

# CVs and Resume

Manasi Jayakumar

SIPPS 2022 Workshop - June 29, 2022

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

*\*in the United States*

## CV

A credential-based professional history

More thorough career review

Multiple pages

Static

More standardized formatting

## Resume

A competency-based marketing document

Targeted summary of achievements and skills

1 page\*\*

*\*\* 2 pages if you're more senior*

Tailored for each use

More flexible formatting

## CV

## Purpose

## Resume

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

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

Typically used in Academia!

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

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

Typically used in Industry!

## CV

## Structure

## Resume

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

- Objective\*
- Experience
- Education
- Skills
- Personal\*

*\*optional*

## CV

# Structure Header

## Resume

- Name
- Professional Address
- Phone number
- Email address
- *Optional: website, google scholar, other academic profiles*

### **Manasi Jayakumar**

Curriculum Vitae

Psychology Department, Columbia University  
406 Schermerhorn Hall, 1190 Amsterdam Avenue,  
New York, NY 10027

[mj2873@columbia.edu](mailto:mj2873@columbia.edu) <https://manasijkumar.github.io/>

- Name
- Address
- Phone number
- Email address
- *Optional: website, LinkedIn, other industry/professional profiles*

### **Manasi Jayakumar**

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

[manasi.jkumar@gmail.com](mailto:manasi.jkumar@gmail.com)

## My opinion

- I don't put my phone number up anywhere (privacy reasons). You could add your work phone number if you were more comfortable with that.
- Address on Resume is typically local home address - again I feel weird about doing that so I just put my professional address

# CV

# Structure Education

# Resume

First section in a CV!

- School
- Degree
- Date
- GPA
- Any other important information (Honors Thesis, etc.)

## 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"

Comes after Experience in Resume!  
Similar as CV but formatting would be similar to the rest of your Resume.

## Education

**Masters in Industrial Engineering, Harvard University, Miami**  
January 2019 – May 2022

## 🎓 Education

**Associates Degree in Logistics and Supply Chain Fundamentals, Atlanta Technical College, Atlanta**

January 2021 – July 2022

- *Majors: Warehousing Operations, Logistics and Distribution Practices*
- *Minors: Inventory Systems, Supply Chain Principles*

# CV

# Structure Honors

# Resume

Comes after Education section!

→ Honor/Award, Organization, Year

## Awards, Honors, and Fellowships

Presidential Award for Outstanding Teaching, <i>Columbia University</i>	2022
Rising Star, Association for Psychological Science	2019
Psychonomic Society Fellow (FPsyS)	since 2018
Provost's Dissertation Year Fellowship, <i>University of California, Davis</i>	2012 – 2013
Floyd and Mary Schwall Dissertation Year Fellowship, <i>University of California, Davis</i>	2012 – 2013
Don Owings Memorial Prize <i>for 1<sup>st</sup> place talk at the Department of Psychology Spring Conference, UC Davis</i>	2012
University College Medal for Best Degree in Science, <i>University of Toronto</i>	2008
Rose Sheinin Award for most outstanding female student graduating in a science program, <i>University of Toronto</i>	2008
McNab Scholarship in Psychology, <i>University of Toronto</i>	2008
Reuben Wells Leonard Open Scholarship, <i>University of Toronto</i>	2007
John Davidson Ketchum Memorial Scholarship in Psychology, <i>University of Toronto</i>	2007
Natural Sciences and Engineering Research Council of Canada <i>Undergraduate Student Research Award</i>	2006
Dr. James A. & Connie P. Dickson Scholarship in the Sciences and Mathematics <i>University of Toronto</i>	2006
Department of Psychology Student Award, <i>University of Toronto</i>	2006
Vincent Bladen In-Course Scholarship, <i>University of Toronto</i>	2005

Typically not a separate section!

Same details as CV but add it as a bullet point where relevant (e.g. in Education or Experience section)

## Education

### Bachelor of Marketing & Business Management at Columbus State University, Atlanta

SEPTEMBER 2016 – FEBRUARY 2019

GPA: 3.6

Majors: Marketing & Business Management

Minors: Political Science, Communications and Economics

Awards: Honors Program, Dean's list for 8 Semesters

### High School Diploma at Hawthorne High School, Boston

FEBRUARY 2016

GPA: 3.7

Captain of Athletics Team (State Champions in 2016, Runners Up in 2014)

Editor of Hawthorne School News Paper



CV

Structure  
Publications

Resume

After Honors and Awards section

In APA format with your name bolded  
Reverse-chronological order (i.e. newest one first)

