

BOB SCHIEFFER COLLEGE OF COMMUNICATION RESUME GUIDE



STUDENT
AFFAIRS

Center for Career &
Professional Development

VERBS

If experience is ongoing, use the present tense of these verbs. No "ing". When describing past experience, verbs should be in past tense "ed".

Activate	Establish	Predict
Adapt	Evaluate	Prepare
Advise	Expand	Present
Analyze	Facilitate	Preserve
Apply	Familiarize	Process
Assess	Gain	Program
Assist	Generate	Project
Attain	Guide	Quantify
Author	Identify	Reason
Budget	Implement	Recommend
Calculate	Improve	Research
Change	Improvise	Review
Collaborate	Increase	Revise
Communicate	Inform	Select
Compile	Initiate	Shadow
Complete	Innovate	Specify
Conceptualize	Institute	Stimulate
Conduct	Instruct	Strengthen
Consult	Integrate	Structure
Contribute	Interpret	Study
Coordinate	Inventory	Suggest
Counsel	Investigate	Summarize
Create	Lead	Supervise
Critique	Maintain	Supply
Decrease	Manage	Support
Delegate	Measure	Survey
Demonstrate	Mediate	Teach
Design	Mentor	Train
Detail	Model	Transcribe
Determine	Monitor	Transfer
Develop	Observe	Translate
Diagnose	Organize	Transmit
Direct	Oversaw	Treat
Discover	Perform	Tutor
Display	Pilot	Update
Educate	Plan	Verify

Sample Resume #1



**LESLIE
MORGAN**

CONTACT



l.morgan@tcu.edu



(817) 555 - 5555



www.lesliemorgan.com



1234 TCU Drive #2108
Fort Worth, TX 76129

SKILLS

InDesign

Illustrator

Photoshop

Web Design: HTML/CSS Coding

Print Design

Lightroom

Layout Optimization

Vocus/Cision

Keynote/Apple OS

Microsoft Word, PowerPoint,

Excel and Outlook

EDUCATION

TEXAS CHRISTIAN UNIVERSITY, Fort Worth, TX

B.S. STRATEGIC COMMUNICATION, May 2019

John V. Roach Honors College

Minors: General Business and Graphic Design

GPA: 3.9

EXPERIENCE

Susan G. Komen, Fort Worth, TX

Public Relations Intern, May 2018 - August 2018

- Assisted the Race and Events Coordinator in event planning for 3 events
- Crafted and scheduled original content for Facebook, Twitter, and Instagram
- Conducted media monitoring, collected press clips, and crafted press releases

The SPCA of Texas, Dallas, TX

Publicity Intern, May 2017 - August 2017

- Created advertisements and press releases regarding fundraising events
- Communicated with sponsors to ensure logo was properly displayed at events and printed on promotional materials
- Assisted publicists with campaign strategy and execution and maximized awareness of SPCA by increasing audience by 29%

TCU Greek Organization, Fort Worth, TX

Communications Chair, January 2016 - August 2016

- Designed promotional event and fundraiser materials to distribute campus-wide
- Managed chapter website content, coding, and design
- Communicated to members via text, social media, and targeted emails relaying reminders about chapter meetings and events

CAMPUS AND COMMUNITY INVOLVEMENT

AAF NATIONAL STUDENT ADVERTISING COMPETITION

Art Director, Spring 2017

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

Member, August 2016 - Present

GAMMA SIGMA ALPHA (TCU HONOR SOCIETY) Member,

January 2016 - Present

TCU FOODIES

Social Media Chair, Fall 2016

Sample Resume #2

TAYLOR CAMP

1234 TCU Drive #2108 Fort Worth, TX 76129 | 817-555-5555 | t.camp@tcu.edu

EDUCATION

Texas Christian University – Fort Worth, TX
Bachelor of Science in Sports Broadcasting, December 2019
Minor: Film, Television, and Digital Media

