

**First Name Last Name**

(630) 555-5555

Firstname.lastname@gmail.com

<http://www.linkedin.com/in/firstnamelastname>

(Job Title) (Job Req # if provided)

Line of Keywords | Project Management | Digital Marketing | SEO & SEM Strategy | Results Driven

**HIGHLIGHT REEL & SUMMARY HYBRID (Resume Title as “Professional Summary”): Marketing Manager**

Digital marketing professional with expertise in SEO/SEM, project management, and data-driven campaigns. Combines creativity and analytics to enhance brand presence and deliver measurable results.

**KEY ACHIEVEMENTS**

- Led multi-channel campaigns with **project management**, boosting audience engagement 38% and overall brand visibility 25% year-over-year.
- Used **Google Analytics** to optimize strategies, improving campaign efficiency 42% and reducing cost per lead 18%.
- Coordinated cross-functional teams via **Agile/Scrum**, shortening delivery timelines 30% and increasing productivity 20%.
- Created marketing assets in **Adobe InDesign**, enhancing visual consistency and increasing content engagement 35%.

**COMPETENCIES (specific to you and/or your occupation):**

Project Management | SEO | SEM Prioritization and Problem-solving | Research and Analysis | UX Design | Communication (written and verbal) | Adaptability/Flexibility | Critical Thinking

**TECHNOLOGY SKILLS:**

**Digital Marketing:** Google Analytics | Hootsuite | HubSpot | Adobe In-Design

**Microsoft Programs:** Word | Excel | PowerPoint | Access | Outlook | SharePoint

**Remote:** Zoom | Microsoft Teams | Webex

**LICENSES & CERTIFICATIONS**

Certified Digital Marketing Professional (CDMP) | Certified ScrumMaster (CSM) | Professional Certified Marketer (PCM®) Digital Marketing | Google Analytics Individual Qualification (GAIQ)

**PROFESSIONAL EXPERIENCE**

**ABC & Associates, Lisle IL**

**3/2007 – 12/2025**

Marketing Manager (11/2010 – 12/2025)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

Graphic Artist (3/2007-11/2010)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

**EDUCATION**

**MS Marketing & Business Administration**

Arizona State University | Tempe, AZ

**BS Marketing**

Michigan State University | Lansing, MI

# Resume Formatting Tips:

## Format DO's

- Font Size: 11 or 12 points
- Font Style: Aptos, Arial, Calibri, Verdana, Helvetica, Tahoma,
- Keep the same Font Size and Style
- Cautiously use italics, lines, and underlines
- Solid Bullet Points
- Bold Headings
- 1" margins
- Resumes: Write in third person. Cover letters: Use first person to tell your story
- Identify keywords and skills and incorporate them into your resume
- Bullet point should be approx. 15 - 25 words and no more than 2 lines
- Only list information relevant to the position you are applying for.
- Structure each accomplishment using only the Action and Result from the STAR Method
- Most ATS prefer resumes in Word format (doc or .docx) for easier parsing of keywords and formatting. PDFs are accepted but may cause parsing issues if they contain images instead of text.

## Format DON'TS

- No Headers or Footers
- No Lines
- No tables, columns, text boxes, decorative lines, pictures, or open/hollow bullet points.
- No accreditations after name
- No Templates
- No keyword stuffing.
- Do not use an AI-only written resume. Must add details and edit language appropriately.
- Keep your resume to two pages maximum
- Limit listed experience to the past 15 years

## PROFESSIONAL DEVELOPMENT

If you are in training or have recently completed training, please see examples below.

**ABC Learning Provider** Lombard, IL                      **Anticipated completion date here**  
***Currently enrolled*** in **Agile ScrumMaster Training**

**ABC Learning Provider** Lombard, IL                      **Anticipated certification date here**  
***Completed*** **Agile ScrumMaster Training**

**ABC Learning Provider** Lombard, IL                      **Certification Date Here**  
***Certified*** **Agile ScrumMaster (CSM)**

# HIGHLIGHT REEL & PROFESSIONAL SUMMARY:

**Highlight Reel Examples (Bulleted Achievement Style):** A highlight reel uses specific, quantifiable achievements to immediately demonstrate your value. This is often preferred by modern recruiters for its scanability.

## **Operations Manager** **KEY ACHIEVEMENTS**

- **Improved Efficiency:** Introduced new project management software that enhanced team collaboration and reduced project delivery time by **10%**.
- **Ensured Compliance:** Oversaw transition to new compliance standards (ISO 9001), achieving certification **1 month** ahead of schedule.
- **Managed Budget:** Successfully managed **5** simultaneous projects from initiation to completion, each under a **\$200K** budget.

**Professional Summary Examples (Paragraph Style):** Concise career summary showcasing [X] years of experience, measurable achievements (e.g., boosted revenue by X%, improved efficiency by X%), and key skills. Highlight how your expertise adds value and aligns with your next career goals.

