



Class of 2027

CLASS OF 2027



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A MESSAGE FROM YOUR GRADE LEVEL COORDINATORS

Welcome back, Class of 2027! We are thrilled to have you here for another exciting year of learning and growth. This year, our theme is "Discover Your Passion," as we believe that each and every one of you has unique talents and interests waiting to be explored. We are committed to helping you uncover your passions and pursue them with enthusiasm. Be sure to stay connected with us through our website, classof2027.net, where you will find regular updates, resources, and opportunities to showcase your talents. Let's make this year unforgettable by embracing



Essential Skills

Resume Writing



SAN GABRIEL VALLEY ROP

FIND YOUR FUTURE





Today's Agenda

Overview



- Social Media Presence
- Resume Writing 101
- Major Clarity

ONLINE PRESENCE MATTERS!

THINGS TO LOOK OUT FOR:

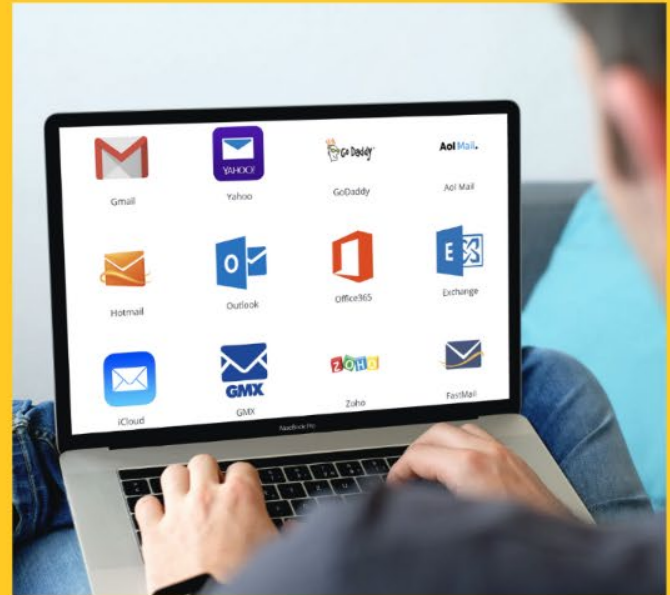
PROFESSIONAL EMAIL

"FIRST.LASTNAME#+"

"LAST.FIRSTNAME#+"

MAKE SURE YOU HAVE A RECOVERY EMAIL
IMPORTANT BECAUSE ONCE YOU GRADUATE YOU
LOSE ACCESS TO STUDENT EMAIL

OTHER PROFESSIONAL ACCOUNTS:
INDEED, LINKEDIN, BUSINESS SOCIAL MEDIA
ACCOUNTS



SOCIAL MEDIA TIPS

You do not have to be completely off the grid, simply keep it clean!



70% of employers use social media to screen candidates during the hiring process



57% of employers have found reasons not to hire applicants because of their social media page



Make sure your screen name is professional



RESUME WRITING 101:

How to stand out
with little to no
experience

COLLEGE INTERNSHIP RESUME SAMPLE

(xxx)-xxx-xxxx | your@email.com | 123 Your Address, City, State, Zip Code

CAREER OBJECTIVE

Diligent university student who has never failed to meet a project deadline during four years at Texas A&M. Aiming to leverage my writing, sales skills, and knowledge of product development to land an internship for [TARGET COMPANY]'s marketing team. Ability to critically think and implement ideas will help [TARGET COMPANY] reach more consumers and expand its outreach.

