

“Communicate your talent with CDC’s  
artist’s tools for success”

–Wendy Morosoff, MEd. Director  
Career Development Center, Purchase College, SUNY

# Self-Branding & Resumes

ARTIST’S GUIDE



**Purchase College** | Career Development Center

EXPLORE. DISCOVER. SUCCEED.

## Artist's Resume & Self-Branding Guide

The ***Artist's Resume and Self-Branding Guide*** is designed to assist you as you prepare for your career. Inside you will find a host of resume and self-marketing resources for ***theatre arts, film, visual arts, dance, music, creative writing and arts management***.

Your resume is a summary of your background that can provide the first impression to a potential employer. Its purpose essentially is to help you to land an interview. Therefore, you have to quickly engage attention and capture the eye of the reader. ***The resumes included are limited to one page and are just a small sampling for different creative industries***. You will need to adapt your resume to your own personal career objectives. Most importantly, create a resume that truly expresses “who you are” and promotes you to the right audience. Resumes also provide an opportunity to market your talent and highlight your background, skills and experience.

Also included in this guide are tools for self-promotion and a listing of useful websites that can help you research or apply for positions in the arts.

We hope this guide empowers you to prepare, promote and locate the opportunities you seek!

For an extensive list of online Arts resources, please visit

[www.purchase.edu/offices/career-development/explore-majors-careers/major-and-career-possibilities](http://www.purchase.edu/offices/career-development/explore-majors-careers/major-and-career-possibilities)



CAREER DEVELOPMENT CENTER  
Purchase College, SUNY  
735 Anderson Hill Road, Purchase, NY 10577-1400  
914-251-6370  
[www.purchase.edu/offices/career-development/](http://www.purchase.edu/offices/career-development/)

## Resume Guidelines & Samples

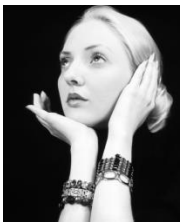
The main purpose of a resume is to persuade a potential employer to interview you. It is a summary of your abilities, accomplishments, and experiences. This guide is an *introduction* to writing your basic job/internship search resume.

- One-page resumes are preferred for most fields.  
(Two-page resumes are appropriate if you have a great deal of relevant experience.)
- Keep your formatting clear and consistent.
- Have others proofread for clarity, grammar, and spelling. (Make an appointment with a Career Counselor.)
- There are two basic resume formats: *reverse chronological* and *functional*. Artists may also consider using an infographic format or a resume that demonstrates one’s creative skills.

The following categories are typically included in a reverse-chronological resume (dated categories starting from the most recent). However, your particular situation will dictate those that are most appropriate for you.

*See samples in this guide for more ideas.*

Categories	Basics to Include	More to Include/Tips
<b>Name/Contact Information</b>	<ul style="list-style-type: none"> <li>✓ Full name or name you wish to use</li> <li>✓ Local and/or permanent address</li> <li>✓ Phone number(s) and email address</li> </ul>	<ul style="list-style-type: none"> <li>✓ URL to your website, portfolio, blog, professional social media</li> <li>✓ Use appropriate email (name, initials)</li> </ul>
<b>Qualifications Summary</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Highlight key skills and expertise</li> <li>✓ Snapshot of qualifications focused on the position</li> </ul>	<ul style="list-style-type: none"> <li>✓ Can be bullets, a brief paragraph or both</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>✓ Institution, school/conservatory, location, degree, (expected) grad date</li> <li>✓ All majors/minors; GPA if above a 3.0</li> <li>✓ All relevant institutions; study abroad</li> </ul>	<ul style="list-style-type: none"> <li>✓ Specialized training/ workshops/ instruction in your field</li> <li>✓ Senior Project/Thesis (if it doesn’t fit into another category)</li> </ul>
<b>Related Coursework</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Coursework- even if outside your major - that is relevant to the position</li> </ul>	<ul style="list-style-type: none"> <li>✓ Be sure to focus this section on what you are applying for</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>✓ Paid employment, internships, freelance, gigs, performances and more</li> <li>✓ Organization name, location (city/state), job title, dates of employment (month/year – month/year), and a brief job description</li> <li>✓ Use concise and concrete descriptions; Action verbs to describe responsibilities/skills</li> <li>✓ Specific relevant details of the experience</li> </ul>	<ul style="list-style-type: none"> <li>✓ Emphasize results/accomplishments!</li> <li>✓ Don’t lead with “Duties” or “Responsibilities”; avoid “I” statements</li> <li>✓ Demonstrate what YOU accomplished &amp; the skills YOU used</li> <li>✓ Include transferrable and career specific skills/experiences</li> <li>✓ Quantify when you can. Show results!</li> </ul>
<b>Related Experience/ Professional Experience</b>	<ul style="list-style-type: none"> <li>✓ Related experience can be a separate section that focuses on relevant experience</li> </ul>	<ul style="list-style-type: none"> <li>✓ Can separate into individual sections (see below)</li> </ul>
<b>Arts Experience Sections</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Freelance   Gigs   Projects</li> <li>✓ Exhibits   Performance</li> <li>✓ Teaching   Fellowships   Residencies</li> </ul>	<ul style="list-style-type: none"> <li>✓ See the resume examples in this guide for additional resume categories for artists</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>✓ All arts/creative skills, computer, foreign language, or other technical skills, even if you are less than proficient in them</li> <li>✓ Characterize ability level: “basic/ conversational/ fluent,” “familiar with,” “knowledge of,” or “proficient in”</li> </ul>	<ul style="list-style-type: none"> <li>✓ Skills specific to your field</li> <li>✓ Skills may be broken down into separate categories or sub categories</li> </ul>
<b>Honors and Awards</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Honors, scholarships, or awards you have received</li> </ul>	<ul style="list-style-type: none"> <li>✓ Educational, community and outside organization honors</li> </ul>
<b>Activities/Leadership/ Athletics</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Student organizations, student government, athletic teams and other involvement</li> </ul>	<ul style="list-style-type: none"> <li>✓ Emphasize leadership roles, if any</li> <li>✓ Can be listed under Experience instead if related</li> </ul>
<b>Volunteer/Community Service</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Steady or sporadic volunteer experience/service learning</li> </ul>	<ul style="list-style-type: none"> <li>✓ If steady (ex: once a wk. for 6 m) can be included in Experience/Related Experience instead</li> </ul>
<b>Interests/Hobbies</b> <i>(optional)</i>	<ul style="list-style-type: none"> <li>✓ Adds a personal dimension to the resume that can’t be expressed in another section</li> </ul>	<ul style="list-style-type: none"> <li>✓ Travel experience may be included</li> <li>✓ Show career focus in other areas</li> </ul>



