

Your email, location, phone number, and LinkedIn account are great information to include in your header.

Victor Viking

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EDUCATION

Berry College, Mount Berry, Georgia, Anticipated Graduation: May 2024
Bachelor of Arts, Communication Major, Public Relations Concentration, Spanish Minor,
GPA:3.68/4.00
Universidad Pompeu Fabra, Barcelona, Spain, February – May 2022

RELEVANT SKILLS

Fluent in written and spoken Spanish
Proficiencies: Adobe Illustrator, InDesign, Photoshop, HTML, FinalCut, Hootsuite, Salesforce

INTERNSHIPS

WTVC NewsChannel9, Chattanooga, Tennessee

News Intern, May 2022 – August 2022

- Pitched local news stories at daily news meetings to staff team of twelve professionals
- Shadowed reporters, photographers and producers on in-house and local community trips
- Monitored and created daily content for station's Facebook, Instagram, and LinkedIn social media platforms to reach two million followers
- Operated teleprompter and audio for noon and evening newscasts
- Wrote six online stories for website and assisted with writing of evening news scripts

RELATED EXPERIENCE

Campus Carrier, Mount Berry, Georgia

Entertainment Editor, August 2022 – Present

- Design and edit two-page layouts weekly and oversee creation of all article packages
- Train staff on Adobe software tools and manage student team of 3-5 writers
- Developed an online newspaper format to continue newspaper coverage during campus closure due to COVID 19, increasing online readership and engagement

Student Writer, January 2022-December 2022

- Interviewed students, community, and campus officials weekly for targeted content
- Wrote two assigned articles weekly; received Rookie of the Year for overall team contributions

Berry College Office of Admissions, Mount Berry, Georgia

Ambassador, August – December 2022

- Communicated with prospective students and families to answer questions regarding college applications
- Scheduled campus visits, led group tours and completed follow up throughout admissions cycle
- Provided office support to eight admissions counselors by preparing travel materials and completed daily appointment follow up through Microsoft Outlook email
- Created weekly promotional videos for social media channels to 6,500 prospective students

WORK EXPERIENCE

Chick-fil-A, Marietta, Georgia

Team Member, August 2020 – August 2021, May – August 2022

- Selected by manager to train 15 staff members company standards across multiple positions
- Initiated a team motivation pilot that netted an increased retention of staff by 75% over a year
- Managed a cash drawer of more than \$500 on a daily basis

HONORS & ORGANIZATIONS

Berry College Center for Integrity and Leadership, August 2022 – Present

Berry Forensics Union, August 2020 – May 2021; Persuasive Speech Award – January 2022

Habitat for Humanity, August 2020 – Present

Gate of Opportunity Scholarship Recipient, August 2020-Present

Include your anticipated graduation date, major(s), and GPA (if it is over 3.0) in your Education section.

Remember to place your experiences in reverse chronological order!

Select and tailor your experiences according to the job you are applying to.

When crafting your position descriptions, begin with a verb and then describe what you did, how you did it, as well as the outcome.

Keep your resume to one page, that's all that most recruiters will read.

- Explain (don't list) your skills.
- Remove high school info.
- Avoid adding objective statements, personal summaries, and references
- Do not use templates or text boxes.
- Use consistent font styles and sizes, and do not use abbreviations or pronouns.

Schedule an appointment with your Career Consultant or a Peer Career Advisor!



Check out our Handshake Resources Page for major-specific sample resumes

Use the header from your resume for your cover letter, too

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Emily Smith
Associate Manager, Corporate Marketing
Chick-fil-A Corporate Center

Address the letter to a specific person if you can; it establishes a personal connection. If not, use **Dear Hiring Manager:**

Don't be afraid to "name drop" a connection or referral!

Dear Ms. Emily Smith:

Please consider this letter as part of my application for the Marketing Assistant position with Chick-fil-A. Over the past few weeks, I have spent time learning about your organizational culture and have consulted with Chick-fil-A staff, including Berry College recent graduate Noah Deerfield, a current marketing assistant, about the qualifications for this role. I am confident I am a good fit for this position and will highlight my professional qualifications for your consideration below.

1. I have considerable professional experience leveraging marketing practices at an institutional level. During my time at Berry, I have regularly applied my academic foundation in public relations and marketing skills through campus employment and internships. As a news intern at WTVC News Channel 9 this past summer, I created content to post on multiple platforms with over 200,000 followers. I brainstormed and pitched ideas to professional staff, while still adhering to ethical news practice. I was able to gain first-hand experience in how a news channel company operates daily and apply my knowledge in a corporate setting. Furthermore, in my current role as an entertainment editor at Berry College Campus Carrier, I design and edit two-page layouts weekly and oversee creation of all article packages. I also manage a team of 3-5 student writers and train them on Adobe software tools such as InDesign. Together, these experiences demonstrate the depth and breadth of my marketing-related abilities.

Demonstrate your understanding of their organizational culture

2. My professional goals and academic experiences align closely with your organizational values. Through my professional experiences, academics, and leadership development, I have gained insight into my personal values and professional goals in a role after college. I have had the pleasure of learning under great leaders and have developed a passion for servant leadership, a value exemplified by Chick-fil-A. Being personal and caring leader can greatly impact the lives of those around them, and my goal is to be a collaborative team member with my peers and fellow associates through serving in my career.

3. Some of my greatest assets are the 'intangibles' that I bring to each job. On my resume are represented various leadership, intern, and on-campus positions. I have consistently been recognized by my supervisors for being a self-motivated, cheerful, and dependable employee. I am an experienced leader, a quick learner, and enjoy taking on new challenges. I like working with a team toward shared goals, but also appreciate the opportunity to innovate, pilot strategic initiatives, cast vision, and train teammates.

I would appreciate an interview with you to discuss how my qualifications, experiences, and values align with Chick-Fil-A and this role. Thank you for your time and consideration.

Sincerely,

Victor Viking

'24 Berry College

In some cases you'll write a cover email and attach your resume, rather than writing a complete letter; follow a similar format as the letter but be even more concise

DEMONSTRATE QUALIFICATIONS and MOTIVATION

The Goal

The objective of a cover letter is to demonstrate your qualifications and communicate your interest in the role. Your letter should answer two questions:

- **Why them?** Communicate why you are interested in the organization and this role -- demonstrate the results of your research into their organization, your understanding of their mission and values, and your sincere motivation to work with them
- **Why you?** Highlight a few of your most relevant experiences from your resume to show your qualifications and skills for this specific role

General Tips

- Research the organization to identify their needs and goals, then use skill words directly from the position description in your letter
- Revise/target your cover letter for every position application
- This is your first impression to the employer, so make it strong; express enthusiasm in your words
- Keep it short so employers want to read it; stay concise and specific
- Ask a friend, professor, Peer Career Advisor or your Career Consultant in the CPPD to proofread your letter