EXPERIENCE

Fox Sports Southwest: “TCU on Fox”
Production Assistant / February 2018-Present / Fort Worth, TX

- Produce 10+ live broadcasts for TCU basketball, baseball, volleyball, and soccer games on Fox Sports Networks
- Manage production of the game broadcasts in addition to creating rundowns and calling replays
- Serve as Director to monitor camera creative selection and direction for a 6 camera shoot
- Oversee graphic generation and keeping scorebook when serving as the Associate Producer
- Act as Associate Producer, Technical Director, EVS, and Camera Operator

FrogVision: TCU Athletics Media Team
Intern / January 2018-May 2018 / Fort Worth, TX

- Filmed and edited “TCU Sports Minute” weekly for GoFrogs.com and Inside TCU Athletics on Fox Sports
- Created 8 highlight packages for feature on TCU Athletics and GoFrogs.com
- Logged interviews and game highlights, researched stories, and gathered video elements for edit

NFL Football Team: Video Department
Videographer / Summer 2017 / Irving, TX

- Served as a freelance videographer shooting coach’s footage twice weekly for head Video Director
- Filmed Training Days, OTAs, and Mini Camp for the Offensive Line under the OL Head Coach

CAMPUS & COMMUNITY INVOLVEMENT

Alpha Beta Chi – Vice President (2018), Social Chairman (2017)
TCU New Student Programs – Frog Camp Facilitator (2016)

HONORS & AWARDS

Columbia Scholastic Press Association – 2 Gold Medals for Sports Writing (2017)

SKILLS

Lyric Pro	● ● ● ● ●	Ikegami HDK 79E	● ● ● ● ●
Chyron	● ● ● ● ●	Final Cut 7 and X	● ● ● ● ●
Panasonic AG-AC160A	● ● ● ● ●	Adobe Premiere	● ● ● ● ●

Sample Resume #3

Megan Smith

1234 TCU Drive #2108 Fort Worth, TX 76129
817-555-5555 | m.smith@tcu.edu | linkedin.com/in/megansmith

EDUCATION

Texas Christian University, Fort Worth, TX
Bachelor of Arts in Communication Studies
Business Minor

May 2019

EXPERIENCE

Rahr & Sons Brewery, Fort Worth, TX

Event Coordinator Intern

August 2017 - Present

- Plan and execute professional events such as 10th anniversary celebration, Oktoberfest, 5K Runs, brewery tours, product launches, and social events such as birthday parties and group activities
- Manage flow of 2,500+ attendees and volunteers
- Serve as contact point for vendors and event contributors; including performers, photographers, caterers and transportation services
- Create database of customers and contacts using Microsoft Excel
- Send out mailings, track RSVP's and follow up with phone calls to solidify attendance for events
- Manage schedules, meet tight deadlines and coordinate consistently high quality events

The Coca-Cola Company, Fort Worth, TX

Student Case Analyst

Spring 2018

- Conducted research analyzing strengths, weaknesses, threats, audience analysis, and opportunities for growth to increase brand awareness to millennials
- Allocated a \$20 million budget across advertising channels to maximize target market exposure
- Presented findings to the Coca-Cola Promotions team in Dallas, TX

Texas Christian University, Fort Worth, TX

Student Ambassador

Fall 2017

- Arranged overnight housing for potential students and gave group campus tours weekly
- Spoke at informational seminars to 300+ parents and students
- Recruited potential TCU students at various high schools

CAMPUS AND COMMUNITY INVOLVEMENT

Greek Organization, Member

Fall 2017 - Present

Undergraduate Inter-Fraternity Institute, Selected Attendee

Summer 2018 Spring 2018

TCU Emerging Leaders, Participant

Fall 2017

TCU Connections, Participant

Seasonal 2015 - 2018

All Souls Episcopal Church, Volunteer

SKILLS

AP Style • Microsoft Office (Word, Excel, Publisher, PowerPoint, Access, Outlook) • Windows and Mac OS Platforms • Digital and Nikon Camera Operation • InDesign and Photoshop • Bilingual in English and French • Social Media Platforms (Facebook, Snapchat, Instagram, Tumblr, Pinterest, and Hootsuite)