Attach your headshot to the back of the resume with a 4 corner staple

**Actors**

**Penelope Landcruz**

SAG, AGVA

[www.penelopelandcruz.com](http://www.penelopelandcruz.com)

[Penelope@penelopelandcruz.com](mailto:Penelope@penelopelandcruz.com)

917 555 1234 / 123 Avenue Z, New York, NY 10000

Height: 5'8"  
Weight: 135lb  
Hair: Blonde  
Eyes: Brown

**FILM**

*L'Année dernière à Marienbad*  
*Goodbye, Mr. Chips*  
*Once*

Supporting  
Lead  
Supporting

French Film Production  
Frito Raymond Production  
Old Line Production

**TELEVISION/WEB**

*Difficult People*  
*Revenge*  
*Monday Morning*  
*White Rain*

Series Regular  
Recurring  
Co-star  
Lead

Hulu  
NBC Television  
USA Network  
Web series/Dinah Jones

**THEATRE**

*A Cat on a Hot Tin Roof*  
*Cabaret*  
*The Producers*  
*The Beauty Queen of Leenane*  
*A Man Which Knew Too Much*

Margaret  
Sally  
Ulla  
Man  
Jill

Roundtable Theatre  
Circle Line Theatre  
Strawhat Actors Theater  
Inishmore Theatre  
Purchase College

**TRAINING**

**Purchase College - State University of New York  
Conservatory of Theatre Arts**

Bachelor of Fine Arts - MO. YEAR      *Major:* Acting  
Acting - *Name(s) of who you studied with*  
Speech - *Name(s) of who you studied with*  
Dance/Movement - *Name(s) of who you studied with*  
Stage Combat - *Name(s) of who you studied with*

**HBB Studio**

Trainer: Uta Hagen  
Classes: Improvisation, Monologue, Scene Study

**SKILLS**

- Fluent in Spanish, conversational in Italian and French
- Dialects & Dictions: Southwest, Southern, New England, Standard British, Spanish, Italian, French
- Stage Combat
- Experience with firearms
- Three ball juggling
- Ballroom dance
- Works well with animals and children

## Dancers

### Donna Prime

[www.DonnaPrime.com](http://www.DonnaPrime.com)

[donnadonna@gmail.com](mailto:donnadonna@gmail.com) / 123-456-7890

12334 West 264<sup>th</sup> Street, New York, NY 10098

Height: 5'6"

Weight: 125lb

Hair: Brown

Eyes: Light Blue

#### EXPERIENCES

##### **Purchase College Performing Arts Center**

Coppélia	Coppélia	James Direct (Art Director)	YEAR
The Magic Flute	Pamina	Bill Shiner (Choreographer)	YEAR

##### **Riverdale Community Hall**

The Ocean	Clown	David Irwin (Choreographer)	YEAR
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#### AWARDS/ACHIEVEMENT

Junior Regional Championship	1 <sup>st</sup> Runner up	YEAR
Mikhail Bally Memorial Fellowship		YEAR

#### TEACHING EXPERIENCE

Private Ballet lessons for 8 <sup>th</sup> and 9 <sup>th</sup> graders	YEAR
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#### EDUCATION

##### **Purchase College – State University of New York**

BFA Conservatory of Dance

MO. YEAR (anticipated)

#### **PRINCIPAL TEACHERS**

Private Instructor: Ginger Astaire

Coach: Martha Graham bears

Master Class: Vaslav Nijinsky blue

#### TRAINING

Private Ballet Lesson	Instructor: Katya Whiteman	YEAR - YEAR
Private Hip Hop Lesson	Instructor: JJ Coolman	YEAR - YEAR

#### PROFESSIONAL MEMBERSHIP

- Member of the American Ballet Union

#### WORK EXPERIENCE

##### **The Dance Shop**

White Plains, NY

MO. YEAR - Present

*Sales Associate*

- Provide customer service for dance apparel customers
- Design sales displays and maintain a favorable store appearance

#### ADDITIONAL SKILLS

- Fluent in Russian
- Certified Yoga Instructor

## Design/Technology

Sam F. Diaz

(201) 555-5555  
sam.f.diaz@gmail.com

123 Elm Street  
Maywood, NJ 07607

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### STAGE MANAGEMENT EXPERIENCE

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YEAR	Our Town	Stage Manager	Purchase Repertory Theatre	Purchase, NY
YEAR	Macbeth	Stage Manager	Purchase Repertory Theatre	Purchase, NY
YEAR	The Crucible	Assistant Stage Manager	Hudson Valley Theater	Cold Spring, NY
YEAR	A Man for All Seasons	Assistant Stage Manager	Hudson Valley Theater	Cold Spring, NY
YEAR	James Joyce's The Dead	Assistant Stage Manager	Forum Theatre Company	Metuchen, NJ

### CARPENTRY EXPERIENCE

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YEAR	Doubt	Carpenter	Purchase Repertory Theatre	Purchase, NY
YEAR	The House of Yes	Carpenter	Purchase Repertory Theatre	Purchase, NY
YEAR	Fiddler on the Roof	Carpenter Apprentice	Bucks County Playhouse	New Hope, PA
YEAR	Evita	Carpenter Apprentice	Bucks County Playhouse	New Hope, PA
YEAR	As You Like It	Carpenter Apprentice	VT Shakespeare Festival	Burlington, VT

### RELATED EXPERIENCE

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YEAR	52 <sup>nd</sup> Street Project	Intern		New York, NY
YEAR	Riverspace	Theatre Internship		Nyack, NY
YEAR	Six Degrees of Separation	Lighting Board Operator	Purchase Repertory Theatre	Purchase, NY
YEAR	Little Shop of Horrors	Sound Operator	Paramus High School	Paramus, NJ

### PROFESSIONAL TRAINING/ EDUCATION

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Professional Training in Design/Technology

**Conservatory of Theater Arts** - Purchase College, SUNY – Purchase, NY

**B.F.A. in Stage Management** MO. YEAR

### RELATED SKILLS

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Wire set electrics, operate a light & sound board, operate a followspot, read a light plot, hand & machine sewing, cad and hand drafting, valid NJ state drivers license, certified in C.P.R., proficient in Mac OS X and Windows, knowledge of French

### REFERENCES

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Name of Reference  
Title of Reference  
Organization Name  
Phone Number  
Email