EDUCATION

TEXAS A&M, College Station, TX September 2013 – Present
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING, EXPECTED GRADUATION DEC 2017

- **GPA:** 3.93
- **Relevant completed courses:** Consumer Behavior, Retail Concepts & Policies, Professional Selling, Social Media & Public Relations, Advertising and Creative Marketing Communications
- **Awards & Honors:** Won First Runner Up at the 2015 Texas A&M Collegiate Sales Competition
- **Clubs & Organizations:** Treasurer of the Aggies Advertising Club, Vice President of the Texas A&M Key Club

MARKETING PROJECTS

'SHOP LOCAL' CAMPAIGN

- Used online, PR, and offline marketing in a way that yielded tangible results, increasing business at local stores by 13% over a three-month period
- Surveyed students and locals from the College Station area and gathered data about their shopping habits
- Worked within a \$2,000 campaign budget, which was the lowest estimated amount needed to achieve noticeable results

COLLEGIATE SALES COMPETITION

- Participated in a mock sales competition which required savvy and intimate knowledge of marketing tactics
- Prepared a 20-page sales document, a fine-tuned sales pitch and a variety of diagrams to maximize my 15-minute mock meeting
- Worked with industry professionals and got thorough feedback, thus honing my marketing and sales skills

ADDITIONAL SKILLS

- Intimate familiarity with all major social media marketing platforms
- Comfortable with WordPress and Drupal CMS platforms
- Fluent in Spanish



PURPOSE OF A RESUME



Tell employer what
you can do for
them



Employers usually spend less
than 30 seconds per resume
First impression made within
5 seconds!



Resumes don't get
you jobs, they get you
INTERVIEWS!

Resume Sections

Name and
Contact Information

Education

Extracurricular
Activities
/Awards

Work Experience
/Volunteer
Experience

Skills/Areas of
Expertise



RESUME FORMAT

-Length should be only 1 page; 2 pages ONLY if you have many years of extensive work experience.

-White space. Not cluttered or crammed

-Name in larger font. MAKE YOUR NAME STAND OUT!

-Simple font choice, so it's easy to read

-Times New Roman, Arial

-No need to be flashy with fonts here, your content is what should stand out

-Margins usually 1-1 ½ inches

-Appropriate spacing between sections (2-3 lines)

LASTLY, DO NOT INCLUDE A PICTURE OF YOURSELF IN THE RESUME!

Resume Checklist

- Contact Information
- Resume Introduction
- Education
- Work Experience
- Skills & Accomplishments

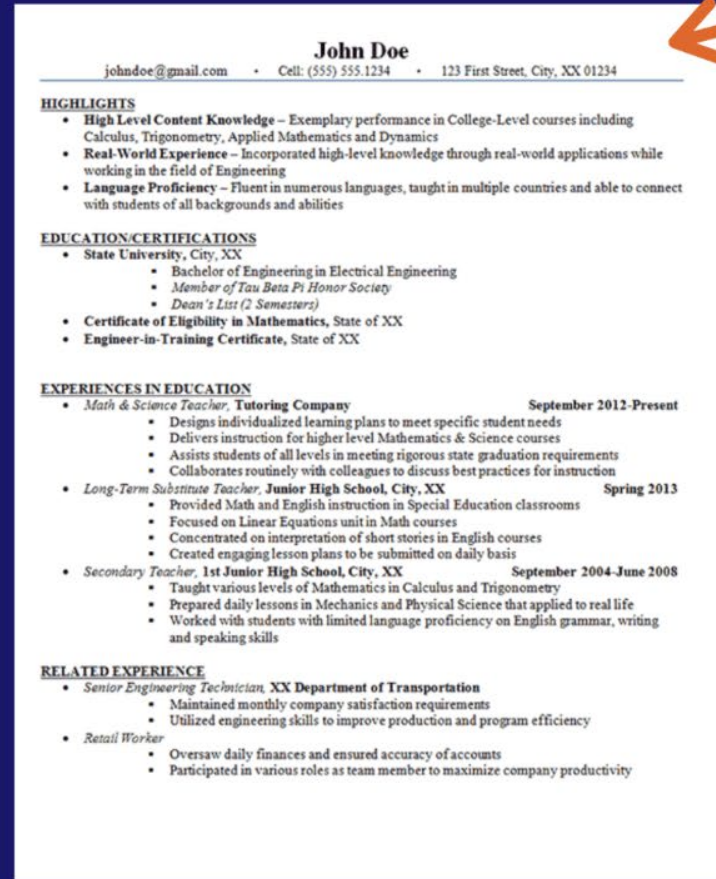
NAME AND CONTACT INFORMATION

TRIPLE CHECK YOU DO NOT HAVE YOUR FULL STREET ADDRESS!