Sample Resume #4

Thomas Lopez

1234 TCU Drive #2108 Fort Worth, TX 76129 | 817-555-5555 | t.lopez@tcu.edu
thomaslopez.myportfolio.com

EDUCATION

Texas Christian University, Fort Worth, TX
Bachelor of Arts in Journalism, December 2019
Minors: Criminal Justice and Sociology

EXPERIENCE

TCU360, Fort Worth, TX

Executive Editor, May 2017 - December 2017

- Editor-in-Chief for TCU360 and The Skiff
- Managed a staff of 14 editors at TCU's student media
- Made executive decisions for content of website and newspaper
- Reported on stories, led daily meetings, and organized news content

Public Safety and Facilities Editor, October 2017 - May 2017

- Led team of 10 reporters, covered news regarding safety of TCU community and facility projects
- Assigned, edited, and approved stories on the public safety beat

Volunteer Reporter, January 2016 - December 2016

- Reported on stories for the public safety and student organizations beats
- Edited and published final content on website

NBCUniversal KXAS-TV, Fort Worth, TX

News Intern, Summer 2016

- Worked on the assignment desk to cover breaking news, assigned stories to reporters
- Shadowed multimedia reporters on stories, shadowed producers for newscasts

Saatchi & Saatchi LA, Los Angeles, CA

Production Crew Shadow, Summer 2016

- Observed four television and contact shoots
- Ran production errands and assisted craft services

RELEVANT COURSEWORK

Media Writing and Editing, Television and Broadcast Writing, Race and Gender in the Mass Media, Reporting, Multimedia Reporting, Computer-Assisted Reporting, Newscast, Contemporary Issues in Sports Journalism, Communication Graphics, Law and Ethics of Mass Communication, Sportscast