Name of Reference  
Title of Reference  
Organization Name  
Phone Number  
Email

Name of Reference  
Title of Reference  
Organization Name  
Phone Number  
Email

ellen.amos@purchase.edu  
www.ellenamos.com  
914-555-5555  
735 Anderson Hill Road, Box 503  
Purchase, NY 10577-1400

Film

ELLEN  
AMOS

## Education & Skills

### Education:

Purchase College, SUNY, Purchase NY  
School of Film and Media Studies  
Bachelor of Fine Arts, mo-yr.  
Major: Film

New Jersey Media Arts Center  
Workshops  
New Brunswick NJ

### Qualifications:

Sound Recording:  
Nagra, DAT

Editing Software:  
Avid, Final Cut Pro, Adobe Premiere,  
Adobe Effects

Directing & Producing:  
Short Films

Proficient in:  
Microsoft Office, Windows, and MAC OS

Familiar with:  
Spanish

## WORK EXPERIENCE

**Writer and Director** New York, NY – MO. YR  
Super 16mm short film "*Susan's Self Discovery of Innocence*"

**Production Assistant for Hungry Two Films** New York, NY – MO. YR  
Worked with in-house staff of writers, producers, editors, and designers to create auto commercials. Trained in on-set organization and high-end visual effects.

**Production Coordinator for Big Dog Films** New York, NY – MO. YR  
Organized rehearsals to ensure production of Tom McCain's film: *Love is a Dog*.

**Freelance Gaffer and Grip** New York, NY – MO. YR  
Managed equipment, lights, and dolly for various productions.

**Consulting Editor for LMC-TV 32** Mamaroneck, NY – MO. YR  
Produced, taped, and edited short projects. Assisted Director in increasing audience reach and improving image of television station.

## SELECTED PROJECTS

*Any Given Wednesday* – Key Grip / MO. YR

*Harlequin of Hate* – Gaffer / MO. YR

*Shattering Sky* – Writer / MO. YR

*Unusual Culprits* – Cinematographer / MO. YR

*Children's Land* – Writer, Editor / MO. YR

*Lawful Citizens* – Producer / MO. YR

## ADDITIONAL EXPERIENCE

**Usher at the Performing Arts Center** Purchase, NY – MO. YR  
Greeted, assisted, and accommodated patrons, worked at various events.

**Office Assistant at Purchase College** Purchase, NY – MO. YR  
Performed various office duties for the Conservatory of Theatre Arts

# Music

**Joanne S. Bach**  
4 Brandenburg Court  
White Plains, NY 10606  
914-555-5555 joanne.bach@purchase.edu

## EDUCATION:

**Purchase College, State University of New York**

**Purchase, NY**

*Bachelor of Music, Expected Month, Year*

Major: Studio Production

**Related Coursework:** Digital Audio I & II, Junior Production, Acoustics and Design

## RELEVANT EXPERIENCE:

**Glimmerglass Opera**

**Cooperstown, NY**

*Production Intern*

Month Year

- Developed new electrical circuiting for a variety of venues
- Assisted with installation, use and maintenance of audio systems
- Participated in Seminars presented by leading industry professionals

## WORK EXPERIENCE:

**Barnes & Noble**

**White Plains, NY**

*Music Sales Associate*

Month Year- present

- Research and facilitate music selections for customers
- Create new promotional displays for new releases
- Organize space and equipment for visiting artists on promotional tours
- Process and tally cash register totals daily

**The Performing Arts Center, Purchase College**

**Purchase, NY**

*Usher*

Month Year - Month Year

- Directed patrons to their seating assignments
- Arranged programs prior to theater opening
- Attended music, dance and dramatic presentations

**Camp Kiwi**

**Mahopac, NY**

*Music Counselor*

Month Year - Month Year

- Directed musical production of "The Wizard of Oz"
- Coordinated music program for children between the ages of 5 and 15

## PERFORMANCE EXPERIENCE

**Culture Shock**

**Purchase, NY**

*Almost Alive*

Month Year

- Composed music for computer generated performance group
- Performed pieces on synthesizer and percussion

## TECHNICAL SKILLS:

Pro Tools, Logic Pro X, Cubase 8.5, Ableton

Recording, mixing, editing and mastering; Outboard gear

Familiar with Microsoft Word, Excel, PowerPoint

## LANGUAGE:

Working knowledge of French

## ACTIVITIES:

Culture Shock - Purchase College, student run concert program - Year

Baroque Chamber Music Group, violin - Year

Purchase College Soul Voices- Year



# MARK REYNOLDS

❧ **TENOR** ❧

735 Anderson Hill Road  
Purchase, NY | (914) 555-2278

Height: 5'10"  
Weight: 185

## ❧ **OPERA ROLES** ❧

Spoletta  
Gastone  
Belfiore  
Detleffe  
Tamino

*Tosca*  
*La Traviata*  
*La Finta Giardiniera*  
*The Student Prince*  
*Die Zauberflöte*

Wildwood Festival  
Westchester Opera  
Westchester Opera  
Summer Repertory  
Purchase College

## ❧ **SCENES PERFORMED** ❧

Don Ottavio (Act I)  
Nadir (Duet with Zurga)  
Fenton (Act II, Scene 2)

*Don Giovanni*  
*Le Pêcheurs de Perles*  
*Falstaff*

South Shore Opera  
Westchester Opera  
Westchester Opera

## ❧ **ORATORIO/CONCERT** ❧

Soloist: *Messiah*  
Soloist: *Beethoven's Ninth Symphony*  
Soloist: Mozart *Requiem*  
Soloist: "Basically Bach"

Purchase College  
Bloomington Symphony  
St. John's Church  
White Plains Arts League

## ❧ **TEACHERS/CONDUCTORS/COACHES** ❧

Elizabeth Randall (present), Martin Long, Jerry Appleton, Lois Whey,  
Leonard Baum, Joseph Stewart, Elaine McEnroe, Lottie Harris

## ❧ **OPERA TRAINING/DIRECTORS** ❧

Stephen Ross, Dolores Dunne, James Magee, Stuart Lapin

## ❧ **EDUCATION** ❧

Purchase College, SUNY: MusB Music Performance, YEAR

## Fine Arts

### Amy Williams

100 Smith Ave, Troy, New York 12180

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

(917) 555-5555

[www.yourwebsite.com](http://www.yourwebsite.com)