Jane Jobscan

Seattle, WA 98104 • 206-555-2325

jane@jobscan.co • linkedin.com/in/jane-jobscan/



John Doe

johndoe@gmail.com • Cell: (555) 555.1234 • 123 First Street, City, XX 01234

HIGHLIGHTS

- **High Level Content Knowledge** – Exemplary performance in College-Level courses including Calculus, Trigonometry, Applied Mathematics and Dynamics
- **Real-World Experience** – Incorporated high-level knowledge through real-world applications while working in the field of Engineering
- **Language Proficiency** – Fluent in numerous languages, taught in multiple countries and able to connect with students of all backgrounds and abilities

EDUCATION/CERTIFICATIONS

- **State University, City, XX**
 - Bachelor of Engineering in Electrical Engineering
 - Member of Tau Beta Pi Honor Society
 - Dean's List (2 Semesters)
- **Certificate of Eligibility in Mathematics, State of XX**
- **Engineer-in-Training Certificate, State of XX**

EXPERIENCES IN EDUCATION

- **Math & Science Teacher, Tutoring Company** September 2012-Present
 - Designs individualized learning plans to meet specific student needs
 - Delivers instruction for higher level Mathematics & Science courses
 - Assists students of all levels in meeting rigorous state graduation requirements
 - Collaborates routinely with colleagues to discuss best practices for instruction
- **Long-Term Substitute Teacher, Junior High School, City, XX** Spring 2013
 - Provided Math and English instruction in Special Education classrooms
 - Focused on Linear Equations unit in Math courses
 - Concentrated on interpretation of short stories in English courses
 - Created engaging lesson plans to be submitted on daily basis
- **Secondary Teacher, 1st Junior High School, City, XX** September 2004-June 2008
 - Taught various levels of Mathematics in Calculus and Trigonometry
 - Prepared daily lessons in Mechanics and Physical Science that applied to real life
 - Worked with students with limited language proficiency on English grammar, writing and speaking skills

RELATED EXPERIENCE

- **Senior Engineering Technician, XX Department of Transportation**
 - Maintained monthly company satisfaction requirements
 - Utilized engineering skills to improve production and program efficiency
- **Retail Worker**
 - Oversaw daily finances and ensured accuracy of accounts
 - Participated in various roles as team member to maximize company productivity



SKILLS SECTION

Hard Skills: can be learned through classroom work, apprenticeships or other forms of learning.

Ex. Operating tools, computer programming, speaking foreign languages, Zoom, Google Classroom or typing.

Soft Skills: "People Skills" Skills that you have learned through life

Ex. communication, relationship building, self-awareness ,flexibility,adaptability, and patience.

SOFT SKILLS

Problem Solving

Adaptability

Collaboration

Strong Work Ethic

Time Management

Critical Thinking

Self-Confidence

Handling Pressure

Leadership

Creativity

Decision Making

Networking

Conflict Resolution

Customer Service

Business Etiquette

Planning

HARD SKILLS

Word Processing

Computer Programming

Heavy Machinery Operation

Spanish Fluency

Advanced Bookkeeping

Schedule Management

Systems Analysis

Automotive Repair

Environmental Cleanup

Mathematics

Medical Coding

Writing

Data Analysis

Carpentry

Search Engine Optimization

Website Design



MARKETING RESUME

From Resume Genius

RESUME OBJECTIVE

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 6+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and web-based advertising. Looking to utilize my existing skill set to increase company profitability.