## **Experienced Marketing Manager**

Dynamic and results-driven Marketing Manager with 8+ years of experience developing and executing comprehensive digital strategies. Proven expertise in SEO, PPC, and content marketing, resulting in measurable lead generation and brand growth. Strong leader with a track record of building and mentoring high-performing teams, and eager to leverage digital expertise to drive market expansion for a forward-thinking tech company.

**Hybrid Approach Example:** Some candidates combine a brief summary statement with a highlight reel for maximum impact:

## **Finance Manager**

Highly analytical Finance Manager with 7 years of experience in budgeting, forecasting, and financial modeling. Proven track record of strategic planning and cost reduction.

## **KEY ACHIEVEMENTS**

- **Identified** and implemented cost-saving initiatives totaling \$450K annually across departmental budgets.
- **Developed** complex forecasting models that improved accuracy by 95%, leading to better resource allocation.
- **Managed** quarterly financial audits, ensuring 100% compliance and zero penalties.

# Additional Relevant Work Experience Formatting Example:

## PROFESSIONAL EXPERIENCE

**ABC & Associates, Lisle IL**

**3/2007 – 12/2025**

Marketing Manager (11/2010 – 12/2025)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

Graphic Artist (3/2007-11/2010)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

**Additional Relevant Experience** (no employment dates)

- Quantified Accomplishment relevant to the job posting (you may add the company name to the bullet point)
- Quantified Accomplishment relevant to the job posting

## Contract Work Experience Example

Instead of listing every contract role separately (which can look like job hopping), group your contract work under one heading with yourself as the employer. Highlight key accomplishments across all contracts in one section.

In a separate document, list each contract role. You can upload this when applying or share it during an interview.

Example:

## PROFESSIONAL EXPERIENCE

**First Name Last Name Consultant or Contractor (your preference)**

**3/2001- 12/2026**

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

# COVER LETTER EXAMPLE

First Name Last Name

(630) 555-5555

Firstname.lastname@gmail.com

<http://www.linkedin.com/in/firstnamelastname>

May 15, 2025

HR Recruiter or Hiring Manager Name

Horizon Financial Group

Chicago, IL

Dear HR Recruiter or Hiring Manager Name,

With over seven years of progressive accounting experience and a CPA license, I was immediately drawn to the Senior Accountant role at Horizon Financial Group, particularly your recent expansion into ESG-focused investment reporting, which aligns directly with the sustainability accounting work I've led at my current firm.

In my current role at Lakeside Partners LLC, I reduced the monthly close cycle from 12 days to 7 by redesigning the reconciliation workflow, saving approximately 40 hours of staff time per month. I also led a successful ERP migration from QuickBooks Enterprise to NetSuite, coordinating across three departments with zero disruption to reporting deadlines. Additionally, I managed a \$4.2M operating budget and maintained a 99.8% accuracy rate across all financial statements for three years. I'm eager to bring my experience to your team.

I'm excited about the opportunity to contribute to Horizon Financial Group's growth, and I was particularly impressed by your 2024 commitment to transparent ESG disclosures, a standard I believe sets you apart in the industry. I would welcome the chance to discuss how my background aligns with your goals. Thank you for your time and consideration.

Sincerely,

First Name Last Name

# COVER LETTER Dos and Don'ts

## DOS

**Do keep it concise:** Aim for 250–400 words across 3 paragraphs. Recruiters spend very little time on cover letters; make every word count.

**Do open with a hook:** Your first sentence should immediately connect your background to the role, not start with "I am applying for..."

**Do quantify your achievements:** Use specific numbers and results. "Reduced close cycle from 12 to 7 days" is far more compelling than "improved efficiency."

**Do tailor every letter:** Reference the specific job requirements and mirror language from the job posting. Generic letters are easy to spot and easy to discard.

**Do your company research:** Visit the company website and weave in a reference to its mission statement, a recent initiative, or a value. It signals genuine interest and separates you from the competition.

**Do complement your resume:** Use the cover letter to tell the story behind your best achievements, not repeat bullet points word for word.

## DON'TS

**Don't exceed one page:** If it runs long, cut it. No recruiter wants to read a two-page cover letter.

**Don't use generic openers:** Avoid "To Whom It May Concern" or "I am writing to express my interest." Start strong, or you'll lose them immediately.

**Don't repeat your resume:** The cover letter is not a prose version of your resume. Select 2–3 highlights and go deeper on those.

**Don't make it about what you want:** Focus on what you bring to the company, not why the job is good for your career.

**Don't skip proofreading:** A single typo, especially in the company name or hiring manager's name, can disqualify an otherwise strong letter.

**Don't forget a call to action:** Always close by expressing enthusiasm and inviting next steps. Don't just say "thank you" and stop.