

Creative Resume FAQ

Which Stetson majors can consider a more creative resume?

1. Art
2. Digital Art
3. Journalism
4. Marketing
5. Computer Science
6. Creative Writing

Which careers, industries, or positions might look for more creative resumes?

1. Web and graphic design
2. Marketing, advertising, communications, public relations, writing, social media and blogging
3. Programming
4. Journalist
5. Animators
6. Video editing
7. Sales (for creative products)

What are top tips for creative resumes?

1. Start by building a traditional resume that will be used as your “working document”.
2. Adapt your traditional resume by using a modern, professional format where you add creative touches that build your brand (i.e. creative header, touch of color, creative fonts).
3. Remember that employers are initially scanning your document, so the content of the resume should still be the MAIN focus. Therefore, a good creative resume supports the content and does not distract from it.
4. Don’t overuse fancy fonts or colors. Pick 1-2 fonts and 1 (maybe 2) accent colors that you use with neutral colors (we will talk more about colors in the next section).
5. Your resume should still look professional when printed in black and white (many employers will not print it in color).
6. Keep your brand consistent. Your resume design should match your cover letter, social media pages and website portfolio if you have one.
7. Make sure your resume formatting does not change or shift slightly when you change it to a PDF (many times the alignment will slightly change so pay attention to the small details before sending your PDF version to an employer).

What colors are acceptable for a creative resume?

When we mention using color we want you to use it with caution. You don’t want to over use color or misrepresent yourself by picking the wrong color. We want you to use it in a subtle way and we want you to use a color that represents you as a brand. If you are feeling unsure about the professionalism of a color (or font), it is safer to lean on the side of caution and use a neutral color or the traditional use of

black and white. You can create an amazing creative resume that stands out with or without a pop of color.

Hiring managers like to scan a resume, and if you use a subtle color in the headings to draw their eye to the start of each section they scan it more easily. Always use soft colors and tones—never bright ones, as they make it difficult to read the headings.

Below is a color guide that explains which emotion each color gives the viewer. This should help you decide what color represents you as a professional.

- **Red:** Use red to express action, passion, power or courage
- **Orange:** Use orange to express determination, encouragement, strength or productivity
- **Yellow:** Use yellow to express optimism, positivity, energy or vision
- **Green:** Use green to express the environment, calmness, growth or rebirth
- **Blue:** Use blue to express trust, reliability, integrity or truth
- **Purple:** Use purple to express luxury, spirituality, inspiration or dignity

What are other effective creative resume ideas to consider?

1. Online portfolios or websites
2. Video resumes
3. Interactive resumes

These types involve making your resume into a Facebook page, its own website, or in some other medium that is entirely digital or online. If you're looking for work as a web designer or as a social media expert, employers from these sectors are looking online for evidence of your skills. In these fields you need to have an online presence and creative resumes can be useful. Otherwise, it would be wiser to stick to something more traditional and include a link to your digital resume within your resume header.

When it comes to making good online and digital resumes, stick to the same principles: make sure the content is still easy to read and digest, and don't go overboard on the design.

What are the pros and cons of creative resumes?

Ultimately, the style of your resume is your decision. We encourage you to research your potential employer and adapt your documents based upon their requirements and perceived norms. A creative resume is a great way to stand-out and can be very effective in showing your design skills. However, remember that your content is what truly makes you appealing to an employer. Spend time creating resume statements that highlight your experiences and the transferable skills that you will bring to the job.

Finally, it is important to be aware that a number of larger employers are utilizing an applicant tracking system (ATS) which automatically screens resumes by searching for keywords that indicate whether or not a candidate has the required skills and/or experience for the position. Because ATS requires text-based resumes, some companies using ATS will simply toss aside nontraditional resumes. Research your employer and let their standards be your guide as you decide on your resume style.

KATELYN JOHNSON

EDUCATION

BACHELOR OF ARTS, MAJOR IN
COMMUNICATION & MEDIA
STUDIES

Stetson University
Expected November 2021
GPA 3.9

CONTACT

P: (111) 876 - 1234
E: ndawson@stetson.edu
W: www.nataliedawson.com

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Outlook

SOCIAL

Facebook: fb.me/nataliedawson

Instagram: @nataliedawson

Twitter: @natalietweets

SUMMARY

I am an Energetic and passionate college student working towards a BS in Digital Arts at Stetson University. Aiming to use my knowledge of graphic design, computer science, marketing, and planning events skills to make a valuable contribution to your team.