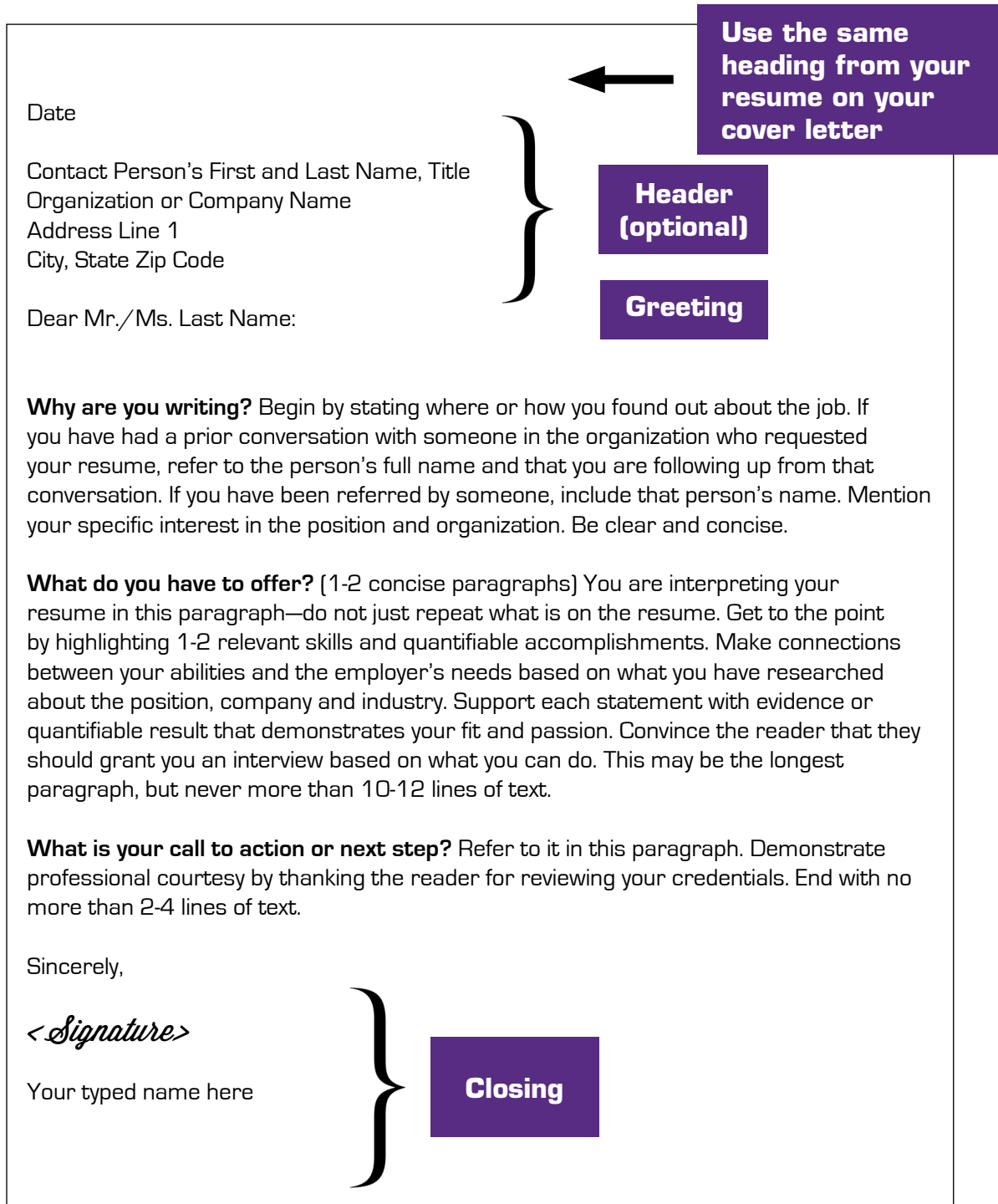
HONORS

Jay Milner Reporter of the Month Award, February 2015-2016

SKILLS

Expert in Microsoft Word, Excel, Outlook, PowerPoint, Final Cut Pro, and Final Draft
Knowledge of AVID Pro Tools, Adobe Premiere, and green screen technology
Proficient in social media platforms including: Facebook, Instagram, Twitter, WordPress, and YouTube

ANATOMY OF A COVER LETTER



QUICK TIPS



Research and demonstrate your knowledge of the organization in the context of why you are qualified.



Interpret your resume. Communicate how you can contribute to the organization in this role.



Proofread! Proofread! Proofread! Spelling errors and bad grammar or syntax leave a negative impression.

REFERENCE PAGE

WHO YOU CAN ASK: Professors, Former Employers, Academic Advisors, Volunteer Supervisors, Or Other Professional Acquaintances.



Be sure to **ASK YOUR REFERENCES PERMISSION IN PERSON PRIOR TO USING THEM** in your application process and send them a copy of your resume and job description.

Sample Reference Sheet

NATALIE R. RODRIGUEZ
2800 S. University Drive
Fort Worth, TX 76129
817-257-2222
n.r.rodriguez@tcu.edu

Use the same heading from your resume on your reference sheet

REFERENCES

List 3-5 references on your reference page

Dr. Joseph Smith
Professor
Texas Christian University
2800 S. University Drive
Fort Worth, TX 76129
817-257-2222
j.smith@tcu.edu

Include your reference's full name and title

Make sure that contact information is accurate and current

Gabrielle Brown
Volunteer Coordinator
Meals on Wheels
2800 S. University Drive
Fort Worth, TX 76110
817-257-2222
g.brown7@tcu.edu

Tanya Carson
Supervisor
TCU Campus Bookstore
2800 S. University Drive
Fort Worth, TX 76129
817-257-2222
tanya.carson@tcu.edu

Keep in contact with your references for future opportunities.