No separate section, but if you're listing Research Assistant in your experiences, you could add any publications as a bullet point under that

#### Peer-Reviewed Publications

Bloom PA, VanTieghem M, Gabard-Durnam L, Gee DG, Flannery J, Caldera C, Goff B, Telzer EH, Humphreys KL, Fareri DS, Shapiro M, Algharazi S, Bolger N, **Aly M**, Tottenham N. (2022). Age-related change in task-evoked amygdala-prefrontal circuitry: A multiverse approach with an accelerated longitudinal cohort aged 4-22 years. *Human Brain Mapping*. <https://doi.org/10.1002/hbm.25847>

Lee CS, **Aly M**, Baldassano C. (2021). Anticipation of temporally structured events in the brain. *eLife*. 10:e64972. <https://doi.org/10.7554/eLife.64972>  
Featured in a Journal Club article in *PNAS*: <http://blog.pnas.org/2021/04/several-brain-regions-help-us-anticipate-whats-going-to-happen-next/>

Ruiz NA\*, Thieu MK\*, **Aly M**. (2021). Cholinergic modulation of hippocampally mediated attention and perception. *Behavioral Neuroscience*, 135, 51-70. <https://doi.org/10.1037/bne0000405>

\*These authors contributed equally

**CV**

**Structure  
Presentations**

**Resume**

Located after Publications section!

In APA format with your name bolded  
Reverse-chronological order (i.e. newest one first)

Not worth including this!

**Selected Conference Presentations** (last 5 years)

Cohanpour M, **Aly M\***, Gottlieb J\*. (April 2022). Towards a mechanistic account of perceptual curiosity. Poster at the Cognitive Neuroscience Society Meeting. San Francisco, CA. *\*co-PIs*

Favila SE, **Aly M.** (April 2022). Resolving competition during memory-guided visual attention. Poster at the Cognitive Neuroscience Society Meeting. San Francisco, CA.

Hirschstein Z, **Aly M.** (April 2022). Cooperation and competition in memory-guided attention. Poster at the Cognitive Neuroscience Society Meeting. San Francisco, CA.

CV

Structure

Resume

## Research Experience

After presentations section!

- Position
- University
- Supervisor name
- Dates
- 1-2 line summary of responsibilities

### RESEARCH EXPERIENCE

**PhD Student** 2018–present

Columbia University, Drs. Mariam Aly and Christopher Baldassano

- Conducting an original research program investigating the neural mechanisms of prediction and memory integration

**Honours Thesis Student, Independent Project Student** 2016–2018

University of Toronto, Drs. Katherine Duncan and Meg Schlichting

- Conducted original research investigating the retroactive influence of reward on memory integration

**Independent Project Student** 2017–2018

University of Toronto, Dr. Morris Moscovitch

- Conducted original research on the acquisition of spatial schemas and investigated the differential influence of disgust and fear on episodic memory

List in Experience section!

- Position, University, Lab (if applicable)
- Dates
- 2-3 bullet points highlighting accomplished and transferable strengths/skills  
(e.g. initiative, project management skills, people-facing skills, data analysis, writing skills, presentation skills)

### RESEARCH EXPERIENCE

**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.

**CV**

**Structure**

**Resume**

## Teaching Experience

List before or after Research Experience section!

- Position
- University, Dates
- Course name, number, Instructor
- 1-2 line summary describing responsibilities

List in Experience section!

- Position, University, Dates
- 2-3 bullet points highlighting accomplishment and transferable strengths/skills (e.g. initiative, writing skills, presentation skills, organizational skills)

### 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.

### 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.

# CV

# Structure Service

# Resume

Near the end of CV!

- Organization, role and years with simple formatting

## *Mentorship and Service*

2015-current	UC Davis Curriculum Committee, Graduate student representative
2014-2015	Sacramento Valley Association for Women in Science volunteer <i>Treasurer 2015</i>
2013-current	UC Davis Brain Awareness Week volunteer <i>Organizer, 2015</i>
2012-2013	Boston College Brain Awareness Week coordinator
2011-2012	Thesis supervisor: Kelley Durham (Boston College) <i>How stress impacts memory for emotional scenes</i>
2010-2013	APSSC Student Grant Reviewer
2009	University of Michigan Psi Chi Advisory Board
2009	Student representative, University of Michigan Subject Pool Advisory Committee

Add in Personal section!

Exception: If it's a long-term commitment worth highlighting as a job, then add it to your Experience section.

## **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.

**CV**

# Structure Affiliations

**Resume**

Optional, list near the end of CV! (can also bundle with service e.g. Professional service and affiliations)

→ Affiliation type, organization, years

No need to include unless you need to fill up space!

