

Resume Writing – Creative Industries

Allie's story

I found it really difficult to put my resume together because I wasn't sure what was relevant and what I could leave out. Using Resume Builder via QUT Virtual helped me get organised and reminded me of some headings that I could use. It also made me realise that I've done more than I thought I had. I showed it to my mentor and my work experience supervisors and got feedback from Careers & Employment. It's not perfect but I know there's no "one right way" to do a resume. It's a work in progress, and it will change as I get more skills and experience, and as I target different jobs.

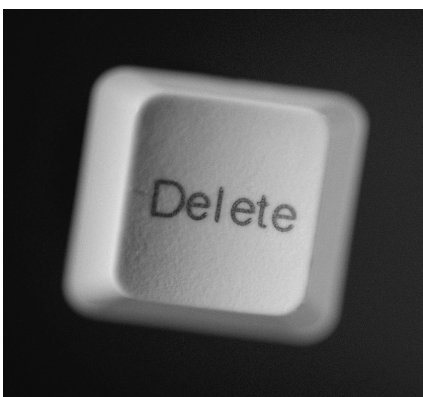


Your resume should be a concise document of your **relevant** education, skills and experiences, and should **target the specific position** you are applying for or the organisation you are sending it to.

The aim of your resume, application letter and other paperwork is to interest the employer in what you are offering, so that you are invited to an interview to provide more information.

Take a look at Allie's resume on the next few pages to give you some ideas for your resume. Keep in mind that this is a sample and is not the template for a perfect resume. Your resume will be different as it will be a reflection of your own **skills, experiences** and **presentation** style.

Note the **resume writing tips** throughout, and check out the **resume FAQs** at the end.



What should you leave out of your resume?

The general answer is:

- anything that is not relevant to the position you are applying for, and
- anything that could prevent you from being offered an interview.

This usually means information such as:

- ✗Date of birth
- ✗Marital status
- ✗Whether you have children
- ✗Religious background
- ✗Health status
- ✗Disability
- ✗Political affiliation

For each section of your resume, ask yourself

- Is this relevant?
- Could it be perceived negatively?
- Can I word this in a positive way?

Get feedback, but **if in doubt – leave it out.**

Allie Smith's Resume

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Red Hill Queensland 4059

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m:0413 721 201
e: allie.smith@bigpond.com

RESUME TIP 1

Only include **relevant** contact information – it's not necessary to include your date of birth, marital status, etc. Make sure you have a **professional email address** – maybe set one up specifically for your job search correspondence.

QUALIFICATIONS

Bachelor of Creative Industries (Media and Communication)/ 2006 - 2009

Bachelor of Business (Public Relations)

Queensland University of Technology

Due to complete course in November 2009

Course GPA 5.24

Key achievements:

- Completed Workplace Learning unit
 - completed 80 hours of work placement at BBS Public Relations
 - achieved High Distinction for assessment work related to placement
- Participated in QUT's Career Mentor Scheme
 - involved 2 hours/month contact with mentor
 - placed with Deborah Mathers, Senior Media Officer with Mint, South Brisbane
 - participated in regular work observations and shadowing of staff in the areas of PR, advertising, media campaigns and communication design
 - attended fortnightly committee meetings for project to redesign marketing for Wintergarden complex in Queen Street Mall

RESUME TIP 2

Remember to show **highlights** from your course. Think about key assignments, individual or group projects, presentations, grades – anything that makes you stand out!

