



# Résumé Workshop

Katie LaBranche - May 2021

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# Agenda

1. About Me
  2. Best Practices
  3. Dos and Don'ts
  4. Bad Examples
  5. Good Examples
  6. Tips & Tricks
  7. Resources
- 



# Hi! I'm Katie LaBranche

- Freelance Digital Media Strategist
- Rosetta Stone Knowledge Base Admin
- Former Implementation Specialist (Rosetta Stone)
- Former Content Specialist (Cobalt Communications, Inc.)
- BA Communication, Technology & Culture
- MA Digital Media Strategy
- Dog lover, cheese enthusiast, house plant killer



[klabranche206@gmail.com](mailto:klabranche206@gmail.com)

[katielabranche.com](http://katielabranche.com)

[LinkedIn](#)



# Best Practices



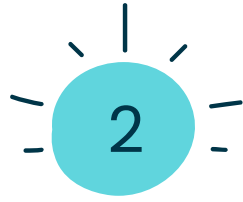
## One Page

Recruiters look at a TON of résumés, they don't have time for a second page.



## Formatting

I usually recommend 2 columns and bullets to break up a huge wall of text.



## Stand Out!

Don't be afraid to add a splash of color and a cool font.



## Consistency

Font style and size, punctuation, word tense, etc.



## SPELLING

You don't want a small error to knock you out of the running.



## Relevance

Don't include your high school diploma or unrelated work.\*



# • • • • • Résumé Dos and Don'ts

## DO

- Keep it all on one page
- Be consistent - capitalization, punctuation, tense
- Keep bullets to 2 lines or less
- 10 pt type minimum
- Writing tip - read sentences backward to catch mistakes
- Print a test copy in color and B&W
- Send it as a PDF

## DON'T

- Include your entire address. City, State is fine.
- Include your picture (unless you're a model)
- RATE YOUR SKILLS! List them, but don't rank them "best to worst"



# Bad Examples

## Your Name

1234 Fourth Avenue, Smallville, Minnesota 55988, (600) 555-1234  
yourname@mail.com, Portfolio: yourname.com

### QUALIFICATIONS

- Creative and versatile designer who understands its all about branding
- Experienced designing brand identity, brochures, packaging, advertising, signage, posters, and web sites
- Social media savvy and up-to-date with current web trends
- Able to work directly with clients to discuss ideas and present design solutions
- Developed illustration skills with watercolor, colored pencil, and digital media

### SOFTWARE

- Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Flash, Edge, Acrobat, Audacity, Word, Excel and PowerPoint

### EDUCATION

Bachelor of Science, Marketing  
University of Minnesota, Minneapolis, Minnesota

Associate of Applied Science, Graphic Design  
Brown Technical College, Minneapolis, Minnesota

### EXPERIENCE

- Graphic Designer  
The Zeal, Minneapolis, Minnesota. 20xx-20xx
- Designed and produced a monthly college newspaper (20 issues total)
  - Redesigned the logo and format to update the look and follow industry trends
  - Contributed stories, photos, and original artwork for publication

- Receptionist  
Maplewood Dental, Minneapolis, Minnesota. 20xx-present
- Assist office manager with payroll, bank deposits, and patient scheduling
  - Responsible for stocking and ordering all dental supplies
  - Facilitate new employee orientation (5 sessions to date)

- Retail Sales Associate  
Eddie Bauer, Minneapolis, Minnesota. 20xx-20xx
- Dealt directly with customers, assisted with selections, purchases and returns
  - Responsible for all money, returns, and sales transactions on the weekends
  - 20xx Sales Associate of the Year. Increased my annual sales volume 15%
  - Organized loss-prevention efforts in the store (we saved \$500 annually)

### ACHIEVEMENTS

- Vice President, Graphic Design Club, Brown Technical College. 20xx-20xx
- Third Place Gutenberg Award, Poster Design. 20xx

## JOANA SMITH

123 Street Avenue  
(999) 876-5432  
hot.stuff.baby54389202@yahoo.com

### OBJECTIVE

*I am looking for a full-time job. I have many skills that make me an ideal candidate.*

### WORK HISTORY

*3/2010 - 6/2012*

*McFastie's Food, cashier*

*9/2012 - 5/2014*

*Groceries'R Us, cashier*

*6/2014 - 7/2017*

*Eye Sea It, LLC., security guard*

*8/2017 - 2/2019*

*Technologies, Inc., customer service*

### EDUCATION

*5/2015*

*Security Tech*

*Security Certification*

*5/2012*

*College University*

*Bachelors of Science*

### VOLUNTEER SERVICE

*Sometimes I donate stuff to the local thrift store.*

## FIRSTNAME LASTNAME

ADDRESS  
Mobile: NUMBER Email: EMAIL@gmail.com

### PERSONAL STATEMENT

I am a recent manager and phone repair technician with over a year's experience in retail, IT, electronics repair, and management; currently, looking for a full-time position to turn in to a lifelong career. I would like to in the future go on to higher education and welcome job opportunities that allow me to do so. I can start immediately.