#### SKILLS

- Drawing/Painting: Pastels, Pen & Ink, Watercolor
- Sculpture: Ceramics, Wood and Bronze; Mold making and casting
- Digital Design: Proficient in Adobe Illustrator and Photoshop
- Computer: MAC OS/Windows; Microsoft Word, Excel, PowerPoint, Publisher, Outlook
- Language: Proficient in Spanish, Knowledge of French

#### EDUCATION

**Purchase College, State University of New York, Purchase, NY**

**School of Art & Design**

**Bachelor of Fine Arts, Expected MONTH, YEAR**

Major: Drawing/Painting

Dean's List- 5 semesters

**Semester Abroad, Purchase College, Burgos, Spain**

MO/YR – MO/YR

Coursework: Intermediate Spanish, Language and Culture, Modern Spain

#### RELEVANT EXPERIENCE

**Gallery Assistant – Windmere Galleries**

Port Chester, NY

MO/YR – PRESENT

- Support all programs including gallery sales, student registration and client services
- Prepare art for display; set up exhibition, install pieces, pack and ship art
- Assist with programming and instruction in area schools and community centers

**Gallery Assistant Intern – ArtsWestchester**

White Plains, NY

MO/YR – MO/YR

- Assisted in the day to day operations in a thriving fine arts space
- Greeted clients and visitors and addressed all questions
- Provided support for exhibitions including at all gallery events

**Art Teacher – Action Art School**

Old Greenwich, CT

MO/YR – MO/YR

- Taught children ages 5-12 in the areas of painting, drawing, mixed media and collage
- Developed curriculum and lesson plans to engage children in a range of ages

#### FREELANCE

**Mural for Metrolife Office Building**

Tarrytown, NY

MO/YR

**Commission Painting for Medical Office**

Troy, NY

MO/YR

#### ADDITIONAL EXPERIENCE

**Sales Associate – Anthropologie**

White Plains, NY

MO/YR – PRESENT

- Implement the highest level of customer care, ensuring customers satisfaction
- Determine the customer's needs and offer suggestions or alternatives
- Assist the Visual Manager with creating/maintaining displays; upholding the overall aesthetic of the store.

#### EXHIBITS

**B.F.A Exhibition, Purchase College**

Purchase, NY

MO/YR

**Summer Show, Troy Library**

Troy, NY

MO/YR

**Group Exhibit, Flynt Park**

Larchmont, NY

MO/YR

**Juried Show, Hudson Nature Center**

Troy, NY

MO/YR

#### VOLUNTEER

**March of Dimes**

White Plains, NY

YR - YR

- Assisted with events including marketing, outreach and day of event assistance

**EDUCATION**

- YEAR **Purchase College, SUNY** | Purchase, NY  
School of Art+Design  
BFA, Visual Arts Interdisciplinary
- YEAR **University of the Arts** | London, England  
Camberwell College of the Arts  
Study Abroad

**HONORS/GRANTS**

- YEAR New York Council on the Arts Grant
- YEAR DRS Foundation Award
- YEAR Honorable Mention at Riverstate Art Guild
- YEAR Student Competition for Public Art on Campus
- YEAR Presidential Artist Scholarship
- YEAR Purchase College Merit Scholarship

**SOLO EXHIBITIONS**

- YEAR **Gallery X** | New York, NY
- YEAR **Miranda Arts Project Space** | Port Chester, NY
- YEAR **Apple Arts Center** | Monroe, NY
- YEAR **Bigtown Library** | Bigtown, NY

**GROUP EXHIBITIONS**

- YEAR **Sugar Hill Arts Festival** | New York, NY  
*Hard Rain*
- YEAR **Purchase College** | Purchase, NY  
*Senior Show*
- YEAR **NY State Museum** | Albany, NY  
*SUNY Student Exhibition*
- YEAR **Riverstate Art Guild** | New Hope, PA  
*Winter River*
- YEAR **Forum Art Space** | Purchase, NY  
*Bodies Exhibition*
- YEAR **HVCCA** | Peekskill, NY  
*Student Exhibition*

**RELATED EXPERIENCE**

- YEAR- **Studio Assistant** | New York, NY
- YEAR *Vernita Nemec Studio*
- YEAR- **Gallery Monitor** | Purchase, NY
- YEAR *Richard & Dolly Maass Gallery*
- YEAR- **Intern** | Purchase, NY
- YEAR *Forum Art Space*

**PUBLICATIONS**

- YEAR **Submissions Magazine**, Issue #60

This can be inclusion & reviews of your art in books, magazines, newspapers, catalogues, online media & more.  
View [www.collegeart.org/guidelines/resume](http://www.collegeart.org/guidelines/resume) for details.

**TEACHING EXPERIENCE**

- YEAR **Bergen Community College** | Paramus, NJ  
*Instructor, Portfolio Workshop for HS Students*
- YEAR **Clay Arts Center** | Port Chester, NY  
*Ceramics Teacher*
- YEAR **Arts Student League** | New York, NY  
*Instructor*
- YEAR **Free Arts NYC** | New York, NY  
*Volunteer Teacher*
- YEAR **Purchase College** | Purchase, NY  
*Teaching Assistant, Materials & Methods*

**RESIDENCIES**

- YEAR Skowhegan School of Painting & Sculpture
- YEAR Acme Studios London

**COLLECTIONS**

- Bigtown Library** | Bigtown, NY
- JCC of Mid-Westchester** | Scarsdale, NY
- Private Collection** | New York, NY

**LANGUAGE/TRAVEL**

- Fluent in Spanish; Traveled to Madrid and Seville
- Intermediate Italian

For full details on creating your Artist Resume or Curriculum Vitae (CV) visit [www.collegeart.org/standards-and-guidelines/guidelines](http://www.collegeart.org/standards-and-guidelines/guidelines)

## Arts Manager

# RIVER SONG

## CONTACT

Westchester, NY

555-555-5555

riversong@email.com

www.riversong.com

## SOCIAL MEDIA

 @riversong

 @drsng

## PROJECTS

### Music Festival Project Communicating the Arts • Year

- Collaborated as a team to pitch three headliners for a music festival
- Lead the design and visual themes of the presentation; creating the design elements and slides

### Marketing Campaign for Gallery X Digital Marketing & The Arts • Year

- Developed a marketing campaign for a small art gallery consisting of social media outreach, strategic emails, and other avenues of digital marketing

## EDUCATION

Purchase College, SUNY Purchase, NY  
Expected MO/Year BA in Arts Management  
GPA 3.5

Course Highlights: Creative Producing, Finance for the Arts, Communicating the Arts, Digital Marketing & The Arts