PROFESSIONAL EXPERIENCE

Sequel Communications

June 2008 - current

Administrative Assistant

- negotiated this as voluntary placement for 2 weeks full time during university holidays and .5 – 1 day per week depending on university commitments
- this has become a paid casual position of 10 hours/week since January this year

PROFESSIONAL EXPERIENCE (continued)

Skills developed/responsibilities:

- involved in story development and placement for several advertising campaigns
- developed understanding of procedures for managing media enquiries
- involved in media liaison at several corporate events
- general office procedures including use of Microsoft Office suite and several desktop publishing programs

BBS Public Relations, Brisbane

Work placement as part of degree

February – April 2009

1 day/week for 10 weeks

Skills developed/responsibilities:

- provided administrative support as requested on a variety of projects using Microsoft Office software, in particular PowerPoint, Excel and Word
- assisted with the coordination of the annual Women in Business networking breakfast
- drafted speech for supervisor's presentation at corporate professional development function which was used with minimal edits
- assisted with production of monthly corporate newsletter which involved
 - collating content
 - using desktop publishing skills to present in most appropriate format
 - liaising with editorial staff to produce a timely document to capture the attention of staff



RESUME TIP 3

*It doesn't matter if your experience is paid or unpaid – it has all helped you to develop your professional skills. Use a heading such as Professional Experience to include any voluntary work, practicum placements, work experience or paid work related to your degree. Make sure you can **articulate the professional skills** you've developed and demonstrated in these roles. Look at the info on **Personal Transferable Skills** at www.qut.edu.au/careers.*

OTHER EMPLOYMENT

Barista and customer service assistant

February 2007 - current

Hudson's Coffee, Brisbane

(5-25 hours/week depending on university commitments)

Skills developed/responsibilities:

- committed to producing a quality product for every client
- provide friendly, efficient customer service
- maintain a safe, clean and pleasant environment for customers and staff
- balance cash register funds at end of each shift
- provide barista training and orientation to café operating procedures for new staff
- workplace health and safety representative

Awarded "Employee of the Month" 3 times in past 2 years

RESUME TIP 4

*Don't underestimate the value of "non degree-related employment". You will have gained valuable skills that are **transferable** to more professional roles, so use this opportunity to promote yourself to your future employer.*



PROFESSIONAL MEMBERSHIP

Advertising Federation of Australia (Student Member since 2006)

- participate in monthly professional development and networking functions
- involved in planning and implementation of 2007 National Annual AFA Conference activities as member of conference organising committee

EXTRACURRICULAR ACTIVITIES

Short story writing

- member of Queensland Writers' Guild
- published 3 short stories in Instyle magazine
- regular contributor of short stories and articles on current topics of interest to Student Guild magazine *CirQUTry*

Edit monthly newsletter for local RSPCA

Compete in regular triathlon events around Queensland

REFEREES

Ms Ellen Parker
Senior Public Relations Officer
BBS Public Relations, Brisbane
t 3534 7786
e e.parker@bbs.com.au
Ellen supervised my work placement at BBS

Ms Deborah Mathers
Senior Media Officer
Mint, South Brisbane
t 3220 1700
e deborah.mathers@mint.com.au
Deborah has been my professional mentor during 2009

Mr Robert Walters
Manager
Hudsons Coffee, Brisbane
t 3121 9907
e r.walters@hudsons.com
Robert has been my supervisor for the past 2 ½ years

Written reference from Robert Walters also available

NEED MORE HELP?



There's lots of information available to assist you to put your resume together.

- Go to **Resume Builder** which is accessed via QUT Virtual and be guided to compile your resume section by section.
- Check out the **Careers and Employment website** www.qut.edu.au/careers and look under **Applying for a Job** for info on resumes and other application paperwork as well as personal transferable skills.
- Have a look at **Australian sites** such as CareerOne for resources on resume writing. Go to <http://www.careerone.com.au/jobs/job-search/get-that-job/improve-your-resume>
- Check out the **FAQs** on the next page

RESUME FAQs



What's the difference between a resume and a CV?

The terms **resume** and **curriculum vitae/CV** are often used interchangeably, but usually a resume is the summary document that employers are seeking, and a CV is a more detailed document often used where extensive professional experience is required.



How long should my resume be?

Depending on how much experience (paid or unpaid) you have had, a new graduate's resume would usually be around 3-4 pages. Aim to find a **balance** between being concise and giving enough information to promote yourself effectively. A one page American-style resume is not usually appropriate in Australia, but wherever possible, **be guided by what an employer is requesting.**

Is it a good idea to include a photo?