## *Professional Memberships*

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2012-present	Society for Neuroscience
2009-present	Association for Psychological Science
2007-present	Cognitive Neuroscience Society
lifetime member	Psi Chi Psychology Honors Society
lifetime member	National Society of Collegiate Scholars

Some Resume-specific points!

# Resume Structure: Experience

Two common ways of listing your experience:

- **Reverse-chronological**
- **Functional**

**Reverse-chronological:**

- **Standard/default way**

## Employment History

### Sales Engineer, Engen Oil, Jacksonville

May 2022 – May 2022

*Primary duty was to recognize and provide current and future customer necessities in areas of filtration and lubrication products and services.*

- Initiated Lubrication Fundamentals classes for employees and customers, which provided education on basic product info, machine elements that need lubrication, application methods, storing lubricant, and lubricant conservation and handling.
- Designed and applied a highly effective industrial filtration program that produced up to 2,000 gallons of processed oil weekly, which resulted in a considerable expense saving for the customer and improved profits for the company.
- Designed and applied for numerous lubrication programs, providing additional value-added services and improved profit margins.
- Functioned as a consultant on Best-in-Class Lubrication programs.

### Sales Engineer, Quest Medical, Los Angeles

January 2019 – April 2021

*Accountable for day-to-day program management, customer relationships, and estimating the shaping and assembly of medical programs for critical Fortune 500 Clients: Pall Life Sciences, Baxter Healthcare, and Quest Medical.*

- Designed and presented tailored technical solutions to top-3 state automotive dealers, driving sales from \$3M to 11\$M over t5 years.
- Supervised logistics and Proof of concept pilots worth up to \$800,000.
- Exceeded yearly quota by 145% by actively outperforming the competition in public tenders and providing 97.5% satisfaction support over the managed Territory of current accounts.



# Resume Structure: Experience

Two common ways of listing your experience:

- Reverse-chronological
- **Functional**

Reverse-chronological:

- Standard/default way

Functional:

- **Useful if making a big change or applying to a job (or grad school) where you want to highlight a participant experience!**

## TANIA BLACK

Office Support | Customer Service Specialist  
(000) 123-4567 | [tblack@123email.co](mailto:tblack@123email.co) | [linkedin.com/in/tblack](https://www.linkedin.com/in/tblack) | Santa Clara, CA

### SUMMARY

Energetic and engaging administrative specialist with experience in reception, customer service, meeting coordination, scheduling, and file management. Eager to blend exceptional organizational skills with diverse marketing, retail, and outreach experience in an office support role.

### AREAS OF EXPERTISE

#### Reception & Customer Service

- Greeted and interacted with an average of 100 customers a day
- Responded to client questions efficiently and proactively resolved concerns, leading to a net promoter score of 52
- Answered up to 50 incoming calls a day and directed callers to the appropriate departments
- Managed the public email account and handled over 75 new messages daily
- Cultivated relationships with donors and potential supporters via phone and community events

#### Scheduling & Meeting Coordination

- Created complex weekly schedules for a team of 10
- Coordinated weekly team meetings, reserved meeting locations, and ordered refreshments
- Prepared PowerPoint slides and presentations for team meetings and fundraising events
- Assisted in planning quarterly fundraising events for up to 300 attendees
- Interfaced with vendors, booked venues, and arranged catering and entertainment

#### Administrative Support

- Organized and maintained 500+ donor files and assisted in the transition to a paperless filing system
- Monitored employee records, including promotions, discipline, and PTO
- Drafted content and announcements for a biweekly newsletter
- Supported social media presence and posted news and event details across the organization's handles

### WORK EXPERIENCE

Outreach Volunteer | Community Education Fund | Mountain View, CA | 2016 – Present  
Shift Supervisor | Cuppa Joe | Palo Alto, CA | 2013 – 2016  
Marketing Intern | Banana Tree Designs | San Mateo, CA | Summer 2012

### EDUCATION

Associate of Arts in Business Administration | College of San Mateo | June 2012

### AWARDS & RECOGNITION

Fundraiser of the Year Award | Community Education Fund | 2017

### TECHNICAL SKILLS

Microsoft Office Suite (Mac/PC), Salesforce, Instagram, Facebook, Twitter

# Resume Structure: Skills

Highlight all relevant skills you have (with a different bullet for each software of platform type)

## 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.

### Skills

AutoCAD

Industry Trends & Sales  
Forecasting

Knowledge of Technical  
Diagrams

Engineering

Agile Project Management

### Languages

English

Dutch

# Resume Structure: Personal

## Optional!

- Great place to communicate who you are and how you stand out from other candidates
- Can help swing hiring decisions in your favor when they are looking for a personal fit!
- (Avoid using if the information included is generic)
- Can also be called Hobbies

## ***Hobbies***

Skydiving, Skiing, Painting

# Resume Content

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 than listing duties.**

- Transformed advertising approach by implementing a significant shift to digital channels to maximize campaign efficiency, effectiveness, and relevance to a modern audience.
- Led campaign measurement program and test-and-learn agenda; established a comprehensive plan including data capture, analysis, reporting, and optimization.