## EXPERIENCE

MO/Year - Present Caramoor Center for Music and the Arts • Event Staff • Katonah, NY

- Assist with the day-to-day operations of all events including venue set-up and breakdown
- Play an important role in the guest experience; helping in the theaters, the grounds, and ensuring an enjoyable experience
- Create an environment that supports all guests to be inspired by music

MO/Year- Present Childcare • Westchester, NY

- Develop engaging activities to create a positive and educational learning environment
- Mentor children of various ages with academic and social topics

MO/Year- Mount Kisco Frame Shop • Assistant Picture  
MO/Year Framer • Mount Kisco, NY

- Assisted with custom framing of various pieces of art and other items
- Worked with clients to create designs in their budget and to their specifications

## ACTIVITIES

Year - Present Purchase College Arts Management Club

- Assist in marketing events and resources to students and the Purchase community

## SKILLS

Photography  
Adobe Photoshop  
Promotion through Instagram and TikTok  
Canva  
Microsoft Word, Excel, and PowerPoint  
Intermediate French  
Teamwork & Leadership

## Creative Writing

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# Janie Writer

735 Anderson Hill Road

Purchase, NY 10543

www.janiewriter.com

(555) 123-1234

janiewriter.wordpress.com

janie.writer@purchase.edu

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### EDUCATION

**Purchase College, SUNY**, Purchase NY

*Bachelor of Arts*, Expected Completion MO/YR

Major: Creative Writing      GPA: 3.5

### WRITING HIGHLIGHTS

Play	<i>A New Rose</i>	<b>Maywood Arts Festival</b>	YEAR
Short Story	<i>Amy and Rory</i>	<b>Italics Mine</b>	YEAR
Poem	<i>River</i>	<b>Submissions Magazine</b>	YEAR

### INTERNSHIP EXPERIENCE

**Brant Publications** New York, NY

MO./YEAR - present

*Advertising Intern- Interview Magazine*

- Organize and maintain daily schedules
- Develop transcriptions of interviews
- Maintain and update customer mailing lists
- Facilitate monthly issue distribution

**SubMag** Purchase, NY

MO./YEAR - MO./YEAR

*Intern*

- Reviewed submissions for magazine that includes poetry, prose, photography, artwork, and other creative pieces
- Worked with the Director and intern team to select submissions for each issue
- Engaged with students and the Purchase Community to encourage submissions

### HONORS & AWARDS

Winner of the Bergen Schools Annual Writing Competition      YEAR

Recognized by the National Council of Young Writers      YEAR

### WORK EXPERIENCE

**Barnes and Noble** White Plains, NY

MO./YEAR - present

*Sales Associate*

- Answer customer questions and provide educational information
- Promote and advertise numerous 'Books of the Month'
- Compute and record customer transactions
- Maintain stores overall appearance

### ACTIVITIES

**Purchase College Basketball**, Team Captain

YEAR – present

**Bethel Nursing & Rehabilitation Center**, Volunteer

YEAR – YEAR

### COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint; Proficient in Adobe InDesign and Illustrator

# Graphic Design



ELIZABETH  
CRANFORD



(555) 555-5555



elizabeth.cranford@mail.com



New York, NY



www.ecdesign.com

## Education

### Purchase College, State University of New York

School of Art+Design  
Bachelor of Fine Arts in Graphic Design

Expected month year

## Skills

- Procreate
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Aftereffects)
- Microsoft Office Suite (Word, Excel, & PowerPoint)
- Digital Photography
- HTML/CSS

## Design Experience

### Think Brand Design - New York, NY

Year - Present

#### Design Intern

- Collaborate with the creative team to design logos, social media graphics, and digital/print pieces for clients
- Observe client meetings and work closely with leaders at the firm

### Freelance/Projects - New York, NY

Year - Present

- Freelance graphic designer for Jr. Explorers Day Camp
- Freelance logo design for a local musician
- Currently developing a year long senior design project
- Collaborated with a team of students in Community Design to present design concepts and develop new brand identity pieces for a local non-profit

### Purchase College Career Development Center - Purchase, NY

Year - Year

#### Graphic Design Marketing Intern

- Developed and created design theme concepts for marketing campaigns
- Created the logo, poster, adjacent events flyers, and participant guide covers for the Experiential Learning Fair and Job & Internship Fair
- Brainstormed theme ideas and shared a description of the themes, images, and tag lines with Center staff
- Presented multiple design options to fit within an event theme

## Experience

### Starbucks - Purchase, NY

Year - Present

#### Barista

- Work on a team to provide friendly service and ensure customer satisfaction

### Jr. Explorers Day Camp - Brooklyn, NY

Summers Year - Year

#### Arts Counselor

- Provided a fun and safe environment for children to have a meaningful summer
- Lead arts activities and developed arts projects



## CONTACT

- +123-456-7890
- suziejones@email.com
- www.suziejonesphoto.com
- 123 Anywhere St., Any City, ST 12345

## EDUCATION

### Purchase, College SUNY School of Art+Design

#### Bachelor of Fine Arts

Expected Month Year

Major: Photography

## SKILLS

Digital & Film Photography  
Retouching/Color Correction  
Adobe Photoshop  
Adobe Lightroom  
Adobe InDesign  
Camera Equipment Operation  
Location/Studio Lighting Setup  
Specialized Training in Food Photography

## FREELANCE

### Event Photography Year - present

Photograph celebrations including birthday parties, showers, and other events

### Food Photographer Year

Photographed menu items for two local restaurants for print/digital menu and social media

## Photographer

# SUZIE JONES

Photographer

## PHOTOGRAPHY EXPERIENCE

### Photographer/Assistant Month Year - Present Janet Michael Photography Studio - Mahwah, NJ

- Assistant photographer for large and small events including weddings, mitzvahs, showers, special event parties, and corporate functions
- Responsible for ensuring all equipment is transported to and from event jobs
- Set up photo shoots for in-studio photography sessions
- Assist clients in the studio and communicate with clients before their event

### Marketing Intern Month Year - Month Year Smith Industries - Suffern, NY

- Photographed products for business-to-business marketing brochure and website
- Posted product photos on Instagram and assisted the Social Media Manager with social media content

### Teaching Assistant - Digital Photography/Editing Summer Year Purchase Summer Youth Programs in the Arts - Purchase, NY

- Provided assistance and guidance to high school students with assigned photography projects
- Ensured the room was set up, maintained, and cleaned up each day
- Supervised students at lunch, during photo walks and field trips