EXPERIENCE

BUSINESS CONSULTANT

Claydon Heeley, Boston, MA / September 2016 - Present

- Assisted clients with business plan, purchase, branding, advertising, remodeling, and marketing, increasing monthly sales from \$8,000 to \$25,000 in ten months
- Increased followers on social media by 150% on average, resulting in \$45,000 in increased sales via the Internet through a significant increase in brand awareness
- Initiated a series of marketing campaigns including email, print, digital, outdoor and social media analysis, Crafted concept and content for journal ads, direct mail campaigns and blogs

ASSOCIATE PUBLISHER

The Boston Herald, Boston, MA / June 2013 - August 2016

- Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8%
- Implemented efficiency and cost-saving programs that reworked the editorial, production, and sales processes for three magazines; increasing profitability by 10% on average
- Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence
- Discovered, negotiated, and secured new relationships with local organizations, resulting in the launch of five new publications whose profitability increased between 10 - 20% annually

CONTACT

Email:

youremail@gmail.com

Phone:

895 555 555

Address: 4397 Aaron Smith Drive Harrisburg, PA 17101

SOCIAL

facebook.com/profile

instagram.com/profile

linkedin.com/profile

twitter.com/profile

SKILLS

Adobe Creative Suite

Google Analytics

Webmaster Tools

Social Media Marketing

Stata / Atlas

Asana / Jira

EDUCATION

B.A. in Art & Design

Watford Art School

Chicago, IL

2009 - 2013

EXPERIENCE SECTION

-The most important section of the resume

-Use keywords from job advertisement makes it easier for the computer tracking system to pull yours apart.

- Applicant Tracking System (ATS)
-Making it ATS friendly!

-Hiring software that functions as a screening system for employers, allowing them to look at only the best job applications.





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EXPERIENCE SECTION CONT.

SENTENCE WRITING: CONDENSE & CONCISE!

Example

TOO LONG:

"I organized and led the activities for the children to do and I gave progress reports to their parents at the end of each day about each child's social engagement and interaction"

GOOD:

"Organized and led activities for children and reported child's social interaction to parents daily"

BEST:

"For two years, organized and led activities for children and reported child's social interaction to parents daily"

USE #'S IN YOUR SENTENCE WRITING TO MAKE IT
ATS FRIENDLY





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Chicago, IL

2009 - 2013

EXPERIENCE SECTION

CONT.

USE #'S IN YOUR SENTENCE WRITING TO
MAKE IT ATS FRIENDLY

BAD:

Responsible for financial reporting.

OKAY:

Generated financial reports

GOOD:

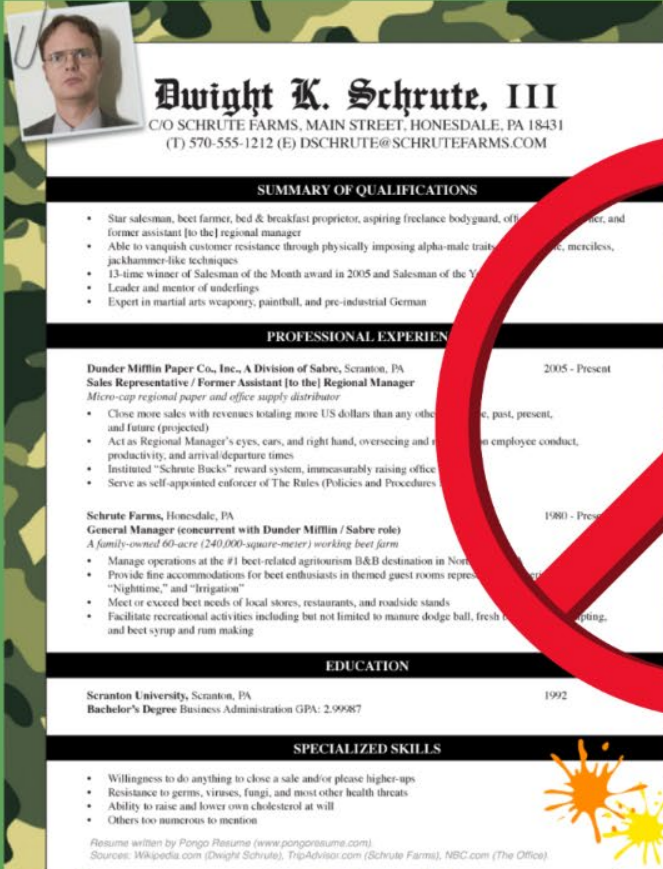
Generated financial reports, achieving 99.8%
accuracy.