A photo can be a great way to personalise your resume. However, the risk is that you could be **discriminated** against based on your appearance, ie being perceived as too young /old / serious/ flighty/ inexperienced and so on. So you could miss out on an interview based on someone's possibly inaccurate perception of you. If you like the idea of a photo, think about taking a separate copy of your resume with a photo included, when you meet with an employer. Then they have the opportunity to meet with you and hear what you have to say, and have a resume with your photo to remind them of who you are.



What if I failed some of my subjects during my course – how do I put this in my resume?

Remember that the purpose of your resume is to get the employer interested in meeting with you - so think carefully about the information you include. Your resume is not a "warts and all" documentation of everything you've done in your life until now. It's **selected, relevant information** – targeted to that particular employer and job role. **So aim to highlight your strengths, skills, experiences and achievements, and only include information that reflects you in the most positive light.** However, that doesn't mean that you can alter the facts! If you have some failed units, include in your resume only information about units you've performed well in, or make a general statement about your overall GPA if that's worth highlighting. Think about how to **talk about negative experiences in a positive way** – you might have failed a unit, but from that experience you've learnt better time management and study skills/ when you've taken on too much and need to adjust your work-life balance/ when you need to ask for support etc.. and your grades have improved consistently since then. In this way, perceived negatives don't stop you from getting to an interview, and you will be able to promote the **learning** you have gained from the experience.

How far back should I go with my employment history?

Usually the most **recent** information is the most relevant for your resume. So if you've had a lot of employment experience think about limiting it to the past 5 years or so. You don't have to include everything – be **selective** and think about the **relevance** of your experience to what you are applying for. And remember to highlight the **transferable skills** from your employment!



RESUME FAQs



What if I don't have any relevant experience?

From reading this book you'll know the importance of gaining paid or unpaid work experience related to your industry. If you've reached the end of your course and don't have this – don't despair. Focus on what you **have** done rather than what you haven't. Spend some time identifying industry-related or **transferable skills** from what you have done while you've been at uni. What skills have you gained from your part time employment, your assignments, team projects, extracurricular activities and other areas of your life? Check out the **Careers and Employment website** www.qut.edu.au/careers for help with identifying your personal transferable skills.

What if I've had jobs that involved similar skills – do I have to list them separately for each job?

Try to make your resume **interesting** and **easy to read** for potential employers. Rather than repeating similar duties/responsibilities/ skills for similar positions that you have held, think about listing each position and then do a **summary** of skills under this.

Do I need to include my interests/ extracurricular activities?

As with any part of your resume, only include information that reflects **positively** on you in relation to the position you are applying for. Your interests and extracurricular activities can be a great way to personalise your resume and present you as a **well-rounded applicant**. Think carefully about **what your interests and activities say about you** and be prepared to describe them further at interview.



Who can I list as professional referees in my resume?

Professional referees can include current or recent employers, supervisors from your work experience, practicum placements or voluntary work, your mentor, or someone with whom you have built a professional relationship, or maybe even your lecturer or tutor. They are people who can comment on your **professional or employment related skills**. Make sure you build and maintain these relationships throughout your course so that you can ask these people to be referees for you when you are applying for jobs.

How do I make my resume stand out from all the others that will be received?

Resumes are very **subjective** – everyone has their own idea of what makes a good resume. What one employer thinks is a brilliant resume, another may be unimpressed by. Get **feedback** from employers, lecturers and careers staff and work towards a resume that balances **being different** from others but still within the **comfort zone** of employers. Experiment with **design features** such as different fonts, watermarks and borders. If you use colours, make sure your resume photocopies clearly. Use bold, uppercase, underlining or italics to highlight different sections of your resume. Use bullet points where possible, rather than lengthy text. Different types of paper can also create a different effect – again make sure your resume photocopies clearly or you risk your copied resume not looking as professional as your original.