## CUSTOMER SERVICE EXPERIENCE

### Sales Associate Month Year - Month Year Best Buy - Nyack, NY

- Communicated with customers and provided answers to product questions on the sales floor and at the register

### Customer Service Assitant Month Year - Month Year Kohls - Nyack, NY

- Processed returns and exchanges at busy customer service desk, ensuring customer satisfaction

## Action Verbs for Your Resume

<b>Management/ Leadership Skills</b> Administered Analyzed Appointed Approved Assign Attained Authorized Chaired Considered Consolidated Contracted Controlled Converted Coordinated Decided Delegated Developed Directed Eliminated Emphasized Enforced Enhanced Established Executed Generated Handled Headed Hired Hosted Improved Incorporated Increased Initiated Inspected Instituted Led Managed Merged Motivated Organized Originated Overhauled Oversaw Planned Presided Prioritized Produced Recommended	Reorganized Replaced Restored Reviewed Scheduled Secured Selected Streamlined Strengthened Supervised Terminated  <b>Communication &amp; People Skills</b> Addressed Advertised Arbitrated Arranged Articulated Authored Clarified Collaborated Communicated Composed Condensed Conferred Consulted Contacted Conveyed Convinced Corresponded Debated Defined Described Developed Directed Discussed Drafted Edited Elicited Enlisted Explained Expressed Formulated Furnished Incorporated Influenced Interacted Interpreted Interviewed Involved	Joined Judged Lectured Listened Marketed Mediated Moderated Negotiated Observed Outlined Participated Persuaded Presented Promoted Proposed Publicized Reconciled Recruited Referred Reinforced Reported Resolved Responded Solicited Specified Spoke Suggested Summarized Synthesized Translated Wrote  <b>Research Skills</b> Analyzed Clarified Collected Compared Conducted Critiqued Detected Determined Diagnosed Evaluated Examined Experimented Explored Extracted Formulated Gathered Identified	Inspected Interpreted Interviewed Invented Investigated Located Measured Organized Researched Reviewed Search Solved Summarized Surveyed Systemized Tested  <b>Technical Skills</b> Adapted Applied Assembled Built Calculated Computed Conserved Constructed Converted Debugged Designed Determined Developed Engineered Fabricated Fortified Installed Maintained Operated Overhauled Printed Programmed Rectified Regulated Remodeled Repaired Replaced Restored Solved Specialized Standardized Studied Upgraded
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<b>Teaching Skills</b> Adapted Advised Clarified Coached Communicated Conducted Coordinated Critiqued Developed Enabled Encouraged Evaluated Explained Facilitated Focused Guided Individualized Informed Instilled Instructed Motivated Persuaded Set goals Stimulated Taught Tested Trained Transmitted Tutored  <b>Financial/ Data Skills</b> Administered Adjusted Allocated Analyzed Appraised Assessed Audited Balanced Budgeted Calculated Computed Conserved Corrected Determined Developed Estimated Forecasted Managed	Marketed Measured Planned Prepared Programmed Projected Reconciled Reduced Researched Retrieved  <b>Creative Skills</b> Acted Adapted Began Combined Composed Conceptualized Condensed Created Customized Designed Developed Directed Displayed Drew Entertained Established Fashioned Formulated Founded Illustrated Initiated Instituted Integrated Introduced Invented Modeled Modified Originated Performed Photographed Planned Revised Revitalized Shaped Solved  <b>Helping Skills</b> Adapted Advocated	Aided Answered Arranged Assessed Assisted Cared for Clarified Coached Collaborated Contributed Cooperated Counseled Demonstrated Diagnosed Educated Encouraged Ensured Expedited Facilitated Familiarized Furthered Guided Helped Insured Interviewed Motivated Prevented Provided Referred Rehabilitated Represented Resolved Simplified Supplied Supported Volunteered  <b>Organizational Detail Skills</b> Approved Arranged Catalogued Categorized Charted Classified Coded Collected Compiled Corrected Corresponded Distributed Executed	Filed Generated Implemented Incorporated Inspected Logged Maintained Monitored Obtained Operated Ordered Organized Prepared Processed Provided Purchased Recorded Registered Reserved Responded Reviewed Routed Scheduled Screened Set up Submitted Supplied Standardized Systemized Updated Validated Verified  <b>Other Accomplishment Verbs</b> Achieved Completed Expanded Exceeded Improved Pioneered Reduced Resolved Restored Spearheaded Succeeded Surpassed Transformed
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# Writing Cover & Query Letters

## Cover Letters

Your cover letter accompanies your resume serving as an initial greeting that identifies and explains any material you are sending (work samples, resume, etc.). It can be as short as a few sentences, telling what is enclosed and why, or it can be longer with more information. **Cover letters communicate more information about you and request responses.** They can express your personality, describe your experience, and reflect your artistic sense or style, allowing you to be friendly and professional while engaging the reader.

*A cover letter will generally have three parts:*

**The Opening:** Grabs the attention of the reader, states the goal of the letter, and sets a professional and courteous tone.

- Is it to introduce your work? (your music, your video, your writing, etc.)
- Does it follow-up on previous correspondence?
- Were you referred to this lead or are writing at the suggestion of a third party?

**The Middle:** The body of the letter.

- It may include more detailed information about your enclosed or attached works/samples/website.
- Summarize or restate a component of your artist statement, if you have submitted one.
- Could include something important that has happened in your career, such as a grant, a commission, an artist in residence, a current or recent show, etc.

**The Closing:** Motivates the reader to act.

- Request an appointment to meet with them.
- The goal is to schedule a visit to the studio, production, or other meetings where there can be an exchange or interview.

### TIPS

- **Be direct.** Be real. Try to be honest about your work, your passions and your objective in writing.
- **Avoid duplicating any enclosed information.** Use a one sentence summary of your artist statement or a strong line, but do not repeat sentences or paragraphs from the resume.
- **Be brief.** Cover letters should be no more than one page.
- **Effective letters** are encouraging and make the reader want to read more or meet you.
- **Edit, proofread and edit again!**

Eliminate unnecessary words

Simplify every phrase

Write in an active voice

Relax Formal language

Short sentences

Use positive sentences

## Query Letters

A query letter is a bit different from a cover letter. The purpose is to secure an informational interview or meeting where you seek career advice and information on the types of positions you may qualify for at a particular organization. A query letter should clearly state why you are contacting the individual to whom the letter is addressed, why you are interested in the organization.