GREAT:

Prevented \$MM in audit fees by achieving 99.8%
accuracy in financial reporting.



BAD RESUMES EXIST!



Dwight K. Schrute, III
C/O SCHRUTE FARMS, MAIN STREET, HONSDALE, PA 18431
(T) 570-555-1212 (E) DSCHRUTE@SCHRUTEFARMS.COM

SUMMARY OF QUALIFICATIONS

- Star salesman, beet farmer, bed & breakfast proprietor, aspiring freelance bodyguard, office manager, and former assistant [to the] regional manager
- Able to vanquish customer resistance through physically imposing alpha-male traits, including, but not limited to, jackhammer-like techniques
- 13-time winner of Salesman of the Month award in 2005 and Salesman of the Year in 2006
- Leader and mentor of underlings
- Expert in martial arts weaponry, paintball, and pre-industrial German

PROFESSIONAL EXPERIENCE

Dunder Mifflin Paper Co., Inc., A Division of Sabre, Scranton, PA 2005 - Present
Micro-cap regional paper and office supply distributor

- Close more sales, with revenues totaling more US dollars than any other salesperson in the past, present, and future (projected)
- Act as Regional Manager's eyes, ears, and right hand, overseeing and coordinating all employee conduct, productivity, and arrival/departure times
- Instituted "Schrute Bucks" reward system, immeasurably raising office morale
- Serve as self-appointed enforcer of The Rules (Policies and Procedures)

Schrute Farms, Honesdale, PA 1980 - Present
A family-owned 60-acre (240,000-square-meter) working beet farm

- Manage operations of the #1 beet-related agritourism B&B destination in Northampton County, PA
- Provide fine accommodations for beet enthusiasts in themed guest rooms representing "Nighttime," and "Irrigation"
- Meet or exceed beet needs of local stores, restaurants, and roadside stands
- Facilitate recreational activities including but not limited to manure dodge ball, fresh beet juice, and beet syrup and rum making

EDUCATION

Scranton University, Scranton, PA 1992
Bachelor's Degree Business Administration GPA: 2.99987

SPECIALIZED SKILLS

- Willingness to do anything to close a sale and/or please higher-ups
- Resistance to germs, viruses, fungi, and most other health threats
- Ability to raise and lower own cholesterol at will
- Others too numerous to mention

Resume written by Pongo Resume (www.pongoresume.com)
Sources: Wikipedia.com (Dwight Schrute), TripAdvisor.com (Schrute Farms), NBC.com (The Office)



NATHALIE BYSTRÖM
DIGITAL MARKETING PROFESSIONAL



INTRODUCTION

Hi, I'm Nathalie, a digital marketing professional with over 10 years of experience. I'm passionate about helping businesses get discovered online through the web, via social media, and digital marketing. I'm an organized and highly creative individual. I have a proven track record of driving marketing results that deliver the best results for my clients. I'm always looking for ways of working within a dynamic and fast-paced work environment.

EXPERIENCE

DIGITAL MARKETING MANAGER | GOOGLE
December 2012 - Present

Leading digital marketing strategy and development teams. I was responsible for managing and implementing SEO and PPC campaigns across various channels. Working at the forefront of digital marketing, I have been instrumental in driving revenue growth for my clients. Through insight and analysis of Google Analytics, I have increased ROI by 12% and 17% by 18%.

DIGITAL MARKETING ASSISTANT | AMAZON
January 2009 - November 2012

As part of an established Digital Marketing team of 20, my responsibilities included the setup and management of digital marketing campaigns, generating reports and insight for the wider marketing team. Brainstorming new marketing concepts and mentoring junior members of the team. My key focus was on SEO, PPC, Google Analytics and the UI Design of Landing Pages.