# Resume Content

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 than listing duties.
- **Quantify wherever possible!**

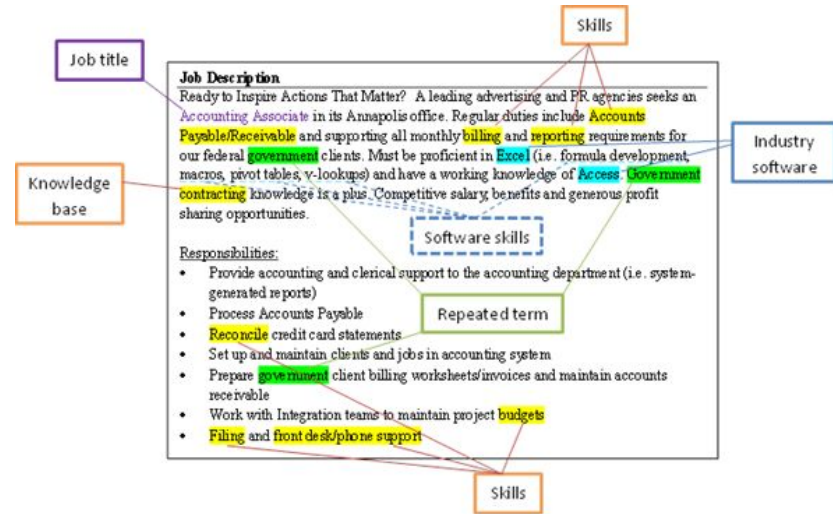
- Oversaw firm-wide strategy, planning, and buying for \$25MM Morgan Stanley national paid media campaign, with a focus on client acquisition and consumer engagement.

# Resume Content

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 than listing duties.
- Quantify wherever possible!
- **Don't shy away from buzzwords: if the language is in the job listing, use it in your resume!**



# Resume Content

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 than listing duties.
- Quantify wherever possible!
- Don't shy away from buzzwords: if the language is in the job listing, use it in your resume!
- **Revise and/or reorder bullets for every single resume to tailor it to the job opportunity!**

# Resume Formatting

## Traditional

- Law, consulting, non-profit
- When in doubt, use traditional formatting
- Of course, could infuse with some color, or different formatting


<b>Mandy Campbell, Bootcamp Instructor</b>				
1515 Pacific Ave, Los Angeles, CA 90291, United States, 3868683442, email@email.com				
Place of Birth	San Antonio	Driving license	Full	
LINKS	LinkedIn, Pinterest, Resume Templates, Build this template			
PROFILE	<i>Passionate, entry-level Bootcamp Instructor with experience in freelancing assisting clients to reach tough fitness goals. Assisted one client to decrease chronic A1C blood sugar levels from 230 mg/dl to 110 mg/dl. Assisted another client in designing a routine to decrease body mass into healthy ranges over eight months.</i>			
EMPLOYMENT HISTORY				
Jan 2019 — Jul 2021	<b>Certified Bootcamp Instructor, Dominist Fitness</b>	Datteln		
	<i>Ran daily tasks, staffing, and marketing for the group fitness programming. Upheld an active support with members and improved group-class utilization by 18% by redesigning class schedules, approximating annual program budget, analyzing and reporting program statistics.</i>			
	<ul style="list-style-type: none"><li>• Instructor and sales associate in a fast-paced fitness business environment.</li><li>• Performed personalized Fitness assessments for clients. Received letters of thanks from 50+ happy clients after surpassing their fitness goals.</li><li>• Exceeded sales goals by 29% average per quarter due to creating incredibly positive interactions with clients, producing active word-of-mouth.</li><li>• Used active listening skills to design personalized routines for clients.</li></ul>			
Jul 2021 — Jul 2021	<b>Bootcamp Instructor, Curves Gym</b>	Punta Porá		
	<i>Gave new gym members a comprehensive outline of the equipment, going over safety and advantages of a wide array of exercises.</i>			
	<ul style="list-style-type: none"><li>• Trained individual clients, helping them to achieve their fitness goals with a combination of healthy exercise, lifestyle choices, and nutrition.</li><li>• Created and led strength and conditioning classes every week for up to 20 members, highlighting high-intensity training and education.</li><li>• Designed and instructed stimulating group cycling workouts based on the five heart rate zones.</li></ul>			
EDUCATION				
Jul 2021 — Present	<b>Bachelor's Degree in Exercise Science, Concordia University</b>	Concordia		
	<ul style="list-style-type: none"><li>• Surpassing expectations in Personal Training coursework.</li><li>• CrossFit Level 1 Instructor, Coach's Prep Certified.</li></ul>			
Jan 2020 — Jul 2021	<b>Advanced First Aid Diploma, National CPR Foundation</b>	Miami		
Jan 2018 — Dec 2018	<b>High School Diploma, Barlow High School</b>	Tennessee		
	<ul style="list-style-type: none"><li>• Varsity track athlete.</li><li>• Leader of the varsity cycling club</li></ul>			
SKILLS	Cardio Training	Expert	Client Assessments	Expert
	Fitness Routines	Expert	Health & Safety	Expert
	HIIT	Expert		
HOBBIES	Skiing, Hockey, Knitting			
LANGUAGES	English	Native speaker	Spanish	Very good command