### EMPLOYMENT HISTORY

**MAR 2018 - SEP 2018**

Manager  
Full Time  
5 to 7 Days a Week  
BUSINESS X  
LOCATION A, B, C

**SEP 2017 - MAR 2018**

Supervisor  
Part Time  
1 to 2 Days a Week  
BUSINESS X  
LOCATION A, B

**JUN 2017 - SEP 2017**

Technician/sales assistant  
Full Time  
5 Days a Week  
BUSINESS X  
LOCATION A

**APR 2017 - MAY 2017**

Assistant  
Part Time  
1 Day a week  
Children's Chess club  
LOCATION A

**SEP 2015 - APR 2017 AS level**

COLLEGE LAND  
Computer Science X  
Electronics X  
Physics X

**SEP 2010 - JUL 2015 GCSE's**

HIGHSCHOOL LAND  
Maths X  
Science A X  
English X  
PE Btec X  
IGC Btec X  
Statistics X  
Further Maths X  
Additional Science X  
Geography X  
Computer Science X

### ROLE DESCRIPTION

Manager

- All previous roles from when I was supervisor taken to a greater degree
- Manage stores in A, B, and C
- Upgrade and maintain files on our systems to a shared cloud drive
- Update system records
- Write daily reports

Supervisor

- All previous roles as when I was a tech/sales assistant
- Teach new staff and help them with tasks
- Handle difficult customers
- Manage the LOCATION B store on occasion
- Assign tasks to staff
- Help staff with repairs

Technician and Sales assistant

- Buy, test and sell second hand phones
- Diagnose faults, explain repairs to customers and replace the parts
- Sell phone peripherals, accessories, and parts and handle refunds
- Clean the store
- Manage the store by myself on occasion

Assistant/Volunteer

- Help set up the room, put out chess sets and clear up the room
- Put up signs around the library in matches when there's an odd amount of kids
- Help kids pack away the chess sets
- Talk to shy/quiet kids and take part in matches when there's an odd amount of kids

**QUALIFICATIONS**

**SKILLS**

**COMMUNICATION**

In both English and Bengali, I can deal with people of all temperaments, both in person and via telephone and email.

**OFFICE SOFTWARE**  
Having used both Microsoft Office in school and college and Google's office apps in the work place, I'm comfortable with either platform.

**PROBLEM SOLVING**

As a technician, it a skill I utilize when finding software and hardware faults in devices; Also, as a manager, when splitting up workload according to people's strengths.

**MATHEMATICAL ABILITY**

Proficient math skills for most day to day tasks.

**WEB DEVELOPMENT**

As a hobby, I'm learning to build websites and web apps. In future, I hope to integrate this into my career.

**QUICK LEARNER**

Able to quickly and efficiently learn skills.

*Thanks for considering me, I hope to be working with you soon!*

# Good Examples

ANGELA  
WILKINSON

ADMINISTRATIVE ASSISTANT

youremail@gmail.com

895 555 555

4397 Aaron Smith  
Drive Harrisburg, PA

linkedin.com/in/yourprofile

## SKILLS

Problem Solving

Adaptability

Collaboration

Strong Work Ethic

Time Management

Critical Thinking

Handling Pressure

## EDUCATION

DEGREE NAME / MAJOR

University, Location

2007 - 2013

DEGREE NAME / MAJOR

University, Location

2006 - 2011

CERTIFICATION #1

University, Location

## AWARDS

AWARD RECEIVED

organization

## RESUME OBJECTIVE

Administrative Assistant with 6+ years of experience organizing presentations, preparing facility reports, and maintaining the utmost confidentiality. Possess a B.A. in History and expertise in Microsoft Excel. Looking to leverage my knowledge and experience into a role as Project Manager.

## EXPERIENCE

### ADMINISTRATIVE ASSISTANT

Redford & Sons, Boston, MA / September 2016 - Present

- Schedule and coordinate meetings, appointments, and travel arrangements for supervisors and managers
- Trained 2 administrative assistants during a period of company expansion to ensure attention to detail and adherence to company policy
- Developed new filing and organizational practices, saving the company \$3,000 per year in contracted labor expenses
- Maintain utmost discretion when dealing with sensitive topics

### SECRETARY

Bright Spot LTD, Boston, MA / June 2013 - August 2016

- Type documents such as correspondence, drafts, memos, and emails, and prepared 3 reports weekly for management
- Opened, sorted, and distributed incoming messages and correspondence
- Purchased and maintained office supply inventories, and always careful to adhere to budgeting practices
- Greeted visitors and determined to whom and when they could speak with specific individuals