You can also demonstrate you have done your research and express why you feel you are qualified to work in that field and firm. Query letters can also be tailored and structured when presenting or proposing your art or writing samples, treating them more like a letter of application for a specific job or opportunity (to exhibit, to publish, to design.)

## Sample of a Cover Letter

### Sarah College

735 Anderson Hill Road - Box 00, Purchase, NY 10577

(914) 555- 5555

E-mail: sara.college@purchase.edu

Mrs. Smith  
Music Educators Inc.  
125th Street  
New York, NY 10001

Today's Date

Dear Mrs. Smith:

#### ***(Why are you writing?)***

I am writing to express my interest in the Music Education Internship with *Music Educators Inc.* which I found on Purchase JobScore. I am a junior Music Performance major at Purchase College, SUNY. I intend to pursue a career in piano performance and simultaneously hone my teaching skills to instruct and inspire the next generation of musicians.

#### ***(How are you qualified?)***

The intensive training in the Music Conservatory and the extracurricular environment that fosters collaboration and creativity at Purchase College has inspired me to take the steps towards a career in music education. I have taken classes in theory, composition and performance. As a part of the New Music concert, I had the privilege of leading the student orchestra as they performed their original compositions. I have also gained experience teaching piano lessons to children aged 9-12 at *Music First* in Harrison for the past two years.

#### ***(Why Them?)***

I am particularly interested in interning for Music Educators Inc. because I am aware of the high quality music lessons that you provide for students. Your mission of supporting each individual student's confidence and passion for music through personalized instruction and on-going performance truly resonates with me. I know firsthand how important music programs are for children. My early experience in a similar program set the foundation for my professional journey. I would love to be a part of your passionate team of musicians and teachers to contribute to the wonderful work that you do.

#### ***(Ask for interview)***

Attached is my resume for your review. I will follow up next week to see if we can make an appointment to further discuss the internship position and my qualifications. Thank you for your time and consideration, I look forward to hearing from you.

Sincerely,  
*Signature*

Sarah College  
MusB Music Performance  
Purchase College, State University of New York

## Sample of a Query Letter to a Gallery Director

Gallery Director  
Art Gallery Name  
Address

September 1, 20\_\_

Dear xxxx:

I am writing to introduce you to my work. I am a watercolor landscape artist with a focus on marine life themes.

Enclosed is my bio, artist statement, current resume, and a postcard sample of one of my paintings. I invite you to visit my website at [www.mywonderfulart.com](http://www.mywonderfulart.com) to review a more comprehensive selection of my work.

If you are interested in seeing my art in person, I will be hosting an Open Studio on October 15th from 7 – 9 pm at the Blue Columns Gallery. Please drop by if your schedule permits or contact me to arrange a specific time to visit. I can be contacted by phone at 555-555-5555 or email at [artist@mywonderfulart.com](mailto:artist@mywonderfulart.com)

Thank you for taking the time to review my work.

Sincerely,  
Artist Name

## Thank You Letters

The “Thank You” letter is written after you have interviewed with an organization. It should be sent to every person who has interviewed you (i.e. if you met with three individuals, then send three individual letters) and do not make copies of the same letter.

A thank you letter reminds the hiring manager that you exist and offers the following vital opportunities:

- Politely reconfirms your interest in the position and the organization
- Gives you a chance to share additional information that was not covered during the interview
- Further demonstrates your excellent communication skills
- Can be sent as an email or even a personally written card (particularly if you have good handwriting)

Make an outline of the key points covered during the interview and remember what seemed important to the interviewer. See below for a sample and additional tips.

*Keep in mind that a thank you letter may give you a second chance to strengthen their first impression of you!*

### Sample Thank You Letter

236 Briarcliff Road  
Scarsdale, New York 10538

Ms. Melissa Brown  
Jacob’s Pillow Dance  
358 George Catch Road  
Becket, MA 01223

Date

Dear Ms. Brown:

- *Use a formal greeting, Mr., Dr., Ms. or Mrs. and spell out titles such as President or Vice President.*

Thank you for meeting me today to discuss the program development position in dance. I enjoyed speaking with you and learning more about the work that you do within the community, creating dance venues for various settings.

- *Use the word “meeting” instead of “interview”. It has a more professional overtone.*
- *Remind the interviewer of the position for which you were interviewed for and the date of the interview.*

My excitement for the opportunity to work at *Jacob’s Pillow Dance* has been strengthened as a result of our meeting. I am confident that my dance background and internship experience will prove to be a good fit with the requirements of the assistantship. I am sure, that if given the chance, I can make a significant contribution to *Jacob’s Pillow Dance*.

- *Stress your interest in the position and in the organization.*
- *Emphasize one or two of your strongest talents and slant them towards the interviewer’s concerns.*

Please feel free to contact me at (914) 248-7893, if you have further questions or require additional information. Thank you again for your time, and consideration.

- *Always include your telephone number and the best times you can be reached.*
- *If possible, close the letter with the suggestion for further action, such as a second meeting*

Sincerely,  
**Your Signature**  
Daniel Green

## Writing Artist Statements for The Visual Arts

While there is some truth to the above challenge of discussing one's art, artists statements are an essential component needed for showing or presenting one's work. A good artist statement will present the answers to the following questions—start out by considering:

- *Who you are?*
- *What you do?*
- *How you do it?*
- *Why you do it?*

These questions can provide the framework for the development of your statement. A good Artist Statement supplements the visual information in a body of work, portfolio, or an exhibition so the reader/viewer can better understand it.

Compose your statement as if communicating to a friend who is genuinely interested in the work. Speak to a reader who wants to know the answers to any questions that may be asked by anyone viewing your work. Start by describing one or two recent pieces. What do you want the reader to know about them?

### *Helpful Hints for a Well-Written Statement*

1. **Engage the reader:** Do keep it short, coherent, clear, and engaging.
2. **Avoid artspeak and jargon:** Try not to use flowery or over-technical jargon. *Make your statement approachable and engaging as you hope your art will be.*
3. **Describe your influencers: DO** develop a strong opening. Think about what may have influenced the work that you do. Explain clearly why you make art; what your work means to you and what materials you use.
4. **Tell a brief story:** Illustrate in a short discussion about that which may have moved you into making a specific body of work.
5. **Less is more:** Try to keep it short and sweet. Limit it to one typed page, double spaced. Your statement is truly an introduction and a supplement to the visual material.
6. **Describe accomplishments:** Rather than what you are attempting to do with your work
7. **DO focus on technique:** Along with other things not apparent from your visual presentation including themes and issues that concern you. Describe the materials used or scale of the work can also be important information to include.