EXPERIENCE

MARKETING INTERN

Stetson University Athletics Dept. | DeLand, FL Jan 2018 - present

- Manage the university's athletic marketing hospitality tent during football games which includes distributing promotional materials and facilitating both Hatter Village (pregame operations) and back of the house operations
- Distribute basketball promotional materials and direct/coordinate half-time activities

SOCIAL MEDIA ASSISTANT

Red Media Company | Orlando, FL Feb 2016 - Dec 2017

- Managed the company Facebook, Twitter and Instagram accounts
- Created social media graphics for daily postings
- Increased social media following and clicks by 200% in three months

COMMUNICATIONS INTERN

Rich Media Interactive | Lake Mary, FL Apr 2015 - Jan 2016

- Developed a social media strategy using current market research and increased traffic to the company website by 15%
- Spearheaded a viral campaign for one of the company's new products

CAMPUS INVOLVEMENT

RECRUITMENT CHAIR

Alpha Alpha Alpha Sorority Inc. | Stetson University Nov 2017 - present

- Responsible for successful member recruitment and retention within the organization
- Directed a group of 30 to 40 women to pro-actively recruit unaffiliated women, represent positive campus exposure year round and accountable for all marketing of the sorority to prospective members

samuel clark

(111) 111-1111 | sclark@stetson.edu | 421 N. Woodland Blvd., DeLand, FL

EDUCATION

STETSON UNIVERSITY

Bachelor of Science in Journalism
Expected April 2020

DAYTONA COLLEGE

Associate of Science in Computer Learning
June 2015 - March 2017

LANGUAGE

Advanced in English
Advanced in Spanish
Proficient in Japanese

TECHNICAL SKILLS

Mac OS 
Windows 
Adobe Suite 

RELEVANT COURSEWORK

Multi-Genre Creative Writing, Digital Arts Fundamentals, Non-Fiction Workshop

EXPERIENCE

SENIOR MARKETING INTERN

Ryan Ace Music | Deltona, FL Jan 2018 - present

- Innovated new methods of marketing (Facebook, MailChimp, SquareSpace) and created analytic reports of customers reached through marketing
- Effectively manage and categorize company audience according to marketing channels
- Obtain knowledge of new trends, news, and products relating to current trends within the field of music

MARKETING LEADER

De La Vega | DeLand, FL Aug 2017 - Jan 2018

- Envisioned and carried out several marketing campaigns using resources such as Facebook, public social events, self-designed postcards, and word of mouth advertising

AWARDS & PROFESSIONAL MEMBERSHIPS

- Stetson University Presidential Scholarship, Stetson University present
- Florida Academic Scholars Award, Stetson University Jan 2017 - Jan 2018
- Board Member, American Marketing Association Dec 2017
- Outdoor Event Coordinator, Sigma Nu Fraternity Aug 2017- Dec 2017
- AP Capstone Diploma Recipient May 2016
- National 4-H Congress Delegate, 4-H of America November 2015



JOHANNA JOHNSON

EDUCATION

STETSON UNIVERSITY BACHELOR OF ARTS

Major: English
Minor: Creative Writing
Expected Spring 2019

Relevant Coursework:
Multi-Genre Creative Writing,
Digital Arts Fundamentals ,Non-
Fiction Workshop

SKILLS



COPYWRITING



EDITING



CREATIVE WRITING



TECHNICAL WRITING

ABOUT ME

- Blogging
- Creative writing
- Yoga
- Hiking

CONTACT

(111) 111 - 1111
 jojohanson@stetson.edu
 420 Woodland Blvd.,
 DeLand, FL 32723

www.johanna.com

WORK EXPERIENCE

DELAND PUBLISHING | DELAND, FL

Student Online Writer January 2018 - present

- Responsible for drafting three original articles weekly for the weekly eblast with a two-thousand people audience
- Interviewed new local business owners for the company's small business blog

STETSON UNIVERSITY | DELAND, FL

Editor August 2017 - present

- Lead editor for all student stories and provide editor notes for up to 15 pages before final submission
- Assist reporters in writing headlines, cutlines, and designing page layouts