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ANNALEA ROSS

PROJECT MANAGER

555.555.0000

youremail@mail.com

yourlinkedin

Austin, TX

## EDUCATION

MASTER'S DEGREE

Business Administration

University Here

2009-2013

BACHELOR'S DEGREE

Business Management

2005-2009

## EXPERTISE

IT Applications

Budgeting

Quickbooks

Team Leadership

Business Systems

Lorem ipsum

Labor et Magna

Dolore magna

Lorem ipsum

## PROFESSIONAL PROFILE

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## PROFESSIONAL EXPERIENCE

POSITION HERE

Company or School District / Dates

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POSITION HERE

Company or School District / Dates

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POSITION HERE

Company or School District / Dates

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## Education

MA, Digital Media Strategy  
Bridgewater College  
BA, Communication,  
Technology & Culture  
Bridgewater College

## Skills

Writing  
Editing  
Branding  
Knowledge Management  
SaaS Support  
CSS  
SEO  
Analytics  
Networking  
Problem Solving

## Programs

Adobe Analytics  
Adobe Creative Cloud  
Google Analytics  
Google Workspace  
Microsoft Office  
Salesforce.com  
WordPress

## Key Traits

Assertive  
Creative  
Honest  
Independent  
Punctual

## Awards

2018 Rosetta Stone MVP

Katie LaBranche

Digital Media Strategist

540-729-0993  
klabranche206@gmail.com  
www.katielabranche.com  
Weyers Cave, VA



## About Me

Small-town writer and digital media strategist looking to make a big difference. My sweet spot is the intersection where technical writing and creative copy meet — I help companies create content that is simple, yet effective, so consumers can understand it and industry partners (and even competitors) will respect it.

## Professional Experience

Founder

Bloom Media Strategies LLC, Weyers Cave, VA | July 2020 – Present  
Smart content is our strategy. We help small and mid-size businesses grow and thrive by amplifying your online appearance and presence so when potential and returning customers find you, they're insanely impressed. We make finding you online easier, too, by making sure you're relevant and attractive on the platforms your target audiences are already using.

Knowledge Base Administrator

- Rosetta Stone, Harrisonburg, VA | December 2019 – Present
- Manage the customer-facing knowledge base (KB), support.rosstattstone.com.
  - Write and/or revise content.
  - Manage localization in 16 support languages.
  - Format and publish English and localized content.
  - Create design mockups to present to development team and internal stakeholders.
  - Hold quarterly internal stakeholders meetings to showcase updates and receive feedback.
  - Curate a monthly internal KB newsletter.

Customer Success Specialist

Rosetta Stone, Harrisonburg, VA | January 2019 – December 2019  
Transition role with a combination of Implementation Specialist (below) and Knowledge Base Administrator (above) responsibilities.

Implementation Specialist

- Rosetta Stone, Harrisonburg, VA | September 2017 – January 2019
- Manage 2M+ in mid-level Enterprise & Education (E&E) accounts throughout their lifecycles, providing support during program design and implementation, assisting with learner registration, and advising on interpretation of learner data.
  - Partner with sales representatives to create and execute support strategies for each account.
  - Connect with clients quarterly to ensure they are meeting their established goals.
  - Provide a first-rate live support experience to accounts that request support.
  - Write and edit all outreaches and marketing materials for the Implementation Team.
  - Partner with Customer Success to write and send mass outreaches via Salesforce.com.

Content Specialist

- Cobalt Communications, Elkton, VA | March 2016 – September 2017
- Write and edit copy for client websites and marketing materials.
  - Manage and send company and client newsletters and email campaigns.
  - Write blogs and content for company website.
  - Partner with graphic designer to create, revise and finalize visual content.
  - Brainstorm and present taglines, marketing concepts and other identity materials.





# Tips & Tricks

## While Applying

- LinkedIn Endorsements/Recommendations - give & request them!
- Engage on LinkedIn
- Network your ass off
- Do your research on each company
- **Do not** mass-send generic résumés/cover letters

## While Interviewing

- Reply in a timely manner
- Be transparent & professional, be yourself
- NOTIFY YOUR REFERENCES!
- Send thank you emails/cards
- DO NOT burn bridges!







# Resources



## Résumés

- Etsy - Templates ([here](#))
- Zety - Résumé builder and online portfolio builder/host ([here](#))
- Adobe InDesign ([templates here](#))

## Job Searching & Networking

- LinkedIn
- Indeed
- Google job alerts
- Support Driven (and join their Slack room #job-board)
- Email companies you like!





# Thanks!

Questions?

[klabranche206@gmail.com](mailto:klabranche206@gmail.com)

[katielabranche.com](http://katielabranche.com)

[LinkedIn](#)

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