### **For ideas and samples of Artist Statements, view:**

- *Gallery Websites:* include statements made by artists describing their exhibition and work
- *Artists Blogs:* See “about the artists” sections
- *Artists Websites:* Statements can be found under “Artists Bios,” “Work,” and “About the Artist”
- *Review Samples:* Just be sure to find *your own voice*. Never copy another artist's statement.

## Marketing Your Art

### Preparing Your Creative Portfolio

Portfolios that represent one's creative body of work can be **essential for all of the arts**, including visual arts, performing arts, creative writing and film. Your "*Career Portfolio*" provides a method for presenting your creative work, experience, accomplishments by showing specific samples of the work you have done. Art directors, art buyers, copy editors, or any potential employer in a creative field want to see not just for whom you have worked or interned, but also a visual demonstration of your work. Creative professionals often use websites, videos, artist's statements or profiles, blogs, physical portfolios, printed work, demos and demo reels.

#### Where do I Begin?

Most art directors want to review your portfolio digitally, via online samples. Sometimes the preferred method for viewing work is by using a classic portfolio or portfolio of slides. Originals are viewed on occasion. While you are still in school, seize as many chances as you can to get more pieces in your portfolio. *In addition to the resume*, here are other components that can be included:

- **Visual Artists:** Your "book" can be represented both as an online/digital portfolio and a physical portfolio and as a selection of visual work. Photographs, prints, design work, and tear sheets can constitute the makings of a particular artist's portfolio.
- **Writers:** You can include articles, clips, video pieces, advertising copy, short stories, poems, excerpts of screenplays/plays/script/blogs or other relevant work.
- **Performers:** Include videos of performances, photographs, reviews, demos and/or other examples of your work preferably on your own website/page.
- **Filmmakers:** This can include a selection of video clips/highlights of your work in online/digital format.

As you develop your portfolio, take advantage of opportunities for critique. Get plenty of feedback from people in the field; professors, colleagues, even interviewers can give valuable advice on how to make improvements in the content and quality of your portfolio.

#### Quality vs. Quantity

A portfolio should be indicative of your best work, not a compilation of everything you have ever done. Remember – those looking at your portfolio have other portfolios to review. Give thought to the organization of the work within the portfolio. Employers in creative fields report that the portfolio should be able to "tell a story." Just as a resume should be easy for any employer to follow, so should the portfolio. When meeting in person a "leave behind" is also a nice touch and gives the employer a visual reminder of your work to keep. These can be color prints, business cards with your design and the list can go on. The bottom line on organizing your portfolio and presenting your work is - sloppiness is always remembered and rarely tolerated.

#### Formats

##### *Online/Digital Portfolio*

An online or digital portfolio is essential and is especially important for artists who need to present video or audio samples of their work. Having an online portfolio is an important way to promote yourself and demonstrate your capabilities. You can create your own website or utilize sites that allow you to build an online portfolio. **See the following page for suggestions.**

##### *Physical Portfolio*

Although it is essential for artists to have an online portfolio, you may also want to have physical copies of your work to bring to an interview or meeting. Include your name and contact info on the back of each individual piece as well as on the portfolio itself. Keep things relatively consistent and standard in terms of size. Remember, keep your portfolio neat, consistent, and reflective of your best work. Organize the content by theme and relevance, making it easier for you to talk about.

## Online Portfolio Resources

*Below are free and fee-based resources.*

***Always read the terms/policies of a site before you create an account and upload your work.***

**www.behance.net**: Platform for creative professionals to share your creative work.

**www.coroflot.com**: A portfolio and job search site.

**www.carbonmade.com**: Display and manage your portfolio online using an easy set of management tools.

**www.wix.com**: Create a free website (then fee based).

**www.squarespace.com**: Create a customizable website (fee based)

**www.canva.com/create/portfolios**: Create a one-page portfolio website and publish on the web with your own Canva site domain for free. Or, with Canva Pro, use a domain name search (opens in a new tab or window) tool and purchase your own custom domain.

**www.tumblr.com**: Share text, links, photos, quotes, music, and videos - from your phone, desktop, and more.

**www.blogger.com**: Create a blog. Easy to post text, photos, and videos. Unlimited flexibility to personalize your blog with themes, gadgets and more.

**www.flickr.com**: Online photo management/sharing application. Organize photos and video, and customize availability.

**www.deviantart.com**: Share and sell artwork, start your art collection and track your favorite artists.

**www.issuu.com**: Digital publishing platform where you can upload/showcase your publications as digital editions.

**www.vimeo.com**: Video sharing site.

**www.etsy.com**: Online marketplace for selling all things handmade.

**www.instagram.com**: A free way to market yourself as an artist.

**www.pinterest.com**: A tool for you to show your work and what inspires you as an artist.

## Your Professional Social Media Presence

### **Search for Yourself**

*Google* yourself and see what comes up. It is important to know what others see when they search for you. Is it positive or negative?

### **What Your On-line Presence Should Show**

You want to show your skills, passions, talents, and interests. It is a tool to promote what you have to offer.

### **Stay Up-to-Date**

If you have a professional website, on-line portfolio, or social media presence be sure it is current, engaging, and representing you in the way you want employers to see you.

### **Know What Your Industry Wants**

For some industries having a social media presence is a necessity for being considered for a job.

## Tips for Building Your Online Network

### **Connect**

When you meet someone in your day-to-day life, connect with them via social media, including LinkedIn. This shows that you are interested in keeping in contact.

### **Attract**

Get (or keep) people interested in you by keeping up your social media engagement. Share relevant industry information. You'll find that if you are contributing (and not just self-promoting), you'll be more successful.

### **Shift Your Focus**

Shift from 'Getting' to 'Giving'. If someone shares your content or mentions you - do the same for them! Start with a simple 'Thank you' and be sure to follow back so you can find the opportunity to reciprocate. Seek out opportunities to answer questions and help out – you'll be remembered for it down the road.

### **Consistency**

Nothing is genuine if it isn't consistent. It is not a good idea to just 'pop in' when it's convenient for you. If you are using social media platforms to connect with employers/clients, you should post regularly with engaging content.



# Career Development Center

Purchase College  
State University of New York  
735 Anderson Hill Road  
Purchase, NY 10577  
Student Services Building, 2nd Floor  
Phone: 914-251-6370 Fax: 914-251-7802  
[career.development@purchase.edu](mailto:career.development@purchase.edu)  
[www.purchase.edu/careerdevelopment](http://www.purchase.edu/careerdevelopment)