EMAIL CAMPAIGN ASSISTANT | AOL
August 2006 - December 2008

After graduating from university, I joined AOL as part of a graduate programme within their Digital Marketing department. Specialising in email management and distribution, I held responsibility for the design, development and distribution of 120k+ email per year. Skewed towards retention and subscription management programmes. I had to create and manage engaging email campaigns to users of a team.

SKILLS

HTML/CSS	100%	WordPress	100%
PHP/JS	100%	Google Analytics	100%
SEO/SEM	100%	PPC/SEO	100%

EDUCATION

MARKETING - 2.1 BA (HONS)
University of Bristol
2002 - 2006

A-LEVELS - MARKETING (A) | BUSINESS (B) | LAW (C)
Glasgow College
2000 - 2002

REFERENCES

GOOGLE
LAKSHYA HOSUR - HR Manager

AMAZON
NORRIS NIXON - Marketing Director

Contact info available upon request

123 The Street, South End Junction, NY | 01234 56789 | email@email.com | twitter.com/nathaliebystrom

Major Clarity

By **PAPER**

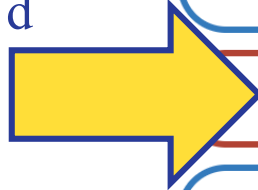


Type this URL in your browser:

platform.majorclarity.com



To login with your district-assigned Google email address, click **Continue with Google**.



Sign in with Clever

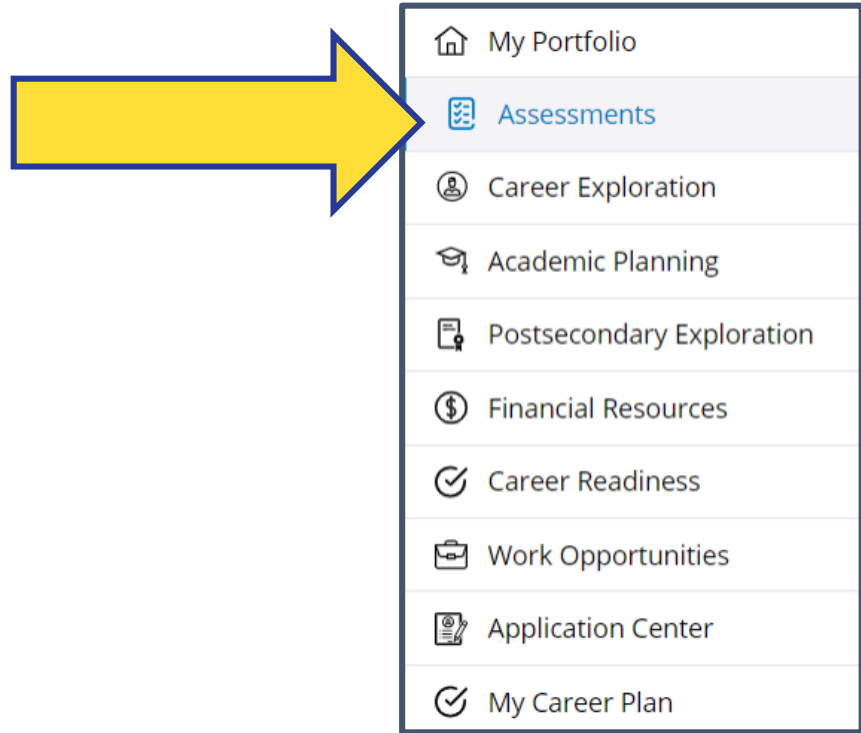
 Continue with Google

Sign in with ClassLink

Assessment

If you haven't done so complete the personality and learning styles assessments.

Click the tab labeled **Assessments** on the left-side menu.



Resume Builder

- Let's Build our Resume!
- Click the tab labeled **Resume Builder** on the left-side menu.
- When completed download as docx or pdf.

