execution
- Brand strategy and positioning
- Digital strategy; owned, earned and paid
- Account management and client relations

“ Emily is an absolute joy to work with and I cannot speak highly enough of her abilities. She lives in the details, and every project she has touched has turned into a resounding success, pleasing both the consumer and the client. ”

- Joshua Nafman
Account Director
Night Agency

EDUCATION

 **Georgetown University
McDonough School of Business**
 Washington, DC
BS in Business Administration, May 2008

- Majors: Marketing, Int'l Business, Finance
- Dean's List, all semesters
- Selected to present Marketing Research findings on Nivea for Men brand to Beiersdorf, Inc.

SKILLS/PERSONAL

- Well-versed in Facebook Insights, Compete, Vitruve, Buddy Media and Google Analytics suites.
- Familiar with research platforms large and small, from Ipsos ASI to Vizu.
- New media aficionado; keen interest in social media marketing.
- Founded Night Gives Back community service program at Night Agency; weekly volunteer at St. Francis Xavier Welcome Table soup kitchen.
- Proficient in French.

- ➔ Creative industries (in particular, if you're applying for a creative role)

If your resume is light and you're having trouble **filling a page**:

- ➔ Adjust your **formatting** by using 12 pt. font, 1" margins, and ample white space
- ➔ If you've been promoted or had different roles (e.g., project coordinator **and** research assistant), list these roles as **separate Experience items**

NIGHT AGENCY

New York, NY

Account Supervisor, October 2010 – Present

- Serve as clients' main point of contact to fulfill programs from shaping of goals to final execution.
- Manage internal creative, development and production for the Hanes Women's account, including key causes: Hanes Pink (HanesPink.com), Hanes Sustainability (HanesGreen.com), Clean Out Your Drawers (slated to launch Feb. 2011).
- Lead Dial For Men 2011 repositioning efforts through social media initiatives, Camp Dirt sweepstakes, and updated DialForMen.com site.
- Manage key internal and external relationships: regularly liaise with in-house creative and production teams, also coordinate with outside vendors and partner agencies.

NIGHT AGENCY

New York, NY

Account Executive, May 2010 – October 2010

- Planned and executed social media efforts and Healthier You consumer program for Dial NutriSkin; ensured all deliverables were presented according to content calendar.
- Led internal creative, development and production efforts for the KedsWhitney program, including the KedsWhitney Blog, the interactive KedsWhitney Windows at Bloomingdale's, and the Works on Canvas artist initiative.
- Supported business development efforts via research, campaign planning, and pitching.
- Managed approvals for internal social media presence, including Facebook, Twitter and the Night Agency blog.

- ➔ Include **Objective** and **Personal** sections, possibly include high school information (education, jobs)

If your resume is heavy and you're having trouble **limiting yourself to a page**:

- ➔ Adjust your **formatting** by using 10 pt. font, 1/2" margins, and less white space
- ➔ If you've been promoted or had different roles, condense them into a **single Experience item**

NIGHT AGENCY

New York, NY

Account Supervisor, October 2010 – February 2011; *Account Executive*, May 2010 – October 2010

- Spearheaded integrated development of the KedsWhitney campaign, including the interactive KedsWhitney Windows at Bloomingdale's, Works on Canvas artist initiative, and campaign blog.
- Managed strategic planning, creative development, and production for the Hanes Women's business, including Hanes Sustainability, Hanes Pink, and the Clean Out Your Drawers program.
- Successfully developed and launched Dial For Men repositioning efforts through social media initiatives, consumer promotions, and refreshed brand website.

- ➔ Exclude **Objective** and any high school information; combine **Personal** with Skills

What are the key differences
between a **CV** and a **resume**?*

** in the United States*

SUMMARY

CV

Resume

A credential-based professional history	A competency-based marketing document
More thorough career review	Targeted summary of achievements and skills
Multiple pages	1 page <i>2 pages only after 5-8 years</i>
Static	Tailored for each use
More standardized formatting	More flexible formatting

Thoughts? Questions?

anna.vannucci@columbia.edu