YMCA SUMMER CAMP | DELAND, FL

Camp Counselor Summer 2016 - 2018

- Designed and planned camp activities for 45 children each summer and during winter breaks
- Utilized problem-solving skills to maintain a safe and dynamic camp atmosphere which generated positive outcomes and promoted creative thinking for children

CAMPUS INVOLVEMENT

DELAND HIGH SCHOOL COUNSELING CENTER | DELAND, FL

Volunteer September 2015 - December 2015

- Dedicated 10 hours per week with the student counseling center
- Managed the center's front-desk administrative duties and checked students in for appointments
- Maintained student confidentiality and organized student records

BOYS AND GIRLS CLUB | DELAND, FL

Volunteer Summer 2014

- Led two 30 minute reading sessions per week for young children in the Summer Brain Game program
- Assisted children in summer book selection based on their specific interests and learning style



CAMILLA MORRISON

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

CONTACT

P: (111) 111-1111
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W: www.camillam.com

SOCIAL

 fb.me/camillamorrison

 @camillamorrison

 @camillamorrison

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION & MEDIA STUDIES

Stetson University | DeLand, FL

expected August 2019

GPA 3.9

WORK EXPERIENCE

MARKETING INTERN

Stetson University Athletic Department | DeLand, FL

August 2017 - present

- Manage the university's athletic marketing hospitality tent during football games which includes distributing promotional materials and facilitating both Hatter Village (pre-game operations) and back of the house operations
- Distribute basketball promotional materials and direct/coordinate half-time activities

MARKETING LEADER-SOCIAL MEDIA COORDINATOR

De La Vega | DeLand, FL

January 2016 - August 2017

- Envisioned and executed several marketing campaigns using resources such as Facebook, public social events, self-designed postcards, and word-of-mouth advertising

SOCIAL MEDIA INTERN

Red Media Company | Orlando, FL

November 2015 - January 2016

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

CAMPUS INVOLVEMENT

PRESIDENT, DIVERSITY AND INCLUSION COMMITTEE

Student Government Association | Stetson University

April 2017 - present

- Ensure inclusion and assist in making the voices of minorities heard on campus
- Host the annual student multicultural fair on campus which attracts over 500 students each year
- Supervise the treasurer with budgeting requests and ensure detailed records are maintained

RECRUITMENT CHAIR

Alpha Alpha Alpha Sorority Inc. | Stetson University

August 2016 - May 2017

- Responsible for successful member recruitment and retention within the organization
- Directed a group of 30-40 women to pro-actively recruit prospective women, represent positive campus exposure year round and was accountable for all marketing of the sorority to prospective members
- Effectively created and delegated team building workshops preparing members for a three-day formal recruitment process including programs and activities utilizing professional project management skills

KATIE JOHNSON

421 N. Woodland Blvd., DeLand, FL 32723 | 386-822-7315 | Kjohnson@stetson.edu

EDUCATION

Stetson University, DeLand, FL

Master of Business Administration

Marketing Concentration

GPA 4.0

Expected August 2020

Florida International University, Miami, FL

Bachelor of Arts in Psychology

GPA 3.2

May 2018

WORK EXPERIENCE

Digital Marketing Consultant

ABCBusiness.com, Orange City, FL

August 2018 - present

- Develop social media campaigns via Facebook, Twitter and Instagram
- Redesigned website to enhance user experience and branded messaging; and created SEO strategy
- Partnered with development team in rolling out user-friendly mobile app that increased qualified leads by 150% and prospect-to-customer conversion rate by 32% within 5 weeks of launch

Graduate Intern, Marketing

Stetson University, DeLand FL

June 2017 - August 2018

- Identified trends negatively impacting conversion funnel and provided recommendations to fast-track solutions
- Improved tracking capabilities of PPC (pay-per-click) offers to enable fine-tuning of messages

INVOLVEMENT & PROFESSIONAL AFFILIATIONS

- American Marketing Association
 - President, Alpha Kappa Psi, Alpha Omicron Chapter
 - American Psychological Association
- October 2017 - present
August 2017 - present
June 2017 - June 2018

SKILLS

- Advanced in Microsoft Word
- Advanced in Microsoft Excel
- Advanced in Microsoft PowerPoint