

Synergis | Creative

8 tips to craft a winning creative resume

In today's competitive job market, your resume must make you stand out. With the increase in bootcamp trainings, specialized degree programs and advanced degrees, your background is likely similar to other job seekers. How you present yourself on your resume could be the difference between a call back or a declined application. Follow these simple guidelines to ensure your resume makes you shine.



1. Talk about yourself (but not too much). Introduce yourself through your resume. However, don't include pictures

or personal information about yourself like marital status or home address. Don't be afraid to show touches of your personality, though.



2. Show off your work. Part of being a creative is showing off what you can do.

The design of your resume can help, so make it visually engaging, but not crowded. Use modern, simple fonts, bolded titles/headers and columns to organize information. It's also a good idea to link to your portfolio or to your individual work so they can see more of your skills in use.



3. Be specific. When talking about your work, be as specific as possible about form or style of content you write, the

types of clients or industries you've worked with and whether it was B2B or B2C. For UX, use content that is more about the projects and the process vs. the deliverables you made. Give the hiring manager "meaty" project descriptions so they can make an informed decision about your hirability.



4. Put your tools to work. List specific tools or platforms that you're familiar with, including CMS and Marketing

Automation tools. Brag about the design tools

you can use. But, make sure to remove any outdated technologies, even if you want to show you know how to use them.



5. Don't be afraid to name drop. If you've worked with an agency, talk about it. Agency work can be very

different than corporate work. And it's helpful to know what clients you've worked with as well, as long as you don't have a non-disclosure agreement around the relationship.



6. Include a call to action. Clearly state your name and contact info at the top to make it easy to get in touch with

you. Email address, phone number, city, LinkedIn profile and a statement about what type of role you're targeting are the perfect pieces to include.



7. Clarity is key. Avoid the fluff and use clear and concise language to outline your responsibilities and (quantifiable!)

achievements. Keep content focused on the most recent and relevant experience.



8. Use keywords. Make sure your resume is optimized with keywords

relevant to your industry, experience and, most importantly, the position you're applying to. Your skills should be searchable, easy to scan and relevant to the position you're targeting.