# Resume Formatting

## Designed

- Creative industries
- If you're applying for a creative role
- So many samples online - google is your friend!



**CHARLOTTE WEBB**  
RECEPTIONIST

(123) 456 7890 | hello@email.com | 123 Street, City

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### PROFILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Copyright © by ResumeViking.com. Click to see 70 more free MS Word templates.

### QUALIFICATIONS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Tellus in hac habitasse platea dictumst vestibulum

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### WORK EXPERIENCE

Job Title (2016 - Present) Company	Job Title (2016 - Present) Company	Job Title (2016 - Present) Company
<ul style="list-style-type: none"><li>▪ Lorem ipsum dolor sit amet, consectetur adipiscing elit</li><li>▪ Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</li><li>▪ Tellus in hac habitasse platea dictumst vestibulum</li><li>▪ consectetur adipiscing elit, sed do eiusmod tempor.</li></ul>	<ul style="list-style-type: none"><li>▪ Lorem ipsum dolor sit amet, consectetur adipiscing elit</li><li>▪ Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</li><li>▪ Tellus in hac habitasse platea dictumst vestibulum</li><li>▪ consectetur adipiscing elit, sed do eiusmod tempor.</li></ul>	<ul style="list-style-type: none"><li>▪ Lorem ipsum dolor sit amet, consectetur adipiscing elit</li><li>▪ Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</li><li>▪ Resume Builder? Fill in your details, choose and download 12 resume designs! Only \$ 2,95.</li></ul>

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### PROFESSIONAL SKILLS

Skill #1	████████████████████	Skill #4	████████████████████
Skill #2	██████████████████	Skill #5	████████████████████
Skill #3	██████████████████	Skill #6	██████████████████

# Resume Stretching

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
- Include Objective and Personal sections
- Possibly include high school information (education, jobs)

<b>NIGHT AGENCY</b> <i>Account Supervisor</i> , October 2010 – Present	New York, NY
<ul style="list-style-type: none"><li>• Serve as clients' main point of contact to fulfill programs from shaping of goals to final execution.</li><li>• 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).</li><li>• Lead Dial For Men 2011 repositioning efforts through social media initiatives, Camp Dirt sweepstakes, and updated DialForMen.com site.</li><li>• Manage key internal and external relationships: regularly liaise with in-house creative and production teams, also coordinate with outside vendors and partner agencies.</li></ul>	
<b>NIGHT AGENCY</b> <i>Account Executive</i> , May 2010 – October 2010	New York, NY
<ul style="list-style-type: none"><li>• Planned and executed social media efforts and Healthier You consumer program for Dial NutriSkin; ensured all deliverables were presented according to content calendar.</li><li>• 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.</li><li>• Supported business development efforts via research, campaign planning, and pitching.</li><li>• Managed approvals for internal social media presence, including Facebook, Twitter and the Night Agency blog.</li></ul>	

# Resume Squeezing

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

- Adjust your formatting by using 10 pt. font, ½” margins, and less white space
- If you've been promoted or had different roles, condense them into a single Experience item
- Exclude Objective, combine Personal with Skills
- Exclude any high school information;

## **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.

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Targeted summary of achievements and skills

1 page\*\*

*\*\* 2 pages if you're more senior*

Tailored for each use

More flexible formatting